



HOW TO LEVERGAE

Linked 



Table of Contents

Table of Contents	2
Introduction	3
Setting Up Your Profile	3
Define Yourself	4
List your education, experience, and accomplishments and aspirations	4
Include additional sections.....	5
Building Your Network	6
Tips to strengthen your profile and your network.	6
Putting it All Together.....	6
Manage Your Social Network.	7



Introduction

Social networks are quickly becoming one of the most popular networks among business professionals. For the inexperienced, however, delving into the digital meet-and-greet can be frustrating at best. Where to do you start? For beginners and novice users, the answer is [LinkedIn](#).

Joining LinkedIn is really easy, but turning it into a powerful networking tool takes a bit of savvy. I'm going to show you how to set up your profile, build your network, and put it all to work for you — without the social anxiety.

Setting up your profile

To begin setting up your account, go to <http://linkedin.com> and login with your chosen **Username** and **Password** (Figure 1.1).

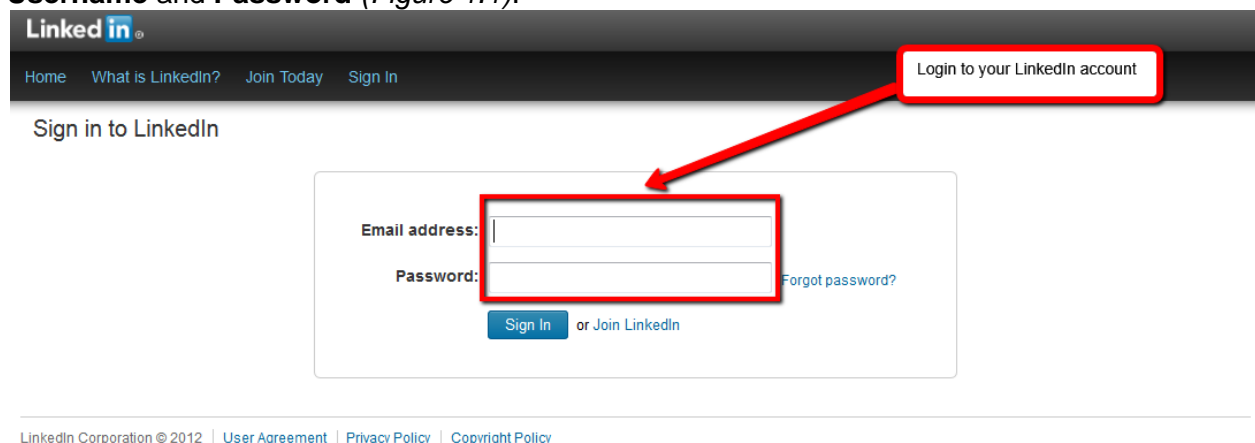


FIGURE 1.1

The first thing you'll want to do is start editing your profile. The profile is essential as it contains your headline which plays a huge role in your ranking status and your LinkedIn presence.

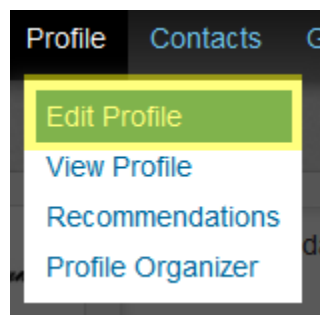


FIGURE 1.2

Define yourself.

Directly underneath your name will be a short headline of five or six words. These words are how people find and define you. Using keywords in your headline is extremely important. Your keywords should reflect your overall brand /product/service. Regardless of how you phrase your headline, make sure to use keywords that will help others find you.

Shaun Cook [Edit](#)

**Veteran Digital Marketing Executive
Founder/CEO/CMO at PMG Media Group,
LLC., Green Visionary & Entrepreneur**

Tuscaloosa, Alabama Area | Marketing and Advertising

Current Founder/CEO/CMO at PMG Media Group, LLC

Previous Mississippi University for Women, United Way of Lowndes County, EBI Communications, Inc

Education Bachelor of Science, Business Administration, Marketing at Mississippi University for Women

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Be descriptive and keep it keyword rich.

List your education, experience, and accomplishments and aspirations.

When listing your past job experiences, use verbs as much as and whenever possible. Show what you're passionate about, and what you've learned from each job. Don't just look at LinkedIn as a resume but a way of adding color and depth to your career.

Tip: It's a good idea to have all the information you'll need to include in your linked in profile handy it will make completing your profile easier.

