

6 WAYS TO BETTER ENGAGE ON LINKEDIN

1. Fill out Your Profile

- Include a professional-looking headshot that frames your face
- Don't simply list your title; write a headline that includes keywords that describe what you do
- Write a Summary that tells who you are and why are doing what you do. It should reflect your personality
- Fill out your Experience with responsibilities, accomplishments, and what you learned doing the job
- Fill out as many of the other areas as you can – Publications, Projects (write these as case studies), Credentials, Skills & Endorsements (pick 10 that are most relevant), Education
- Get recommendations (different than endorsements) from colleagues
- Set your settings (click on your picture in the upper right hand corner>Privacy & Settings)

2. Reboot Your Profile

- Update your profile every couple of months or so to keep it fresh, relevant and interesting. Each time you do this, the update is shared to your network as long as you have this feature enabled in your settings.
- Refresh your LinkedIn headline. Don't simply list your title; include keywords that describe what you do.
- Add new keyword phrases to your profile summary and new relevant skills -- it may help you show up in more LinkedIn searches due to the search value of these key areas on your profile

3. Build Your Network

- Focus on having a quality network, but don't be afraid to expand your connections
- Review each invitation request received and make sure that the person has a completed LinkedIn profile with a picture. Also make sure there is some relevant reason why it would make sense to connect with him or her.
- Another simple and effective way to build your connections is to invite people you meet at conferences and meetings or other members of groups that you belong to connect with you
- Send a welcome message after someone accepts your connection request or sends you a connection request. Thank them for connecting with you and offer them something of value.

4. Leverage Endorsements

- Make sure to list all of the skills and experience that you have on your profile
- Go out and endorse your connections based on your evaluation of the particular skills they are showcasing in their profiles. Don't be afraid to endorse colleagues or competitors.
- If someone endorses you, endorse them back

5. Be Consistently Visible, Valuable, and Timely

- Post media-rich status updates (links that showcase images) with compelling headlines; thought-

provoking questions; comments on the status updates of your connections; and overall the sharing of reputable, relevant and interesting content with your network

- If you have a Twitter account, share with Public + Twitter when posting
- Share others' status updates – connections, influencers
- Use a tool like Buffer to automatically share links to pages in your browser to LinkedIn and Twitter (<https://bufferapp.com>)
- Engage in these critical activities on LinkedIn 2-3 times daily, because status updates are by far the most powerful opportunity to be visible and valuable with your network

6. Participate Strategically in Groups

- Look for the quality groups to join and participate in those that have genuine discussions going on and have a visible group leader
- You can join up to 50 groups on LinkedIn, but who has time for that? Join as many as you want, but focus on 3-5 for best results.
- To stay current with your groups, proactively visit them on LinkedIn to review and participate in LinkedIn discussions. You can also configure settings for each group so you get emails every time someone posts something (go to the group page and click on the “i” at the top right).
- Post discussions that involve asking and answering questions in groups to position yourself as a resource. Point to reputable sources of information that are relevant to group members and to specific discussions in order to build relationships and credibility within the group.

P.S. If you only have limited time to spend on LinkedIn, set aside 15-30 minutes on the same day, same time each week to log-in and post updates, check groups, etc. Or spend 5-10 minutes each morning doing the same thing.