

# Chapter 3: Maximizing LinkedIn

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## *In This Chapter*

- ✓ Tweaking your profile
- ✓ Finding customers on LinkedIn
- ✓ Finding staff on LinkedIn
- ✓ Finding information on LinkedIn
- ✓ Managing contacts
- ✓ Using applications
- ✓ Finding alternative business networks

**I**n earlier chapters in Book VI, we give you some basic information for getting set up on LinkedIn and connecting with other businesspeople. You can use LinkedIn for a lot more than that, though. The first step is to tweak your profile so that people can find you. When you get lots of contacts, you can manage them. You can also find clients and employees on LinkedIn. You can use LinkedIn to find answers to questions as well. You can use applications to enhance your LinkedIn experience and bolster your profile.

In this chapter, we show you how to maximize your presence on LinkedIn.



You can augment your LinkedIn presence with the business network Plaxo ([www.plaxo.com](http://www.plaxo.com)), Ryze ([www.ryze.com](http://www.ryze.com)), or Sologig.com ([www.sologig.com](http://www.sologig.com)). The first two networks are similar to LinkedIn. On Sologig.com, you post and look for jobs.

## *Tweaking Your Profile*

Your LinkedIn *profile* is sort of an online résumé. Your profile entices other professionals to contact you and create a connection. When people find you on LinkedIn, the first thing they see is your profile.

Therefore, make your profile as professional as possible. It should read like a 30-second elevator pitch, giving just enough information about you to interest people, along with a professional-looking photo.

But no matter how effective your profile is, you need to have people see it. Let's face it: Lots of profiles on LinkedIn were created by people in the same line of work as you. Follow these guidelines to make your profile stand out:

◆ **Include keywords people would use to find you.** Similar to search engine optimization, you place these keywords in key positions in your profile. The most important spots to add your keywords in a LinkedIn profile are in

- Your earlier job titles
- Your summary
- Your status updates



Dig up the list of keywords you compiled for your search engine optimization efforts. Those keywords work here as well. Turn to Book II, Chapter 2 to come up with your keyword list.

◆ **Study the profiles of your contacts and other professionals in your industry.** Take the best information you see from the profiles you study and put your personal spin on it.



Your profile isn't cast in stone. You can modify it whenever your business and marketing goals change by choosing Edit Profile from the Profile drop-down menu. When you change your profile, see whether you experience a spike in requests for connections.

## *Managing Your LinkedIn Contacts*

When you set up a LinkedIn account, your first goal is to get some contacts (*connections*, in LinkedIn-speak). However, as time goes on, you may find that a contact is no longer useful to you. You may also find that you need to add information to a contact's profile. When you have so many connections that finding a specific person becomes difficult, you can organize your contacts into groups. We show you how to manage your contacts in the following three sections.

### *Removing a contact*

When a contact has outlived his usefulness, or has violated one of your standards, it's time for the contact to go the way of the dodo. According to LinkedIn, a contact isn't notified when you remove him.



After you remove a contact, you can't recover it (at least not at the time this book was written), so give some extra thought before you remove contacts.

You can remove any contact by following these steps:

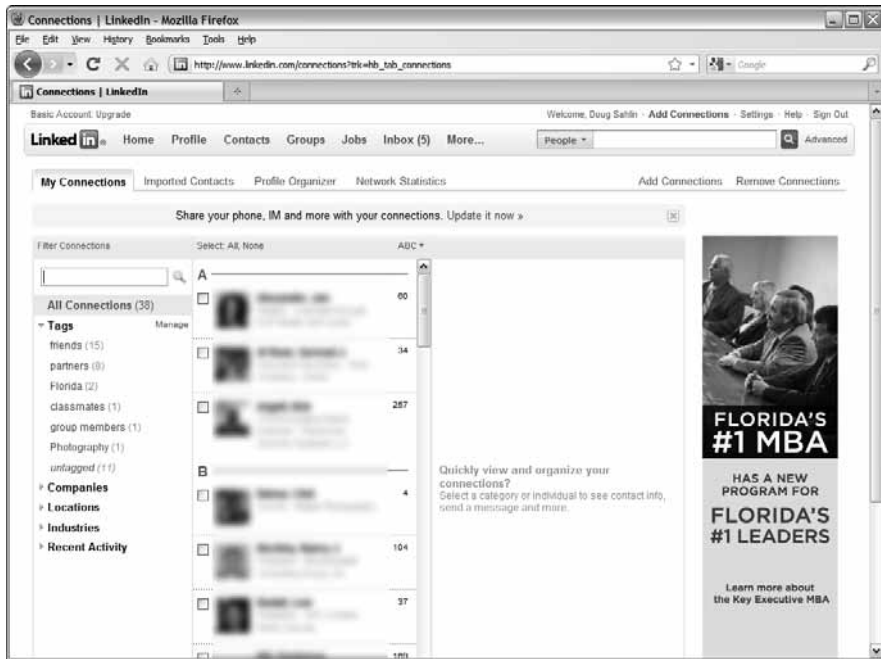
#### **1. Log in to LinkedIn and then click Contacts.**

Your browser refreshes to show the Contacts page (see Figure 3-1). Notice the buttons to add and remove connections in the upper right corner of the browser window.

#### **2. Click the Remove Connections button.**

The Remove Connections page appears, as shown in Figure 3-2.

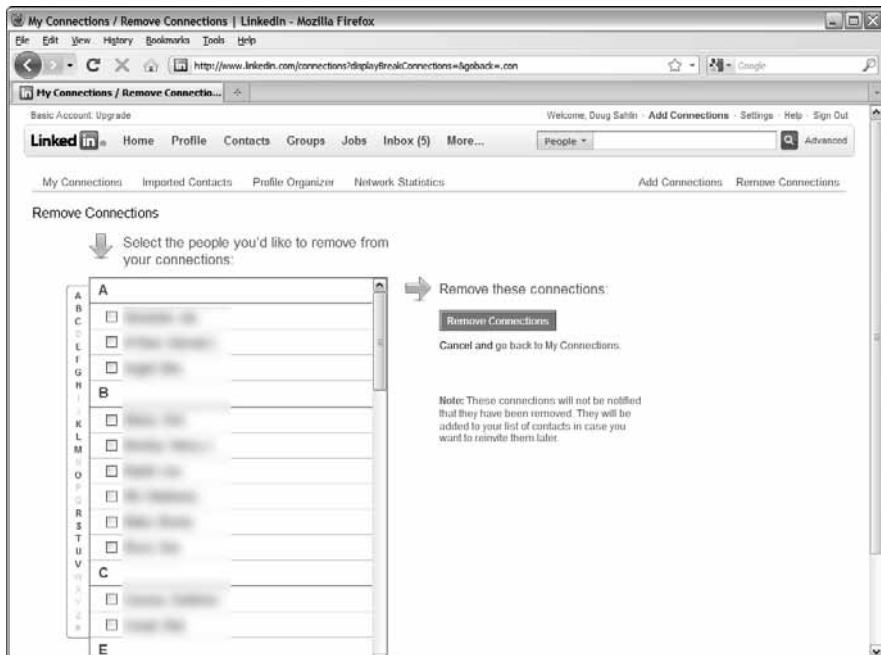
**Figure 3-1:**  
It's time to  
remove the  
dead wood.



