



Setup & Usage Tips

Notes

Keep it Professional

Your profile equals your brand, and your brand equals your value. Envision LinkedIn as your business card on steroids. While it might be beneficial to have your business card visible in thousands of Rolodexes around the world, its real value is in communicating your “brand” and attracting people when they have, or know of a need for your product or service.



You would want your business card to be clean and free of jotted notes, phone numbers, or comments unrelated to the message you were attempting to convey to a potential client or employer. Your presence on LinkedIn should display the same degree of professionalism. Check spelling, grammar, punctuation, and formatting as if you were composing a business letter. (See additional suggestions under “Etiquette Tips”.)



Privacy and Visibility

You are creating a Digital Legacy – Anything you post can be captured in some fashion by systems or individuals. It never goes away completely.



Decide what you feel comfortable sharing with the world – Contact information needs to be carefully considered, as well as any personal information that could be gleaned from your profile or postings. You need to provide a way for those you want to contact you to do so, without jeopardizing yourself, your identity, or your image.



Etiquette Tips

There is a fine line between being visible and being a pest – By default, LinkedIn will broadcast any changes to your profile to everyone in your network. Every time you add a new connection, answer a question, make or receive a recommendation, join a group, or update your status, it will be obvious to every one in your network. During the early, constructive stages of your network, your activity will likely be heavy, and your connections could be receiving several notifications per day related to your network's growth. Understand your connections' tolerance for this, and if you are concerned, you can modify the notifications through your account settings or instruct your connections how to modify their own settings to block notifications.

Don't shout – While placing your keyboard on "Caps Lock" will certainly insure that you don't miss any letters that should be capitalized, use of all upper case characters is a posting style associated with shouting your message to the reader.

Dress for success – Your online presence should not be any more casual than the attire you would wear to a job interview. Structure your message more formally; avoiding the use of emoticons, such as :), and limit the use of acronyms as much as possible.

Self-Promotion – There is nothing wrong with tooting your own horn, but employing a little common sense and practicing good manners are just as important online as they are at a party or other social setting. Whenever the urge strikes you to promote yourself, your product, service, or company, imagine that you are at a charity event sponsored by a professional association you belong to. Any techniques for self-promotion that would be inappropriate in that setting would be just as inappropriate in most areas of LinkedIn. Presenting your business card to an individual you are speaking with is fine; shoving product brochures at people as they pass through the buffet line is not.



Tips on Optimizing Your Search Priority

The priority in which your profile is returned in searches is critical to your visibility to other members on any online social network. LinkedIn uses a hierarchical process to establish the priority in which search results are returned. At the base level, paid members have priority over non-paying members; members with complete profiles have priority over those with incomplete profiles, etc.

Beyond the basic criteria, there are several factors that can influence your priority, and everything else being equal, your number of first-level connections will determine where you fall in order of search results. You can offset the advantage afforded to members with more connections than you by optimizing your LinkedIn activities in the following areas:

Plagiarize – Conduct a people search on LinkedIn using the criteria someone might use if trying to find your profile. Review the profiles of the members that appear before yours and make note of keywords within their profiles that might have made their profiles more visible to the search. Edit your profile with some of the keywords used by others and then search again to see if it influenced the priority of your profile order.

Questions and Answers – Asking and answering questions demonstrates community involvement, and increases your search priority. Even here, ratings matter, with “Experts” being ranked higher than “Best Answer” members, who in turn are ranked higher than “Good Answer” members, and so on. Frequency and quantity of questions or answers can impact your priority as well, so take the time to participate, even if your answer to a question is as basic as “*Good question. Let me think about this and get back to you with a response*”, or something just as mundane.

Groups - Join as many groups as you can. You can decide whether or not each of your groups are visible on your profile, so if you are concerned about joining job seeker groups or others that you may not want someone to see, selecting not to display the group on your profile will hide it from anyone who is not a member of the same group. Participate in discussion within groups; again, even if your response is as simple as “*Good discussion topic*”, it counts as a response.

Recommendations – Accept recommendations that reflect well on you. Request that recommendations with typographical or grammatical errors be corrected by the sender prior to accepting them. Strive to obtain at least eight good, solid recommendations that speak to more than one of your positions, schools, or groups.

Polls – Participate in polls by creating one or answering others.

Applications – Install LinkedIn applications even if you never actually use them.

