



Blinkered Top Tips Series – **LINKEDIN**

1. Complete your personal profile. Make sure you have an appropriate, businesslike photo in place, a full description of what you do and why you do it. If you are trying to connect with someone new it's highly likely they will read your profile information before making a decision.
2. Try to regularly update your profile every time you change job or gain a new qualification, just as you would with your CV. It may also be pertinent to list your specialities and major projects you are involved in as points of mutual interest. Potential employers and clients search the site for key words and phrases, so make sure your vocabulary is clear, concise and uses well-recognised terms.
3. Take your time when sending invitations to people with whom you want to connect. Don't try to sell yourself or your services; make a point of finding some common ground you think will be interesting and make them want to add you to their network.
4. Do not select 'colleague' or 'friend' unless the person you are looking to connect to is a genuine contact. If you abuse this you risk being reported to LinkedIn and could be exposed as someone who is abusing the system. Equally, your intended recipient may select 'I don't know', and after just five of these 'IDKs', you are disallowed from contacting other members without first supplying your email address – which defeats the purpose of the exercise. Think of it along the same lines as receiving a telephone call from a perfect stranger who claims to have spoken to you last week. It's unnecessary and counter-productive.
5. Provide recommendations for people without being asked. This tends to come as a welcome surprise and makes people feel great. It is then more likely that you will receive a recommendation in return.
6. You can input a link to your company website as part of your profile. There is a more powerful way to do this which lets you add a link to more than one page, and also improve your website search engine ranking by providing a better backlink. [Contact us](#) and we'll show you how in less than three minutes.
7. Get involved in groups that you can add value to through comment, advice and the creation of conversation. People will view you as an expert, which will drive good feeling and prospective leads to you as and when the potential arises.
8. Do not get involved in too many groups unless you are able to keep up-to-date with all of them on a regular basis. Visiting and commenting two or three times a week should achieve a healthy online presence that is involved but not too overbearing.
9. Actively search for connections. Don't wait for people to come to you – go and look for links that are potentially of value to both parties. Also look to connect people in your contact list who you believe would benefit each other.
10. Consider arranging face-to-face meetings where practical and sensible. Connecting online is great and has so many positives; however, if you can augment that with a physical meeting over coffee or lunch, you have the opportunity to forge a much stronger affiliation and ongoing relationship.

These LinkedIn tips are part of our series of Top Tips to help you improve your Digital Marketing. We hope you've found this useful and we'd be delighted to help you with any other questions you may have.