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**Figure 3-2:**  
Okay,  
LinkedIn  
just isn't big  
enough for  
all of us.



**3. Select the check box to the left of each connection you want to remove.**

If you have lots of connections, you have to scroll through them. You can remove multiple connections by clicking multiple contacts.

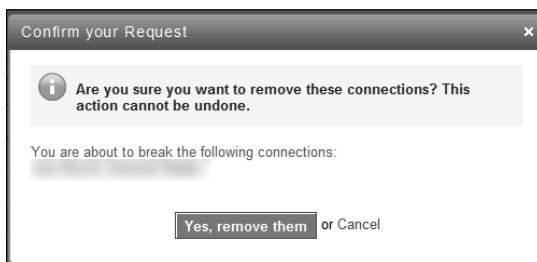
**4. Click the Remove Connections button.**

A dialog box appears, listing the connections you're about to remove, as shown in Figure 3-3. Note the warning that the action cannot be undone.

**5. Click the Yes, Remove Them button.**

The contacts are permanently removed from your connections list.

**Figure 3-3:**  
Oh, no!  
Please don't  
remove me.



### *Modifying a contact's information*

Your contacts list certain information on their profiles. You can append this information to your own information about the contact. For example, if you know his cellphone number and you want to add it to his contact information, you can do so. The additional information is visible only to you when you select his profile from your contacts.

To modify a contact's information, follow these steps:

**1. Log in to LinkedIn and then click Contacts.**

Your browser refreshes to show the Contacts page.

**2. Click the icon of the contact whose information you want to modify.**

The contact's information appears on the right side of your browser window, as shown in Figure 3-4.

**3. Click the Edit Details link.**

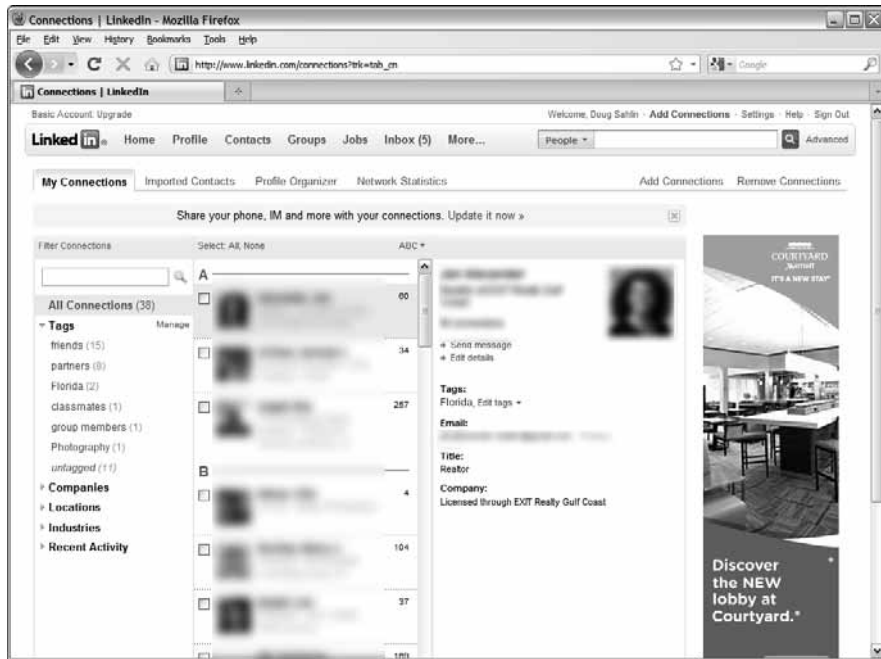
Your contact's information opens in another window.

**4. Add some information.**

You can add another telephone number, addresses, or the contact's birthday, for example.

**5. Click Save Changes.**

The changes are saved to your copy of your contact's profile.



**Figure 3-4:**  
It's time to edit you, my lovely.

## Tagging contacts

When you have lots of contacts, finding the one with whom you want to converse can be like looking for a needle in the proverbial haystack. However, you can organize your contacts by creating tags, and then assigning them to certain contacts. For example, to segregate all your business contacts, create a Business tag.

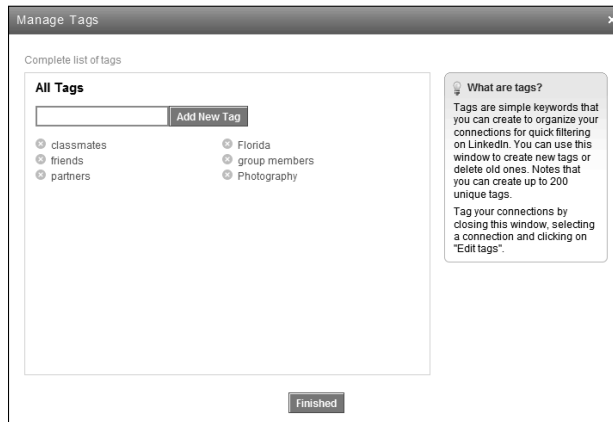
To manage your contacts with tags, follow these steps:

- 1. Log in to LinkedIn and then click Contacts.**

Your browser refreshes to show the Contacts page.

- 2. Click Manage.**

The Manage Tags window appears, as shown in Figure 3-5.



**Figure 3-5:**  
Managing  
contacts  
with tags.



**3. Enter the tag in the text field.**

Create a tag that fits several of your contacts. Your goal is to organize, not create more clutter.

**4. Click the Add New Tag button.**

The tag is added to the list.

**5. Repeat Steps 3 and 4 to add tags as needed.**

**6. Click the Finished button.**

Your new tags are added to the list.



To delete a tag, click the little letter *x* to the left of the tag name in the Manage Tags window and follow the prompts to remove the tag.

After you add new tags, it's time to organize your contacts. To apply a tag to a contact, follow these steps:

**1. Log in to LinkedIn and then click Contacts.**

Your browser refreshes to show the Contacts page.

**2. Click a contact's icon.**

The contact's information appears on the right side of the browser window.

**3. Click the Edit Tags link.**

A dialog box opens, showing all tags you've created.

**4. Select the check box for each tag that applies to the person.**

You can also add a tag by clicking the plus sign (+) and following the prompts.

### 5. Click Save.

Your changes are saved.

After you edit tags for each contact, you see the number of contacts listed under each tag on the left side of your Contacts page. To see all contacts listed under that tag, click the tag.

## Searching for People on LinkedIn

If your company does business with other businesses, you can use LinkedIn to find clients. If you've built up a diverse network of contacts on LinkedIn, you can ask contacts who are not your competitors to recommend you to their contacts. It's a quick way to find companies to do business with. Before you start searching for referrals, pump up your profile with recommendations from your LinkedIn contacts who have used your services. Then you're ready to start asking for referrals.

Another way to find referrals is to increase the number of contacts you have. Make it a goal to draw as many contacts as you can that are in businesses supporting, but not competing with, your industry. Your new contacts may eventually become customers or sources for referrals. Treat your new contacts like gold and nurture those relationships until you can go mining for new clients.

