

RESUMES TRANSFORMED & MORE

LINKEDIN™ BEST PRACTICES

LinkedIn™ is a great tool for the job seeker, professional and business owner to enhance their personal brand, establish new relationships, get introductions to key players and start the KNOW-LIKE-TRUST progression to relationship building. Here are some best practices to help you make the most of this free resource and powerful tool.

Invitations – When you identify a person you would like to connect with rather than sending the boilerplate invite from LinkedIn™, personalize your invite. Personalized invites get a better response rate and also lay the groundwork for relationship development whether it be on LinkedIn™ or in person. Check out the profile of the person you wish to connect with for ways to personalize the invite. Maybe you liked something they posted or said in a group discussion, reference it in the invite.

Accepting Invites – After accepting an invite from someone, send a warm thank you to the person who wanted to connect with you. Express gratitude for the invite and elaborate on how you can potentially benefit the connection. Offer to share insight, expertise or answer questions for them. Putting it out there that you're willing to answer questions opens the door for an email conversation with a potential employer to find out more about you or for you to get an idea about why they wanted to connect with you. Likewise for a business owner when someone reaches out to connect. Make yourself available to answer questions and turn the conversation to more meaningful pursuits, offer to answer questions or introduce them to people in your network. Be available for giving and watch how people respond.

Groups – Don't forget that recruiters and potential clients hang out in groups. You can turn the spotlight on yourself and show your expertise by posing great questions; answering questions posed by other group members; and/or posting any blog posts you've published on LinkedIn or your website in the groups in which you are a member. It's a great way to organically grow your network as well. As a business owner you can also learn a lot about the challenges your potential clients are experiencing and what's new in your industry by being in groups. As a job seeker, you can really show off your expertise and start conversations with people you might not otherwise have exposure to.

Updates – This is a feature you can access from the LinkedIn homepage. It is a way you can stay top of mind with your connections. When you post an update it gets into your connections' news feeds. Sharing an article you think would be valuable to your connections about your industry is an example of a good update to share. Make sure you include an intro to the article so people know why you think it's worth sharing. It makes you look smart and like an expert!

LinkedIn Articles – It takes more effort and courage to publish content on LinkedIn original to you than posting an update. It is a great way to showcase your skills, services, knowledge, unique point of view, etc. You will get followers and connection requests after publishing if people found value in what you shared. Plus these articles get found by Google and show up in search engine results. Bonus! For more ideas see my blog post, [“What to Write About on LinkedIn”](#).