

Cash In By Boosting Your Social Presence

LINK AND
EXPAND
YOUR BIZ

NEW EDITION

Table of Contents

The New and Improved LinkedIn	3
Get Connected with LinkedIn	5
Setting Up Your Profile Page.....	6
Customizing Your Profile URL.....	6
Profile Settings	7
Your Home Page	9
Skills & Expertise	10
How to Use LinkedIn Effectively.....	14
LinkedIn Today	14
How Does LinkedIn Today Choose What Content to Display	16
Managing Your Contacts and Connections.....	17
Finding a Job on LinkedIn	19
LinkedIn Companies	20
Adding Your Own Company.....	20
Your Company Page	21
The More Tab	25
LinkedIn Polls	25
Connecting Twitter to LinkedIn	26
Using LinkedIn Advertising	27
Your LinkedIn Profile Badge	30
Conclusion	32

THE NEW AND IMPROVED LINKEDIN

While LinkedIn has been growing steadily since 2009 the actual 'face' of LinkedIn was not as inviting as other social media sites. At one time people who used LinkedIn were strictly business owners and professionals.

Now all of that has changed with the emergence of other social sites including Facebook and Google +. LinkedIn needed to make some changes to adapt to the popularity of people using these types of sites to make business connections.

Well 2012 was definitely the year that changed the look and feel of LinkedIn. If you log into your account today you are met with a larger profile picture with your latest job posted under your name. Next to this is listed your state or province and your current job title.

This larger profile page makes your entire page more inviting and easier to read. At the top of your profile page will be a news feed which combines a mixture of a Facebook news feed and a Twitter feed. Here you simply update your status or share a relevant link.

If you haven't used LinkedIn you may be surprised at how the site looks, compared to what you may have heard about them. With the increased use of social media it only makes sense for a company who at the end of 2012 had just reached 200 million members.

LinkedIn is still viewed as a professional social site that now makes connecting with other professionals that much easier.

Here is a quick overview of some of the changes that LinkedIn has made.

November 2012 – LinkedIn Events are no longer supported

January 2013 – LinkedIn Answers is no longer supported

Other changes that you will see are that you can add a bigger profile picture and that your number of recommendations is not shown at the top of your profile.

So whether you are brand new to LinkedIn or haven't logged into your account in a long time, this report will navigate you through the new face of LinkedIn today!

GET CONNECTED WITH LINKEDIN

LinkedIn offers a free as well as three levels of a paid membership. The paid versions include Business, Business Plus and Executive. All three have monthly or annual payments.

The Business Plus is the level most recommended for businesses and to give you a quick overview the following are some of the features you can expect to get.

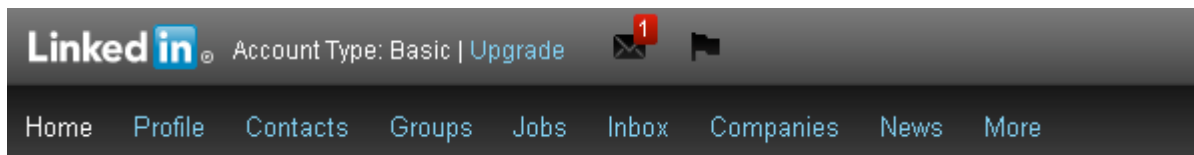
- Allows you to see 300 profiles
- Allows you to connect via LinkedIn inmail with responses guaranteed, 3 per month
- Look at profiles with premium search filters – 4 filters per month
- Provides you with the full profile of anyone in your network
- Provides you with the full list of who has viewed your profile

This is just a quick sampling of some of the upgraded features you can view the full list once you have signed up for your free account.

To get started with LinkedIn a free account is just fine. This will allow you to start making connections with other professionals in your market or niche.

Go to www.linkedin.com to sign up for your account.

The image below is your home page navigation bar which we will refer to several times throughout this report. Just click on the home page tab anytime you are not sure where you are and then choose the relevant tab.



Setting Up Your Profile Page

To edit your profile page you want to click on your **Profile** link and then click on the edit button. Your profile page will show up when anyone searches for you via the major search engines. If you do not wish this page to appear in any searches you can hide your profile by using the following method.