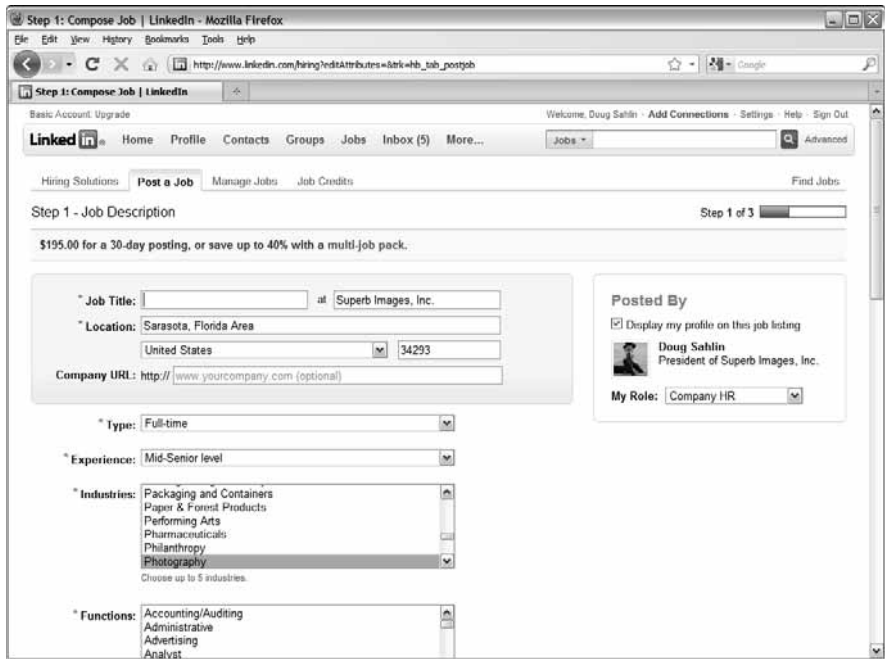
## Posting Job Ads

Lots of people on LinkedIn are looking for jobs, including college graduates, trade school graduates, and, unfortunately, people who have lost their jobs in a down economy. You can easily find your next superstar by placing an ad on LinkedIn. According to LinkedIn, companies using its job posting service include Adobe, Expedia, Lucasfilm, Microsoft, PayPal, and Salesforce.com. At the time this book was written, a LinkedIn ad cost US\$195 for a 30-day posting.

To post a job, follow these steps:

1. **Log in to LinkedIn and then click Post a Job from the Jobs drop-down menu.**

The Post a Job section appears, as shown in Figure 3-6.



**Figure 3-6:**  
Posting a  
job.

## 2. Fill in the information.

At the top is the standard information: job title and the name, location, and URL of your company. At the bottom, you provide information on the type of candidate you're looking for.

As many as 4,000 characters are available to help provide an enticing job description, so don't scrimp. If your company has won awards or is listed as one of your town's or state's best places to work, be sure to include that information.

Be as specific as possible when you fill in the Skills field.

Allow your profile to be shown with the job posting.

## 3. (Optional) Fill in the Additional Information section.

In this section, you can specify whether you accept only local candidates and compensate for relocation. You can also specify the option not to accept applications from third-party employment agencies.

## 4. Click Continue.

The Options step appears, as shown in Figure 3-7.



**Figure 3-7:**  
Specifying  
the post  
options.



Creating a job post can be an arduous task. If you need a break, or need additional information to finish writing the post, you can save your current work as a draft. Finish the draft later by choosing Manage Jobs from the Jobs drop-down menu.

### 5. Specify an e-mail address for job routing.

You can use your own e-mail address (the default option) or specify another address to which prospective employees send their information. After this stage, it's a matter of selecting a payment method and waiting for the applications to pour in.

After you post a job, you can manage your job posts by choosing Manage Jobs from the drop-down menu.



Posting a job isn't the only way to find qualified employees. Share the information with other contacts. Use the Share an Update text field on your home page to state that you're looking for employees. You can even add a link to a job advertisement on your Web site or another Web page. Send a message to your most trusted contacts, telling them you're looking for staff. They may know qualified people who are looking for the type of jobs you're offering.

## *Asking and Answering Questions on LinkedIn*

Lots of experts are on LinkedIn. When you need to have a question answered, you can ask those experts. You can also participate in the discussion and respond to additional comments. When you participate, you make your presence known to people on LinkedIn who may not be your contacts. Questions and answers are another way to expand your contacts on LinkedIn. We show you the Q&A ins and outs in the next couple of sections.



Explore the Closed Questions tab to find answers to previously closed questions. Even though the questions are closed, you may find some interesting information here.

### *Asking questions*

If you have a question that has been on your mind, a question that hasn't been answered from your usual sources, consider posing the question on LinkedIn.

When you ask a question, you have complete control. You can pick the connections that you think are most likely to have the answer, or post the question to all your contacts and then wait for answers. The question is also viewed by your second- and third-degree contacts, which can possibly lead to some new contacts.

To ask a question on LinkedIn, follow these steps:

- 1. Log in to LinkedIn and choose Answers from the More drop-down menu.**

The Answers Home page appears, as shown in Figure 3-8.

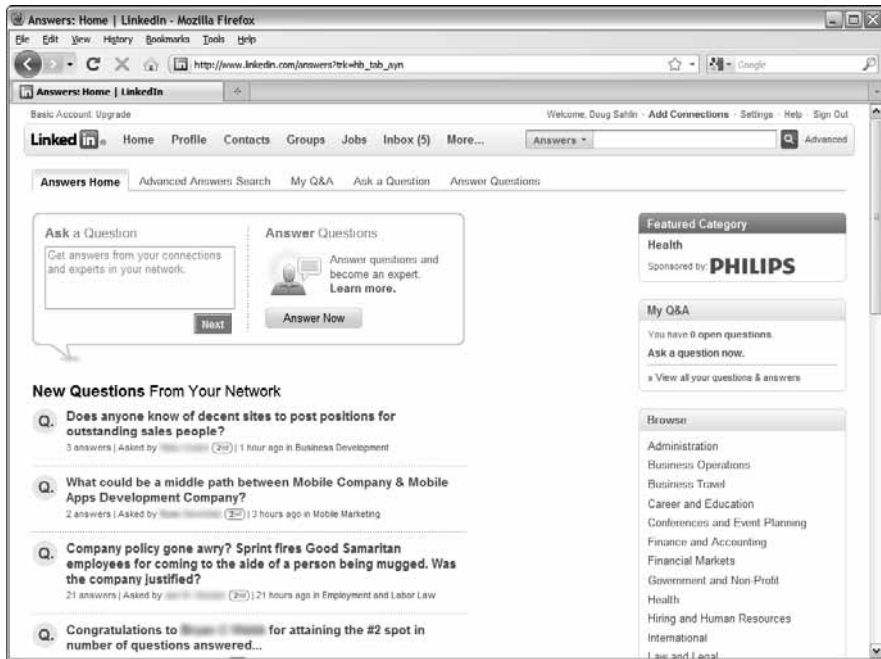


Someone may have already asked the same question. Before you ask, search for similar questions that have already been asked by others. Click the Advanced Answers Search tab on the Answers Home page. On this tab, enter keywords and choose a category in which to search. You can also choose to show only unanswered questions.

