

Optimizing Your LinkedIn Experience

►► ENHANCE YOUR PROFILE

1. **Upload a high quality photo to your profile.** The photo should be business casual - avoid family photos.
2. **Add descriptions to your job roles.** You do not have to add all of your experience, but if it offers more depth to your profile, add it. Including accomplishments, project performance and results are encouraged.
3. **Write a short summary of who you are and what your goal is as a professional.** This area is a great place to display your passion for your work.
4. **Ensure your profile is scannable.** In a world of short attention spans, people want to scan. Add spaces between big ideas and avoid long chunky paragraphs.
5. **Personalize your URL.** By doing this, people are much more likely to find you.

►► BUILD CONNECTIONS

1. **Start building your connections by syncing your contacts from Microsoft Outlook** and other email applications into LinkedIn. LinkedIn takes your email list and finds colleagues to connect with immediately without having common connections first.
2. **Connect with coworkers.** Add your company to your profile. By connecting with coworkers, you can broaden your network.
3. **Connect with People You Know.** LinkedIn provides a list of people that you may know based on the connections you have. This is one of the easiest way to continuously grow your network.
4. **Endorse people.** When you endorse others, people usually return the favor. When people endorse you, the more your expertise is validated for those that do not know you - like potential clients.
5. **Write recommendations.** Like endorsements, people will usually write a recommendations for you after you write one for them. This also adds credibility.
6. **Join groups.** Search for industry magazines and trade associations to connect with people that you have something in common with. For business development purposes, engage in groups where prospects are interacting. You can see which groups they are in by viewing their profile.

►► SHARE RELEVANT CONTENT

1. **Use your company page as a reference** to see what has recently been added to the website.
2. **Share content that is relative to your audience.** In other words, don't share, just to share. You lose your respect that way.
3. **Attach a comment to every post.** You're human. Be human. Don't just share links, share why you are sharing it. It can be as simple as: Interesting article!
4. **Share content in your groups.** Be selective. Make sure what you are sharing is relative to your fellow group members.
5. **Remember that you do not have to post your company content exclusively.** If you see an interesting article in a trade magazine, share it.

►► ADVANCE YOUR SEARCHES

LinkedIn allows you to search for prospective clients by selecting the industry, company, keywords, job title, and company size you desire. If you have LinkedIn Premium, you have access to more fields within your search.

►► SEND PROSPECTS MESSAGES

For business development - Once you have connected with a prospect, introduce yourself in a message. This way, you can share with them our services and let them know that if an issue arises in their facility, they now have a connection that can help.

►► SCHEDULE YOUR ACTIVITY

Optimizing LinkedIn isn't a one time thing. You have to constantly update and engage in the social experience. It is recommended to create a reminder in your calendar to remind you to login. Ideally, you can schedule this for once a week, but two to three times a month also works.

