

Getting more out of your LinkedIn Profile



To make effective use of the functionality and advantages of LinkedIn, to stay updated, and to enhance your professional life, keep these helpful LinkedIn tips in mind:

- Start leaving recommendations for 1st degree network connections that you feel have earned a great one.
- Invest a good amount of time up front to create a great detailed profile.
- Spend a small but productive amount of time, on a consistent basis, to update and maintain your LinkedIn network.
- Use lots of search terms in advanced search to find the right person. If you get no results, remove one or two words and try again.
- Research someone on LinkedIn before meeting him or her in a job interview or business meeting.
- Do a reference check on any potential job hires using LinkedIn before you make an offer to candidates.
- Get some free market research by posting a question on LinkedIn Answers.
- Scan through your Network Updates to stay aware of what your network is doing.
- Use the LinkedIn Status Update function (Share an Update) to keep your network apprised of your business.