Include:

1. A solid headline with industry relevant keywords.
2. A photo "Good" Photo (Photo should relay the nature of you and more specifically the nature of you doing what you do. By that I mean your image should reflect the person you are the business you are in.
3. Contact preference(s). At the bottom of your profile, you can let people know how you want to be contacted — through LinkedIn, by e-mail, or over the phone and you can you can select interests like reference requests, consulting offers, or career opportunities.

Contact Shaun for:

[Change contact preferences](#)

- career opportunities
- new ventures
- expertise requests
- reference requests
- consulting offers
- job inquiries
- business deals
- getting back in touch

Do Not Include:

1. Contact information you do not want to share. Your contact information will be visible only to those you are connected to, but you should decide whether you want that to include things like phone numbers or personal e-mail.
2. Anything that may not be true. Did you really lead that project, or were you part of the team?
3. Anything you wouldn't want your colleagues viewing...current, former, or future. LinkedIn is a professional network, keeping politics and religion politely to yourself is the right thing to do.

Include additional sections.

Now that you've started building your profile you can begin to include the additional sections that will make your profile unique to you and easy to find. LinkedIn offers several sections beyond the standards allowing members to showcase volunteer experience, projects, foreign languages, even test scores.

- Summary - Your summary should be about you, not your company— what you do at your company, not what the company does as a whole. Show people how awesome you are, don't tell them.
- Experience – Be honest when you describe your experience.
- Projects – Be creative and detailed, tell the project's story.
- Languages / Skills & Expertise / Education / Additional Info

One of the most overlooked things when using online networks is **NOT** filling in all the fields. Completing all the available fields in LinkedIn can aide in job searches and connecting with people of similar interests.

Building Your Network

“The goal here is to connect with others who share your professional interests and can help you meet your goals and objectives.”

After you've created your profile, it's time to begin connecting with other professionals. LinkedIn



allows you to search for people you know to see if they're already members. Once you connect to someone, you can also look at the profiles of anyone they are connected to, and in turn anyone those people are connected to. Fewer than fifty direct contacts can translate into millions of potential connections.

Tips to strengthen your profile and your network

- What are you doing outside of social media that would make someone interested in your social media personas? List interesting areas of your professional life and even areas of your personal life that relate to professional industry.
- Add a video to your profile.
- Promote your blog via your LinkedIn profile.
- Use an exciting, engaging invitation when asking people to join your network.

Putting it All Together

“You’re connected to all these people, now what?”

Your LinkedIn network can be an invaluable business resource, but there are three things your network can do to amplify your personal brand including: answering business-related questions, making recommendations and introductions, and providing company information.

Ask Questions & Provide Answers

Immediately after you log in you'll notice a list of open dialogues, started by anyone in your extended network. Participating in these dialogues will help you gain trust in your network and build your reputation. Asking questions will also prompt experts to offer their expert advice, while providing answers gives you a chance to show off your expertise.

Recommend and Introduce Colleagues

Recommendations attest to your professional expertise and also show others you can be trusted. Ask your clients, colleagues, and associates to write a brief description of their experience on your LinkedIn profile and remember to the persons you've had good experiences with.

Introductions are also extremely valuable, but slightly different. When contacted by someone for an introduction be sure you understand and agree with what they want before making the introduction. In similar fashion be sure to make your intentions clear when asking for an introduction.

Learn More About Your Professional Network



LinkedIn makes it easy to learn a lot about a potential business partner or contact by reading their profile. Because all of the information provided in a LinkedIn profile is voluntarily posted (unlike a Google search) by your contact.

Watch your network to see who your connections are connecting with.

Managing Your Social Network

“Post status updates regularly.”

Statistics show Wednesday, between 4 and 6pm, as the best time to post to LinkedIn. You can also post weekends in the evening.

Post to LinkedIn should be limited to 3 posts per day on a 7 day schedule. It is recommended you incorporate an editorial calendar, a content strategy, and a 90-day plan into your campaign.

Think about how you can integrate social marketing into your personal brand and/or your organization's brand, not just how you can grow your “fan” base or followers. Social media should only be one part of your strategy. Think of social media like a spoke on a wheel... alone it's just a spoke, but throw in a few more spokes and a hub(books/eazines/advertising/marketing mediums/your website) and you've got yourself a “wheel of innovation.” (Download the infographic)

Be creative, LinkedIn is a professional networkdon't be afraid to post personal photos, join in on groups or answer questions or start your own group about what it is you do and let them bring the conversation to you. Make LinkedIn personal, include videos in your profile and a work portfolio from Behance. Stand out professionally and connections will come to you.

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