Move your cursor over the Profile link on the top of the page and then select edit.

Click the edit link which is next to your profile URL and change the button next to where it says “make my public profile visible to no-one”.

Your LinkedIn profile will not appear in any search engines and will not be visible to anyone who is not a LinkedIn member. Please note that when you change your settings in this way it may take a few weeks to stop showing up in internet searches.

The majority of people do want their profiles to display in the search engines, but if you have reasons why you would prefer not to, then just change this status. It can easily be changed back at any time.

Customizing Your Profile URL

Go to settings and click on edit your public profile.

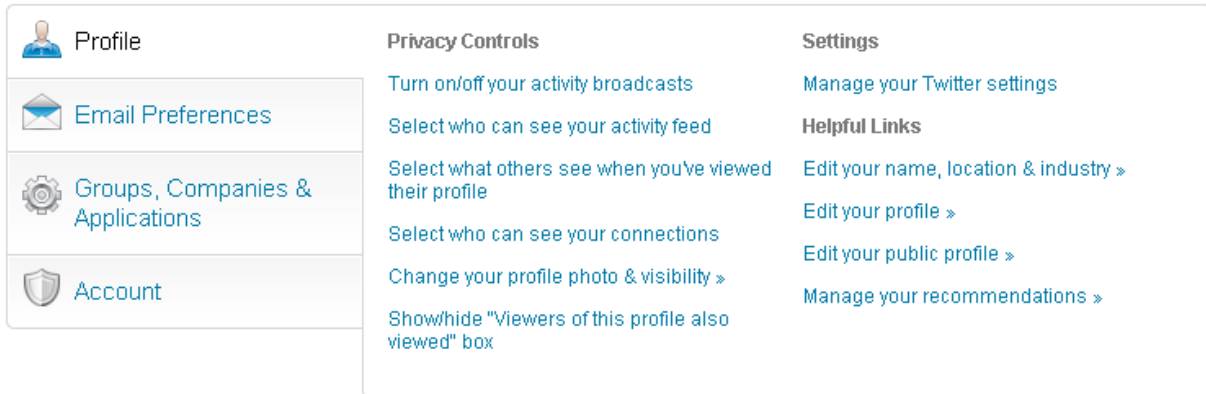
Click on Customize your public profile and add your chosen name. You just need to type in the last portion of the name you want to use here.

Note: Custom names are on a first come first served basis. They must be between 5 – 30 characters with no spaces, symbols or special characters of any kind.

LinkedIn will let you know if your chosen name is available or not. Select the closest variation if your first choice is not available.

Profile Settings

Once you are in your profile section you will see the following options:



Here you can see what you can do inside this area. You can turn on or off your broadcasts. This controls your updates on your profile page.

Your activity feed controls who can see your activity and you can set this to everyone, your network, your connections or for only you.

The **select what others see** is how someone else will see your profile. You can set this to display your name and headline, or to be anonymous and show your industry and job title or you can choose to be totally anonymous.

Under settings you can add your Twitter link. Be sure to do this.

The other sections include editing your name and location as well as industry. The main section you will want to go into is the Edit your profile area.

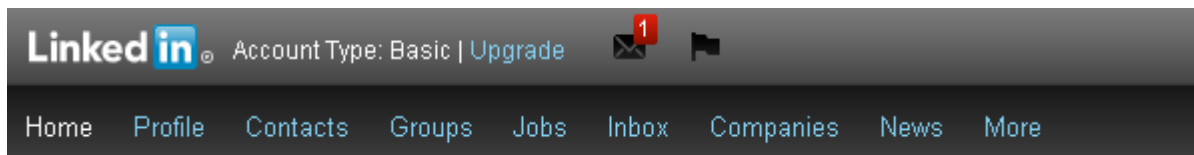
In this section you will see different areas where you can add relevant information that you want people to see.

- Background
- Experience

- Publications
- Skills & Expertise
- Education
- Additional Info – includes interests, personal details and contact advice
- Honors & Awards
- Organizations
- Recommendations
- Connections
- Groups
- Following

Make sure you fill out all of these areas in as much detail as possible. In the Skills & Expertise section highlight the skills that you are trying to promote. For a graphic designer this would include adding information about how long you have been a designer and the areas that you really excel at. If your expertise is in creating website or book covers and graphics then highlight these factors.

