

13 Secrets to Using LinkedIn Successfully

1. Your profile page is **EVERYTHING**.

Spend time making it the best that it can be. It is not a selling tool, it is a 'why am I the best person for the job?' tool. Make sure you complete your summary and your experience. Do not use a 'selfie' photo – make sure you use a clear head shot that identifies you i.e. no long shots of you standing in front of the Eiffel Tower, even if it was an exciting holiday. If you have a second or third language, be sure to include that as well, plus any awards, degrees you may have. LinkedIn has a scale on the top right hand side of your profile page that gives you an indication of how complete your profile is.

It is also a great idea to update your profile every 6 months.

2. If you are currently not a Premium LinkedIn subscriber – you can have a 30 day free trial – however maximise those 30 days. If you are going on leave or know you will be extra busy over the next 30 days, then don't bother to start the 30 day free trial.
3. Commit to spend 10-15 minutes per day on LinkedIn – be strategic, don't just play. Have a plan for how you will spend those 10-15 minutes every day (see page 3).
4. Remember Facebook is going to the pub, LinkedIn is going to a networking event. Once you identify where your potential connections are, then it will be easy for you to make the call on where you will focus your social media activity.
5. LinkedIn provides a brilliant tracking system – use it – e.g. profile strength, who's viewed your profile, what have your connections been up to, where do you rank for profile views? etc.
6. Use LinkedIn as a fantastic follow up tool after attending networking events e.g. send a personal invitation *“great to meet you at.....we spoke about.....I would like to connect with you on LinkedIn.”* *“We met at the English Australia conference at the networking breakfast.I would like to connect with you”*

7. Monitor your LinkedIn activity every week – recommendations, group activity, Pulse articles, etc. LinkedIn keeps track of your activity and projects future use. Don't panic if you are on leave or too busy to be on LinkedIn from time to time. You can always catch up at another time.
8. To find mutual connections, you can look through your 1st level connections list if they have an open profile. You can then send them an invitation to connect. Alternately go through your address list or email list, place the person's name in the space at the top of the LinkedIn home page and if they are on LinkedIn, their name will normally come up. Click on their profile and ideally send a personalised message.
9. Always send invitations to connect via the individual profile page. This will enable you to send a friendlier, professional message.
10. If you don't recognise the person's name, click on their profile and see if you can find the link. E.g. multiple mutual connections, working for the same organisation or industry in another region, alumni from university or a past employer etc. *FYI I reject at least 10% of the invitations I receive.*
11. Use LinkedIn as a research tool if you are meeting with a prospect, researching a client or looking for possible connections – geographically or by profession. Consider LinkedIn is THE BEST networking tool available today. Everyone starts at zero connections – it is a total reward for effort process and no one can do it for you.
12. Deleting connections is very easy. Go to their profile page, click on send a message and press on the 'remove this connection' button.
13. **Remember to send me a LinkedIn invitation if we are not yet connected.**

How will you spend your 10-15 LinkedIn minutes each day?

Every day	Look for interesting Updates to send to your connections or the general public.	
	Scan your Keep In Touch segment and send congratulations or happy birthday messages to your connections.	
Day 1	Focus on Sending Invitations – Connect via the profile and then send the personal invitation. Look through your network's connections for mutual connections.	
Day 2	Write a post – click on the pencil in the update section or click on send an update and write something you feel passionate about. Ensure you use a catchy title. If you write it as a word document elsewhere, you can just cut and paste it into LinkedIn.	
Day 3	Review Pulse – find articles you enjoy and share them with your networks.	
Day 4	Recommendations – go to the individual's profile and scan down half way and click recommend this person. Write a short recommendation for someone in your network.	
Day 5	Review groups that you would consider joining – look for geographic groups, industry professionals, special interest groups, etc. Don't join if you are not going to be active on groups at least 1 per week.	