Status Updates - Providing brief updates on your status on a regular basis increases your visibility and broadcasts the updates to all members within your network.

Legal disclosure – Utilizing LinkedIn for work or business communication purposes will generally make your activities subject to the same rights of disclosure as your corporate e-mail or other business correspondence. In the event of litigation involving you or your company, the administrators of LinkedIn could be subpoenaed for complete records of your activities, postings, and communications between you and other members through the LinkedIn system.

Understand who sees what and when – Your account settings determine who is allowed to view your information, invite you to join their network, view your list of connections, and much more. Making your connections, which includes your customer or client list, visible to others, opens it up for viewing by your competitors and may violate your company’s confidentiality policies. The settings are not static, so feel free to experiment with them to see what works best to meet the level of visibility you desire without making you uncomfortable.

Settings

Profile Settings

My Profile

Update career and education, add associations and awards, and list specialties and interests.

My Profile Photo

Your profile photo is visible to **your network**.

Public Profile

Your public profile displays **basic** profile information.
<http://www.linkedin.com/in/taledfogel>

Manage Recommendations

You have received 11 recommendations
8 co-workers, 3 partners

Status Visibility

Your current status is visible to **your connections**.

Member Feed Visibility

Your member feed is **hidden**.

Email Notifications

Contact Settings

You are receiving **Introductions, InMails, and OpenLink Messages**.

Receiving Messages

Control how you receive emails and notifications.

Invitation Filtering

You are receiving **all invitations**.

Home Page Settings

Network Updates

Settings for the display of Network Updates on your home page.

Personal Information

Name & Location

Control your name, location, display name, and account holder icon display settings.

Email Addresses

Your primary email address is currently:
fogela@sboglobal.net

Change Password

Change your LinkedIn account password.

Close Your Account

Disable your account and remove your profile.

Privacy Settings

Research Surveys

Settings for receiving requests to participate in market research surveys related to your professional expertise.

Connections Browse

Your connections are **not allowed** to view your connections list.

Profile Views

Control what (if anything) is shown to LinkedIn users whose profile you have viewed.

Viewing Profile Photos

You can view **everyone's** profile photos.

Profile and Status Updates

Control whether your connections are notified when you update your status or make significant changes to your profile and whether those changes appear on your company's profile.

Service Provider Directory

If you are recommended as a service provider, you **will be**

Completing your Professional Profile

Your Profile is a summary of your professional experience, interests and capabilities. It is your 'public face' on LinkedIn. It is visible to people in your network and other users who search on LinkedIn. A 100% complete profile will improve your "value" within the LinkedIn community and increase your visibility. Here are some suggestions on accomplishing this:

Post a picture – This step is required for a profile to be considered complete, increases your priority in search results, and makes your profile more attractive to members who might otherwise pass you by. If you are uncomfortable placing a picture of yourself on the internet, consider posting a logo or other appropriate graphic that could represent the image you want others to see.



“Presentation” versus “Report” – Think again of your business card. Summarize and use bulleted points (use the asterisk key for bullets) rather than paragraphs that people won't take the time to read. If greater detail is required to “sell” you or your product, attach a PDF, PowerPoint presentation, or other file to your profile page.

It is not advisable to make your profile page a carbon copy of your resume. Tease people and make them want to learn more about you.

View examples of others with similar backgrounds – Perform a search for people with the keyword attributes you want to be associated with your profile, and then utilize the best practices evident to you in their profiles.

Get at least one recommendation, but target eight – One recommendation is required for a completed profile, but eight recommendations will move your profile up in search priority.

Join groups – Find appropriate professional groups for your occupation, as well as alumni groups for any schools listed in your profile.

Leveraging existing connections – LinkedIn provides tools that allow you to import connections from your existing Outlook or other database, and to select which will receive invitations to join your LinkedIn network community. (It is recommended that you import your corporate contact list while you are still employed.) LinkedIn also allows you to export your connections to Excel, which provides you with a convenient mechanism for sorting and manipulating the data offline.

Miscellaneous – Some other items that make a profile more complete are:

1. A current position.
2. Two past positions.
3. Education.
4. Profile summary.
5. Specialties.

You can learn more about maximizing the potential of your profile by taking the following steps:

1. Click on 'Learning Center' found in the bottom navigation area of the home page.
2. Click on 'Profiles' under Site Features on the left side navigation area of the 'Learning Center'.