If you were an offline consultant or coach then include this in as many of the sections as possible. The Additional Info area is great for adding how a client can contact you as well as including your website address. Again feature here the areas you excel at.

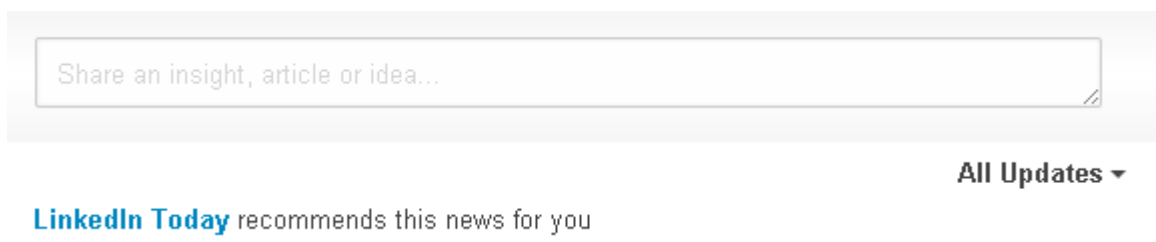


Your Home Page

Your **Home** page is different to your profile page and you don't want to confuse the two.

Your profile page will display your photo along with your activity, background etc. Your home page is the page you want to use to update your status each day. This is the page which works in a similar fashion to a Facebook page.

Basically you update your status by including a short paragraph on what you have done or you can include links to your own articles or other news related items. Just as you would when you share things you like on other social sites.



The image above shows you what your home page will look like, your photo will appear on the left hand side.

Directly underneath you will see that **LinkedIn Today** has recommendations for you. Then below this is the area where all of your connections have updated their status recently.

This area will show you things like who has just commented on a group discussion. Who has just updated their book or who has made connections etc?

This newsfeed will also show you who has joined which groups on LinkedIn. This could potentially be extremely useful if you are looking to build relationships within a certain niche or business area. You can also join the same groups.

Underneath each section is a comments field where you can join in the conversation. This area can be used to add general comments but you can also use it to add your own useful tips, insights and expertise.

On the right hand side of your home page you will see that LinkedIn suggests a **'People You May Know'** section. These are simply suggestions of people that have the same interests as you or who may be in the same business arena. If you wish to connect with them you simply click on the button and fill out the invitation.

The **'Who's Viewed Your Profile'** box allows you to see how many people have looked at your profile page over the last 90 days. Plus it tells you how many times you have shown up in searches in the past 15 days. This is useful information and if you are not showing up in searches you can adjust some of the keywords you entered in your profile to increase this.

The next area **'Your LinkedIn Network'** shows you how many connections you have and how many people are in your extended network. This number includes those people who are connected with your first three levels of connections.

Other areas that show up on your home page include **Jobs You May be Interested in** and **Groups You May Like** along with **Companies You May Want to Follow**.

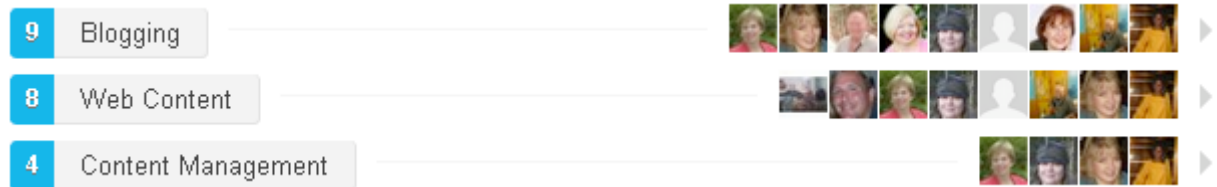
Skills & Expertise

The Skills & Expertise area which is now included in LinkedIn is a new feature which was recently added. This feature is proving to be extremely popular and could be compared to Liking someone on Facebook or repining an image on Pinterest.



SKILLS & EXPERTISE

Most endorsed for...



