

## Tips on Utilizing LinkedIn

LinkedIn is an online platform which allows a user to promote themselves professionally as well as stay in touch with colleagues and classmates. Along with discovering professional opportunities, business deals, and new ventures, users can get the latest news, inspiration, and insights needed to be great at what they do. Here are some useful tips to utilizing LinkedIn, whether it may be for new job opportunities or business related networking. These tips below will help with staying consistent, relevant and having a good response time within 24-48 hours.

- Update your status regularly with relevant information pertaining to your industry and field of work.
- When considering joining groups or when to post, consider: “Do I have something relevant and of importance to say?”
- No – Pass on this is it worth your time.
- Yes – join the group and become an active member.
- Make postings regularly and join in on conversation topics; check back regularly for responses.
- Start discussions in groups regarding relevant material to get your name known in that industry sector.
- Review popular discussions in the group to better understand the interest your target audience.
- Respond to group post and individual status updates with relevant and helpful information.
- Provide relevant articles, publications, etc.
- Pose new questions based on a different post.
- Try answering questions from others.
- Write a recommendation for a close personal contact on LinkedIn, which builds and promotes relationship building.
- Request a recommendation from a close professional contact.
- Respond to messages in your inbox regularly, even if it is a generic message.
- Personalize your messages when establishing connections. Change the generic subject line and add details about something you may have previously discussed.
- Take 10-15 minutes out your day to network and review “people you may know.” Send an appropriate invitation to connections that will be beneficial to both parties.
- Ask to be introduced by a connection if you see they are connected to another individual you want to network with.