



## LinkedIn for Business

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### LinkedIn (definition):

LinkedIn is a business-oriented social networking website designed for professionals, allowing you to share work-related information and maintain an online list of professional contacts. A LinkedIn profile highlights one's education and work experience, somewhat like a resume, and additional information that helps each (regular) user stand out in their industry. By the end of June 2010, LinkedIn had over 70 million registered users spanning more than 200 countries and territories worldwide. LinkedIn ranks high with other main social media outlets such as Facebook, Twitter and MySpace.

### 7 Ways to Utilize LinkedIn Professionally

1. Fill out your profile completely to gain trust.
2. Post information and status updates that are professional business oriented only. Link back to your company website, latest blog post, recent work, etc. Save your personal information for the other social networking websites.
3. Link your status updates with your other social media accounts and use widgets to integrate other tools that allow you to import your blog entries or Twitter stream into your profile.
4. Use the search feature to find people by name, company, industry or city that you can add to your network.
5. Post or link to useful articles and resources that will benefit your customers and colleagues.
6. Do not turn off your contacts.
7. Receive LinkedIn messages in your email inbox so you can respond right away.

### 5 Business Benefits of LinkedIn

1. Give honest and valuable recommendations to your connections. If you have recently done business with someone, write them a recommendation on the quality of their service/product and their customer service. Often you will receive one in return. You can also request recommendations.
2. Post job openings that will reach hundreds, maybe thousands of eyes. It is also a great place to look for a new career.
3. Join groups related to your field and skills and get involved in their conversations. Sharing your opinions and knowledge in a way that displays your abilities positively without a hint of self-promotion will improve your business. If someone finds your post of interest, they will often look at your profile, maybe even your website.
4. Looking for new customers? Before cold-calling or mailing marketing materials, check them out to see if you have an acquaintance that could introduce you. It also gives you the opportunity to learn more about the person you are trying to speak with and their business.
5. You can use Social Media Connector to connect your LinkedIn account (and in the future, Facebook, MySpace and others) to your Microsoft Outlook 2010, 2007 and 2003! [CLICK HERE FOR MORE](#)