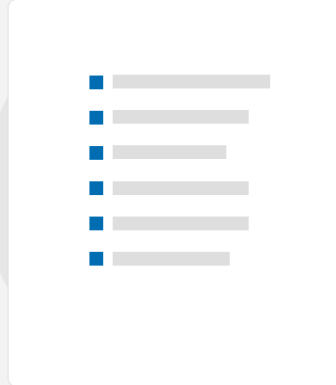


# 37 Ways to Thrive on LinkedIn



## Your LinkedIn Profile:

- 1. Update your status regularly with relevant information that shows you are a thought leader in your industry.
- 3. Complete all of the available fields: including some of the newer fields like projects, courses, and publications.
- 2. Make sure you have a great photo, it should be professional, should look like you, and should be a front-facing headshot.
- 4. Update your jobs to have keywords in the title and descriptions so that you show up more frequently in searches.
- 5. Update applications that show your interests, like your Amazon reading list, your blog, or your slideshows.
- 6. Write a catchy headline and summary - this is your first impression and it should be an attention grabber.

## LinkedIn Groups:

- 7. Join new groups that are relevant to your industry so you can share interesting content.
- 8. Share a discussion on something relevant to the group.
- 9. Comment on discussions that others have started.
- 10. Add a "promotion" if you have a special event or upcoming class that you want to promote and share.
- 11. Connect with people that you've interacted with in the groups you're part of.
- 12. Start a group so you can connect with like-minded people and come off as a passionate expert in your field.
- 13. Read the popular discussions in groups to learn what people in your field want to talk about.

## LinkedIn Answers:

- 14. Post a question in LinkedIn answers to get feedback and grow your reach beyond your current network and groups.
- 15. Try to answer questions related to your industry that other people may have use every opportunity.
- 16. Search questions in your industry to see what people need help with.

### **Connecting With Your Connections:**

- 17. Comment on the status of your connections so you're always on the top of their minds.
- 18. Add the email tool Rapportive onto your email.
- 19. Write a recommendation for one of your close professional contacts.
- 20. Request a recommendation from a business contact that you have a good relationship with.
- 21. Request a "LinkedIn introduction" to someone you think you could collaborate with.
- 22. Send messages to those in your network - holiday greetings, birthday wishes, articles they would find interesting, etc.
- 23. Search for people who it would be good to have in your network.
- 24. Always respond to messages in your inbox promptly and enthusiastically.

### **Promote Your Company**

- 25. Ensure your company has a page on LinkedIn -if not, create one immediately.
- 26. Add products and services to your page so that viewers know what you do.
- 27. Request reviews from as many clients as possible.
- 28. Post jobs so interested applicants always know when you're hiring.
- 29. Always make sure employees add your company to their profile so people get can a good view of your company.
- 30. Connect your blog and/or Twitter account to your company page so people are always kept up-to-date.

### **Grow Your Connections:**

- 31. Look at the LinkedIn "PeopleYou May Know" recommendations every time you log-on.
- 32. Upload your emailaddress book and add your email connections to your network.
- 33. Think about people you've met in the real world business meetings or events and invite them into your network.
- 34. Invite thought-leaders and influencers from the groups.
- 35. Add your current business contacts, coworkers, customers, suppliers to your network.
- 36. LinkedIn allows you to browse people who were in college with you or have the same former workplace.
- 37. View the LinkedIn connections of your existing contacts - are they connected to people that you would like to add.