- 2. Click the Ask a Question tab.**

The Ask a Question page appears, as shown in Figure 3-9.

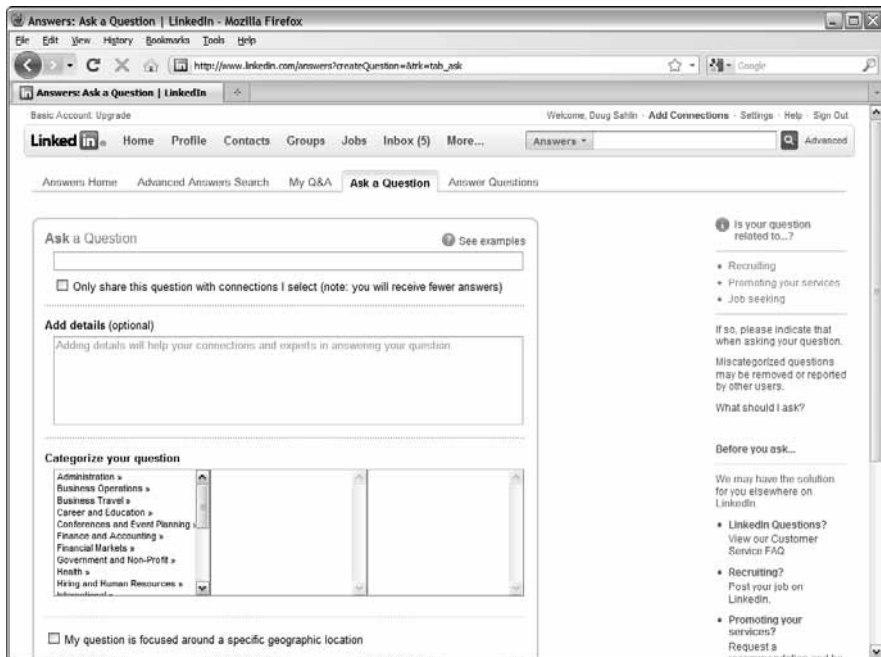
**Figure 3-8:** Looking for answers in all the right places.



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**Figure 3-9:** Questions 67 and 68.



**3. Enter your question in the Ask a Question box.**

Rather than ask a multipart or vague question, ask a specific question, such as “Which form of social media has been the most effective for your business?” If you’re specific, you get detailed answers. If you’re vague, people don’t know how to respond to your query. Also strive to keep your question short and to the point.

**4. Accept the default option to share your question with all connections, or select the check box to choose the connections to which the question is sent.**

If you choose the latter option, you probably receive fewer responses. Use this option if you feel that the question can be accurately answered only by some of your connections.

**5. (Optional) Add some information to the Add Details field.**

Use this area to supply further information if your question involves a specific topic, such as choosing between two pieces of equipment.

**6. Choose a category for your question.**

Notice the three windows. When you choose one category, you may have subcategories to consider.

**7. If applicable, select the My Question Is Focused Around a Specific Geographic Location check box.**

If you choose this option, additional windows appear, in which you can specify a country and zip code.

**8. If applicable, choose an option from the Is Your Question Related To? section.**

In this section, you can specify whether the question is related to recruiting, promoting your services, or seeking a job. Click the check boxes that apply.

**9. Click the Ask Question button.**

If you specify the option to send the connection to specific contacts, the Share Your Question with Your Connections page appears, as shown in Figure 3-10.

**10. Click the blue icon to the right of Compose Your Email.**

A dialog box opens that shows all of your connections.

**11. Choose the connections to which you want to send the question.**

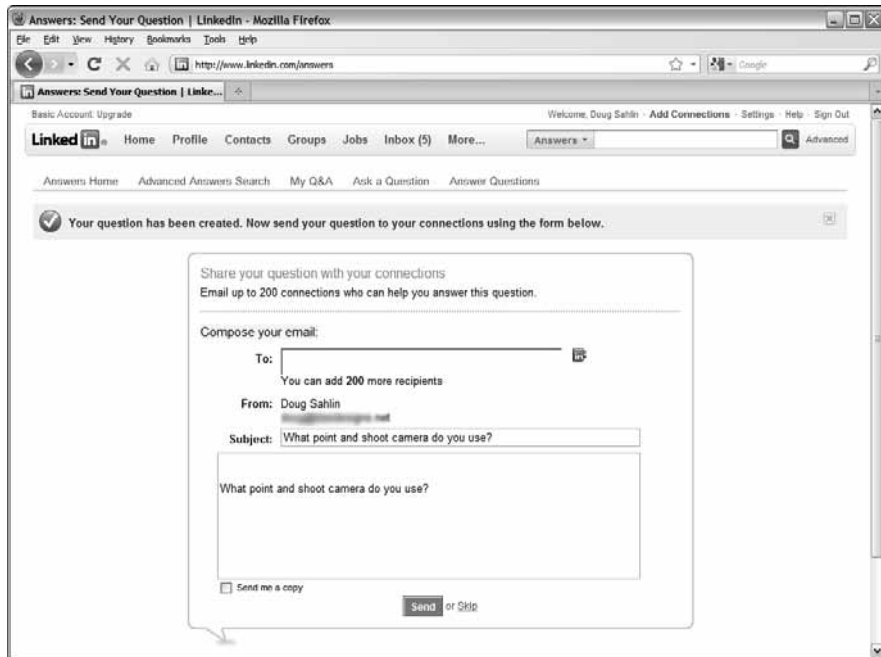
You can send the question to as many as 200 contacts.

**12. Click Finished.**

The window refreshes to show the connections to whom the question will be sent.

**13. Click Send.**

The question is sent to your connections. After sending a question, it appears in the My Q&A section of the Answers pages on your profile.



**Figure 3-10:** Sending your question to specific correspondents.

After your question has been answered, you can close the question by choosing Answers from the More drop-down menu and then clicking My Q&A. Select the question you want to close, and then click the Close button.

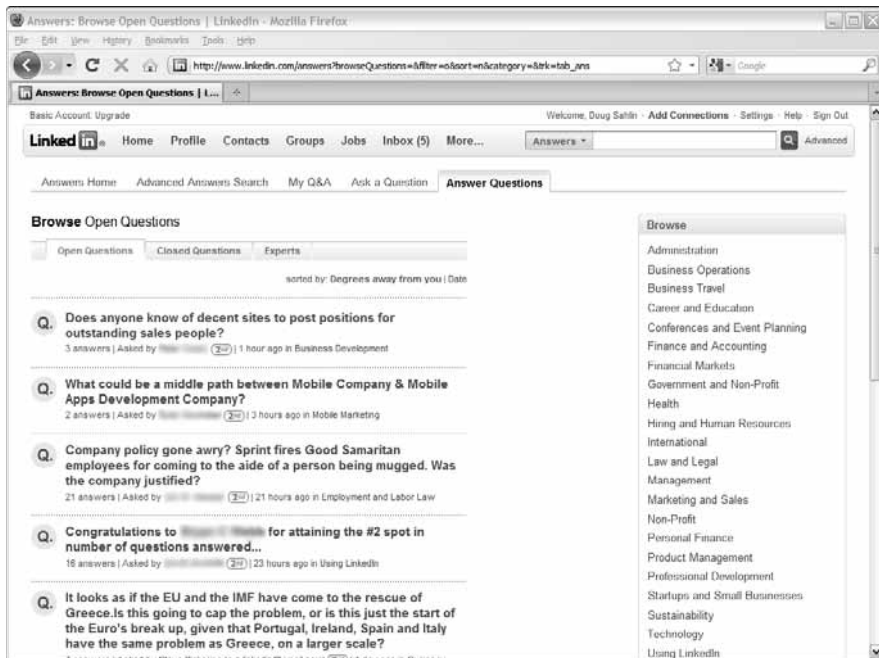
## Answering questions

In addition to asking questions on LinkedIn, you can answer questions posted by contacts in your network. Your network includes first, second, and third-degree contacts as well as contacts in any group to which you belong. Questions from your first-degree contacts are sent to you directly. You should always respond to questions sent by your first-degree contacts; if you don't know the answer, thank the person for asking you the question, and offer to ask other colleagues to see if they can help.

