



[www.linkedin.com](http://www.linkedin.com)

Linked In is a free social media site used by more than 80 million business professionals. It can be a great tool for business-to-business networking as well as for quickly improving your Web visibility. Here are a few tips to use once you sign up to create a profile:

- Hover over the 'More' tab (top of screen), select 'Learning Center' for helpful tutorials.
- People want to see you! Upload a good quality casual photo or a professional head shot. Profile photos are fairly small; crop yours closely for the best result.
- Follow the 'Settings' link (top right, hover over your name), then 'Email Preferences'. Sign up for daily or weekly updates from your contacts to keep up with their business news. Remember to comment on their status from time to time – this is another opportunity to have your name seen in the community.
- While in 'Settings' select 'Profile' and 'Edit Public Profile'. Select 'Make my public profile visible to everyone'. This will allow potential clients to easily access your information, even without joining Linked In themselves. Use the checklist (right side) to customize your profile by selecting what information you would like to share with those that don't know you yet.
- Again, while in 'Settings' select 'Activity Broadcasts' and turn off the activity feed for now. If you leave feeds 'on' your contacts will be notified each and every time you edit your profile...turning feeds 'off' will prevent them from seeing numerous tweaks made as your profile is developed.
- Start building your network by importing contacts from your email account. Select 'Contacts', 'Add Connections' then follow directions for importing. Contacts who are already members of Linked In will display a small logo next to their name...invite them to connect with you.
- Have a stack of business cards on your desk? Use the 'Search' function (upper right) to see if they are members and invite them to connect. You can toss the business cards once you've established a connection on-line.
- Add me as a contact! ☺
- Join a few groups. Select 'Groups' then 'Groups Directory'. In the search field enter the name of your city or region. A list of local groups will appear...scroll through and join ones that interest you.
- Help contacts you've done business with succeed by recommending them on Linked In. It's easy and appreciated! While viewing their profile select 'Recommend John' (top right). You'll be instructed to write a brief blurb about your experiences working with that contact. Take time to write recommendations thoughtfully - they are shown on your profile and the person you are recommending.
- When your profile is complete its time to start letting your contacts know what you and your business are doing. Update your status 1-3 times per month with business related information. Postings can include announcing events, talking about industry meetings you are attending, educating people about new programs being offered, posting job openings and more...it only takes a minute and will help keep your business fresh on people's minds.

Enjoy the benefits of a professional profile on Linked In! ~ Patti

**Phone: 360-325-3127**

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