To answer a question on LinkedIn, follow these steps:

- 1. Log in to LinkedIn, choose Answers from the More drop-down menu, and then click the Answer Questions tab.**

The Browse Open Questions page appears, as shown in Figure 3-11. The answers are sorted by degree, with questions from your second-degree contacts appearing first.



**Figure 3-11:**  
So many questions, so little time.

### 2. Browse the questions.

Lots of questions are posed on LinkedIn. Unfortunately, you have no easy way to search them, so you have to do it the old-fashioned way — question-by-question, page-by-page. Alternatively, you can narrow the focus of the questions to which you browse by clicking a link in the Browse section.

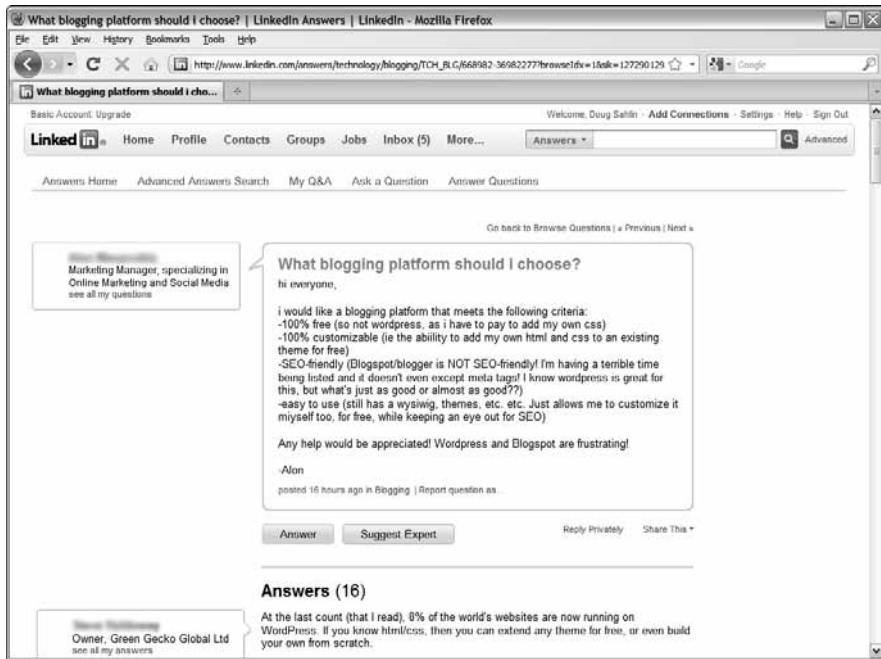
### 3. When you find a question you want to answer, click it.

The page refreshes, showing detailed information about the question, as shown in Figure 3-12. In addition to seeing the question and detailed information, you see answers that have already been posted.

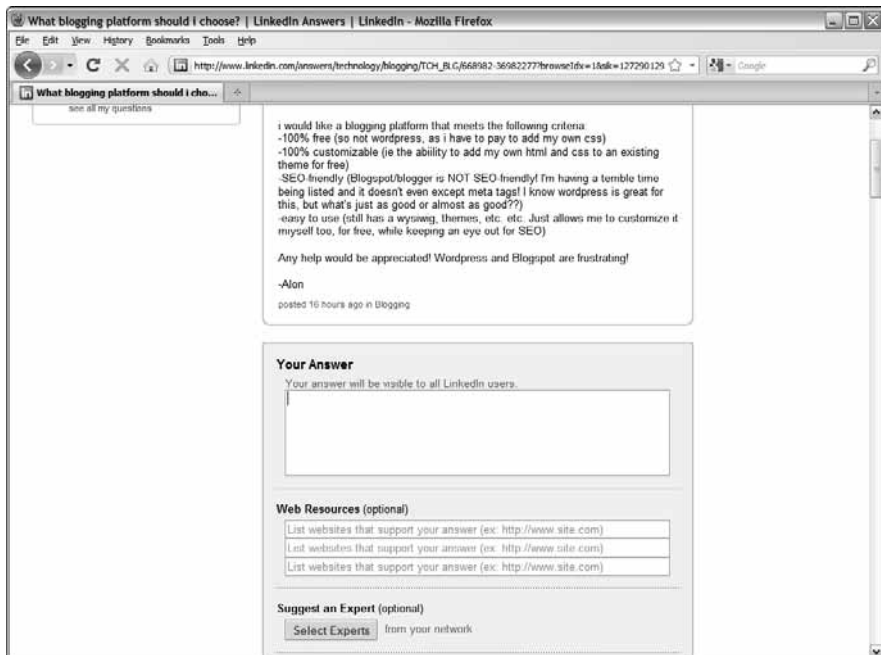
### 4. Click the Answer button.

The page refreshes and the Your Answer field appears, as shown in Figure 3-13. You also see three fields for Web resources.

**Figure 3-12:**  
I know the answer to this question.



**Figure 3-13:**  
Put your answer here.



**5. Answer the question and add any Web resources.**

The Web resources can be Web pages or blog posts. If they're your Web pages or your blog posts, you've just directed more traffic to your site.

**6. (Optional) Click the Suggest Experts button.**

The Choose Connections dialog box opens. You can choose as many as three connections that you think have expert knowledge regarding the question.

**7. Select one, two, or three experts and then click the Finished button.**

Your experts are added to your answer.

**8. Accept the default option to write a note with your answer, or not.**

If you accept the default option, enter a note in the text field. It's a useful way to introduce yourself to the person asking the question.

**9. Click Submit.**

Your answer is sent to the person who made the query and is added as an answer to the original question. Your answer appears in the asker's LinkedIn inbox. LinkedIn also sends a notification to the e-mail address associated with the asker's account.



Click the Experts tab to see a list of LinkedIn experts. The experts are categorized as Experts This Week or All Time. You can find out more information about an expert by clicking her name to see all her answers. You can become an expert by having a colleague choose your answer as the best in the category. With each best answer, you gain one expertise point in that category. The more expertise points you have, the higher you rank as an expert for that category.

## *Using LinkedIn Applications*

You can extend your LinkedIn experience by using applications. LinkedIn applications give you the option to create polls, add a reading list to your profile, create a link to your blog, and much more. Some applications require a fee and are created by third parties. (A detailed explanation of each application is beyond the scope of this book.)

Follow these steps to add a LinkedIn application to your profile:

**1. Log in to LinkedIn and then choose Application Directory from the More drop-down menu.**

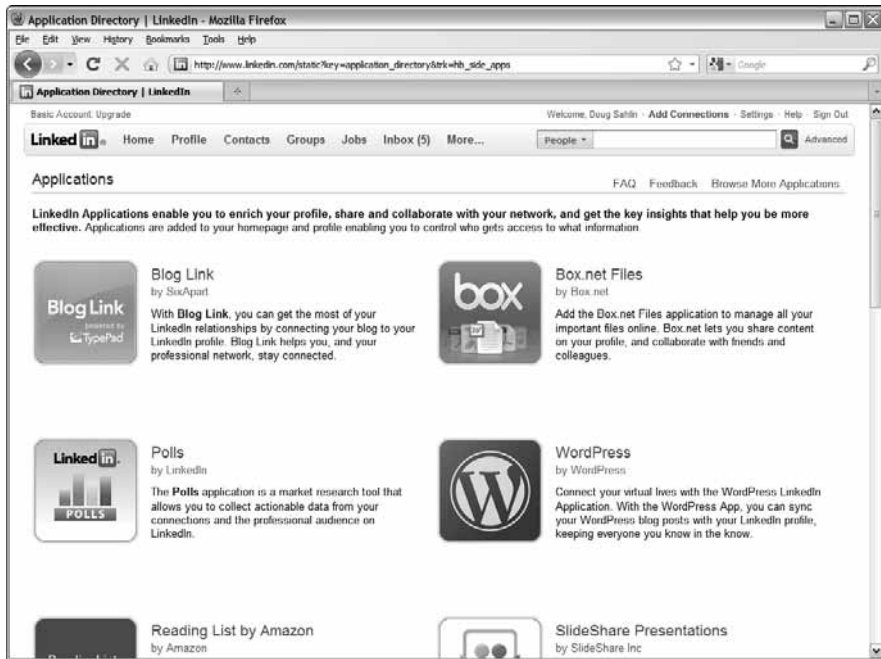
The most popular applications are listed, as shown in Figure 3-14.

**2. Click an application to install it.**

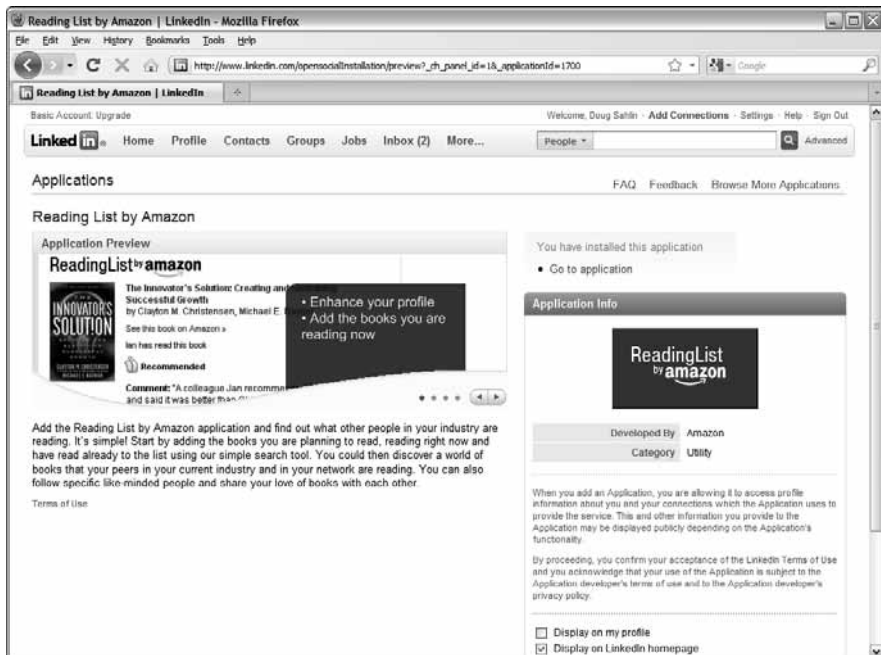
A page appears with information about the application. Figure 3-15 shows the page that appears after installing the Reading List application by Amazon.



**Figure 3-14:**  
Adding an application to your LinkedIn profile.

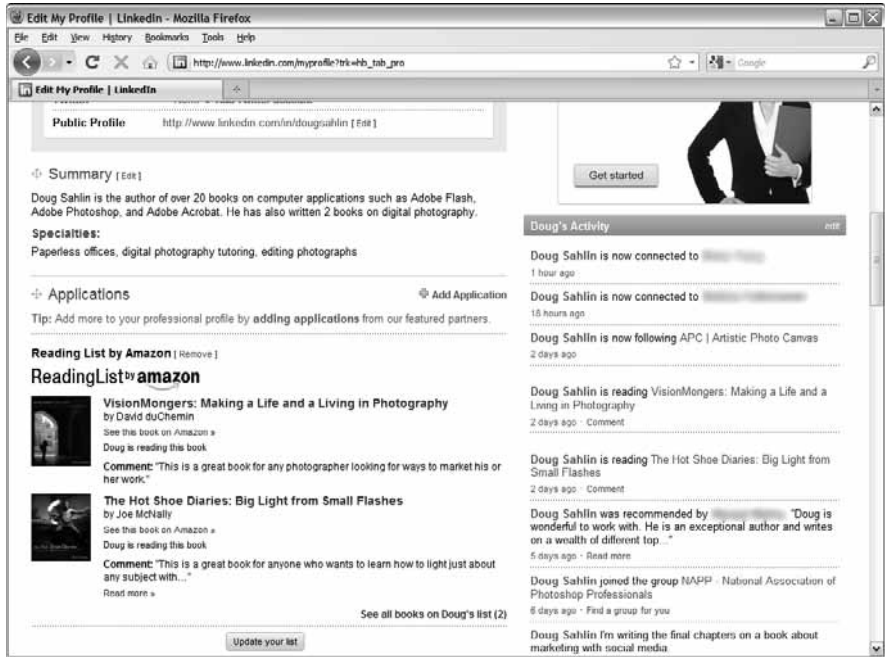


**Figure 3-15:**  
Adding an application to your profile.



### 3. Follow the prompts to finish installing the application.

The application is added to your profile. Figure 3-16 shows the Reading List by Amazon application.



**Figure 3-16:** Adding the Amazon Reading List to a LinkedIn profile.



Click Browse More Applications to view other applications you can add to your LinkedIn profile.

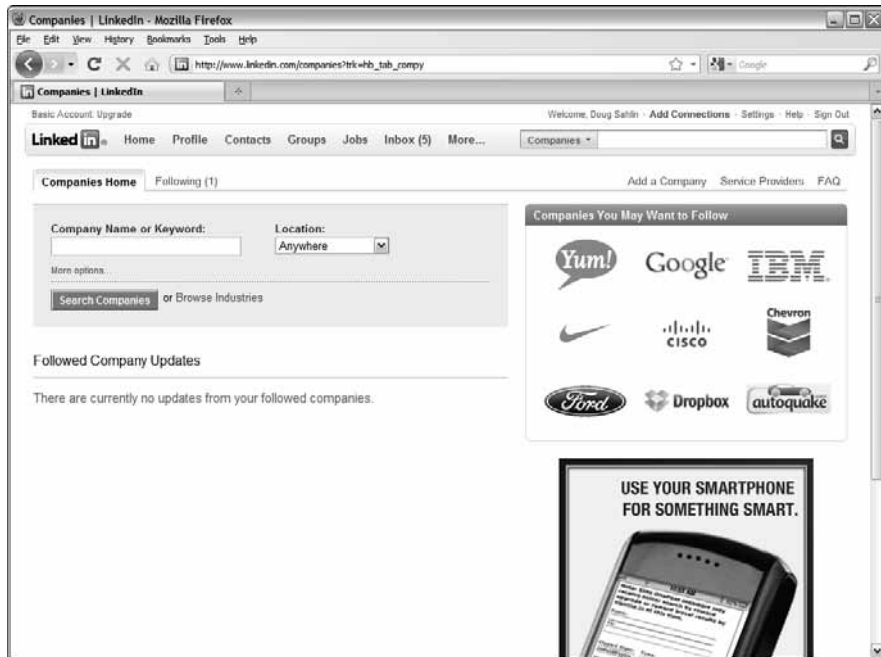
## *Following a Company*

In addition to finding personal profiles on LinkedIn, you can find company profiles on LinkedIn. Company profiles are similar to business pages on Facebook. You can follow a company and keep up to date on its latest developments and other news.

To follow a company on LinkedIn, follow these steps:

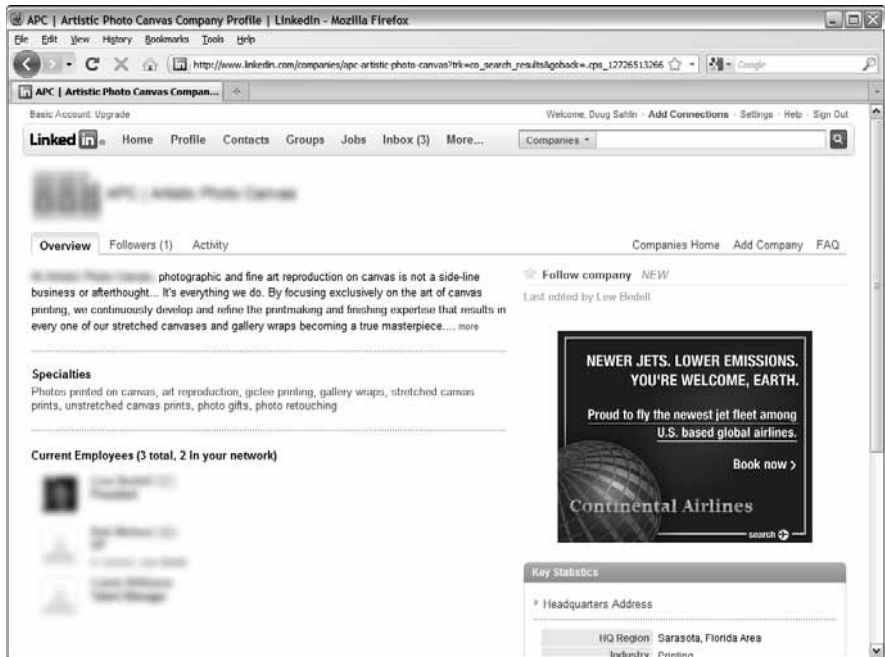
### 1. Log in to LinkedIn and choose Companies from the More drop-down menu.

The Companies Home appears, as shown in Figure 3-17.



**Figure 3-17:**  
Finding a  
company.

2. **Enter a company name or keyword in the Company Name or Keyword text field.**
3. **(Optional) Choose an option from the Location drop-down menu.**  
Your choices are Anywhere or Located In or Near. If you choose the latter option, two fields and a check box appear. You can choose the country in which the company you want to find is located, and specify a postal code. You can also select a check box to locate only the company headquarters.
4. **Click the Search Companies button.**  
LinkedIn returns a list of companies that fit the parameters you specify.
5. **Review the results and click a company name that is of interest to you.**  
The company's profile is displayed, as shown in Figure 3-18.
6. **Click the Follow Company link.**  
The company is added to the Following tab on the Companies page.



**Figure 3-18:**  
Reviewing  
a company  
profile.

You can find out the latest information about a company by choosing Companies from the More drop-down menu and then click the Following tab to display the companies you're following. You see a single listing for each company. Click the company name or logo to display its profile.

When you follow a company, you're notified by e-mail whenever a noteworthy event happens. You can choose which events cause LinkedIn to send you a notification and how you receive the notification.

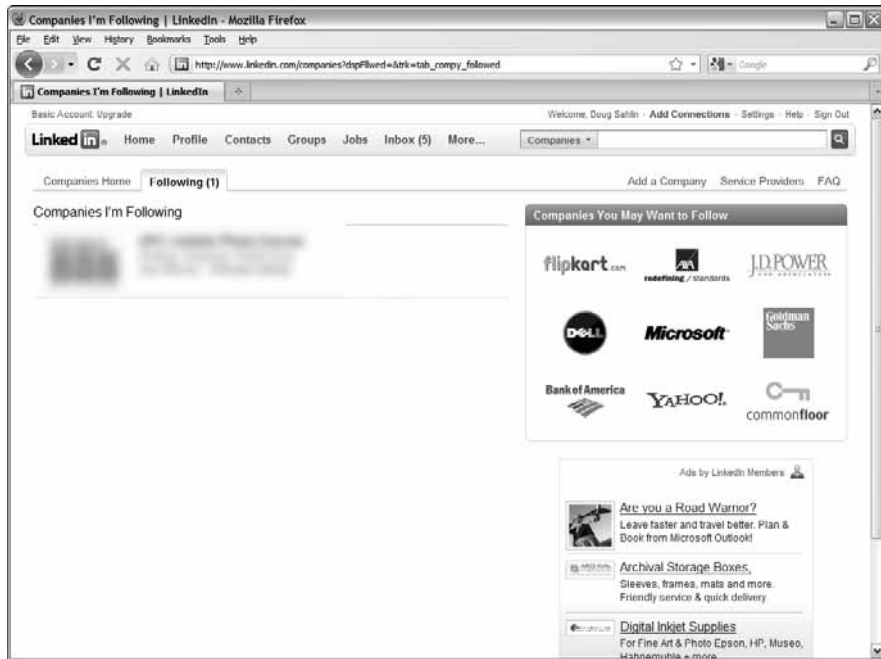
To change the settings for a company you follow, follow these steps:

- 1. Log in to LinkedIn, choose Companies from the More menu, and then click Following.**

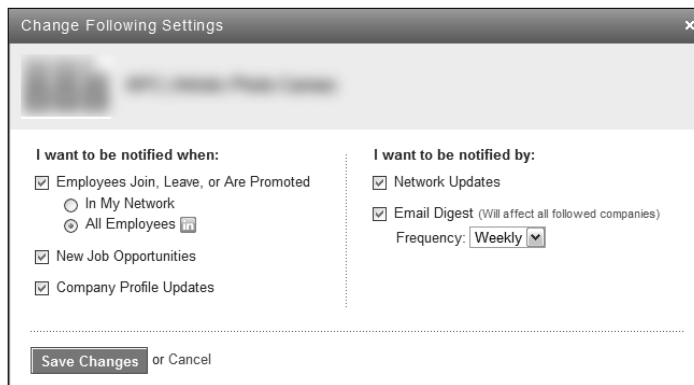
The companies you follow are listed, as shown in Figure 3-19.

- 2. Click the Notification Settings link.**

The Change Following Settings dialog box appears, as shown in Figure 3-20.



**Figure 3-19:**  
I'm following  
these  
companies.



**Figure 3-20:**  
Changing  
notification  
settings.

### 3. Change the notification settings however you want.

You can choose to be notified when employees join or leave or are promoted within the company. You can choose to be notified if the employee changes are for a person in your network or for all employees within the company. You can also be notified whenever new job opportunities pop up or profiles are updated. You can be notified by network update or e-mail digest. If you choose the digest, you can choose the update frequency.

## 4. Click the Save Changes button.

Your notification changes for that company are updated.

## *Creating a LinkedIn Company Page*

You can promote your company by adding a company page to LinkedIn. When you create the page, you add information about your company. You keep the page current by adding new activity that occurs within your company.

To create a company page on LinkedIn, follow these steps:

### 1. Log in to LinkedIn; choose Companies from the More menu.

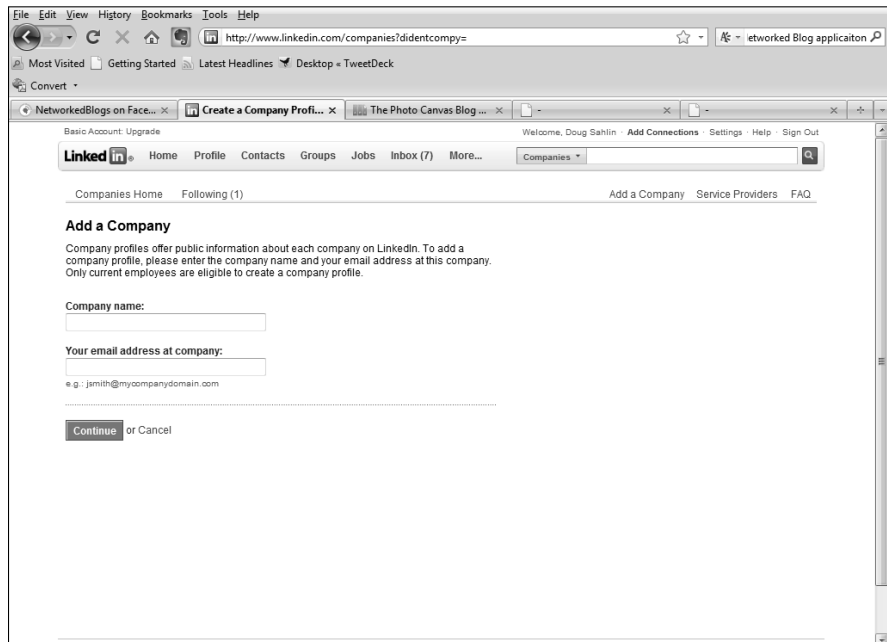
The Companies home page appears.

### 2. Click the Add a Company Link.

The Add a Company page appears (see Figure 3-21).

### 3. Enter your company name and e-mail address and then click Continue.

A page appears telling you a confirmation e-mail has been sent to the e-mail address you provided.



**Figure 3-21:**  
Create a  
company  
page.

**4. Check your Inbox for the confirmation e-mail and then click the link.**

You're redirected to LinkedIn.

**5. Click the link to confirm the e-mail.**

If the e-mail address is different than your primary LinkedIn e-mail address, you're required to sign in again. Otherwise, you're directed to the Add Basic Information page (see Figure 3-22).

**6. Enter the following information for your company:**

- *Website URL:* The URL to your Web site.
- *Description:* A description of your company and the basic services you provide.
- *Industry:* Select the industry in which your company does business.
- *# of Employees:* Enter the number of employees in your company.
- *Type:* Choose the option that matches what type of your company.
- *Country:* Choose the country in which your business is located.
- *Postal Code:* Enter the zip code in which your company is located.
- *Your Position:* Choose the option that matches the position you hold with the company.



**Figure 3-22:**  
Add basic  
information  
about your  
company.

### 7. Click **Save and Continue**.

A page appears telling you that a page has successfully been created for your company (see Figure 3-23).

### 8. Click **Browse** beneath **Company Logo** to upload your company logo.

You can upload a GIF, JPEG, or PNG file with a file size that is 100K or less.

### 9. After uploading your company logo, click **Save Changes**.

The page refreshes notifying you the logo has successfully been uploaded.

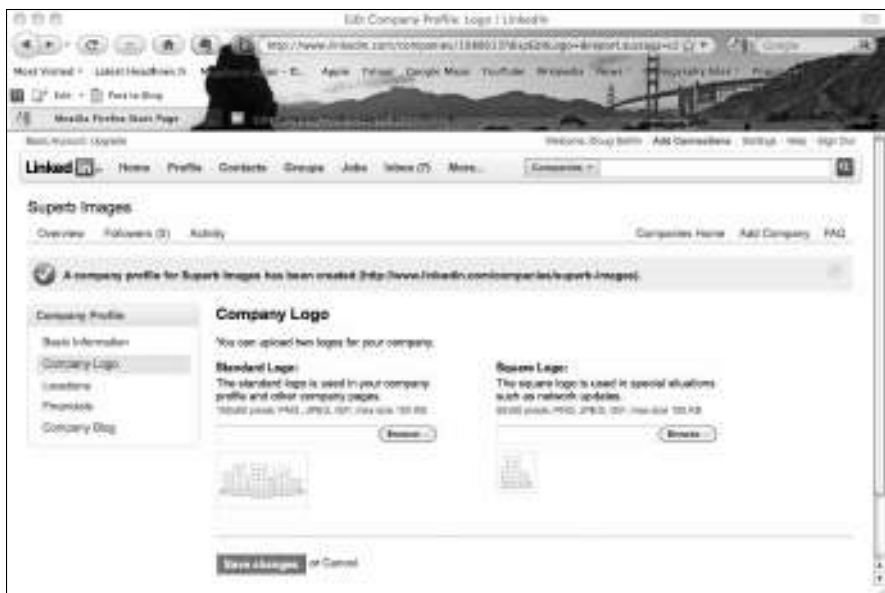
### 10. (Optional) Click any or all of the following links to beef up your page:

- *Locations*: Lets you add detailed information about the location of your company.
- *Financials*: Lets you add the total revenue your company earned, the year it was earned, and the currency type.
- *Blog*: Lets you add the URL of your company blog to the profile.

### 11. After adding information to a section click **Save Changes**.

Figure 3-24 shows a completed company page.

**Figure 3-23:**  
You have a company page on LinkedIn.







**Figure 3-24:**  
A company page on LinkedIn.