The way this works is you add the 'skills' that you feel you offer to employers and clients. Then people in your network can endorse you as well. To endorse someone you must be on their profile page and then hover your mouse over the endorsement. You then click to endorse and the person will receive an email notification that you have just endorsed them.

This is a great way to show someone that you are still around, a reminder of sorts. Plus by endorsing someone you are showing them that you appreciate their work.

When you search for a person on LinkedIn this is a screenshot of what you will see:

Does Justin have these skills or expertise?

Social Media x Web Marketing x Lead Generation x

Online Advertising x Email Marketing x Type another area of expertise...

Endorse Skip What is this?

You can add more tags or remove ones and then click on the Endorse button. This will bring up other people in your network with similar tags. You can endorse these people as well or just skip the section.

The person who was just endorsed will receive an email that states the person's name and invites you to see all of your endorsements. Of course it would be great for you to endorse that person back!

This is an extremely quick way to show a person that you are active on LinkedIn and can act as a reminder that you are part of their network. This is proving to be an interactive and fun part of using LinkedIn.

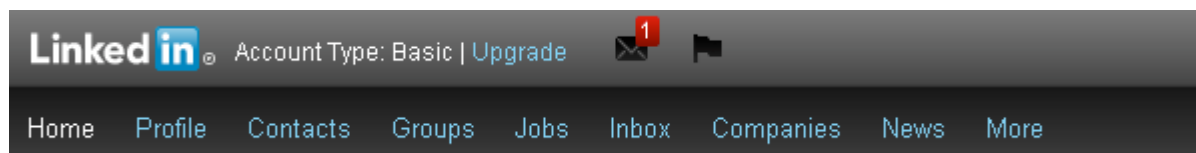
HOW TO USE LINKEDIN EFFECTIVELY

Once you have set up your account and filled out your profile, what is your next step? Like any social site you want to start interacting with people. One of the easiest ways to do this is by joining **LinkedIn Groups**.

Before you go ahead and start joining think about the type of groups that would be beneficial to you. What type of people are you looking to connect with? Are you using LinkedIn primarily to find work or to generate leads and contacts for your business?

If you want to promote your services and generate leads then look for LinkedIn Groups that could use what you have to offer. At the same time join groups related to your area of expertise. This way you can offer advice and tips to people, plus this will help build a solid relationship and brand you as a professional.

As we mentioned before LinkedIn will automatically recommend groups for you on your home page. These recommendations are based on how you filled out your profile information. So this area is a good place to start when searching for suitable groups.



To search for groups on LinkedIn go to the top of your home page and click on Groups. There will be a drop down box with the following recommendations:

- Your Groups
- Groups You May Like
- Group Directory

- Create a Group

The Create a Group is a good feature if you cannot find any suitable groups to join, or if you want to start your own group on LinkedIn. This might be a great option for starting a local business network or for a creating a specific niche group.

The LinkedIn Group Directory is huge so you want to take some time to go through it to find suitable groups. Look for groups that have a good number of members and ones that are active.

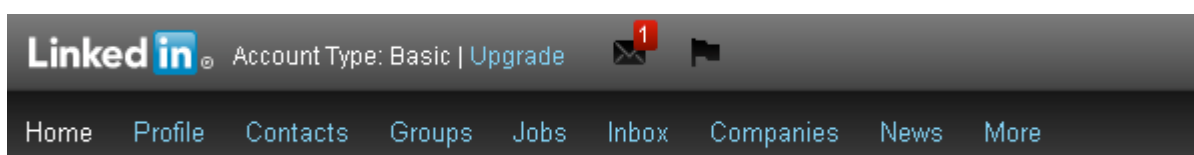
With most groups you have to apply for membership within the group and will need to be approved first. This may be done quickly or it could take a few days. You will be notified by email once you are approved and then it is time to start getting active in your group.

It is important to not join too many groups at first, otherwise your entire day could be taken up with posting and commenting in the group. Instead it is recommended to just join a handful of groups first and then see what the group has to offer. If you are not receiving any valuable content or engagement then leave that particular group and join another.

When being active in the group it is wise to offer advice and helpful tips to other members. Provide them with answers to their questions and be sure to comment on their articles or other posts which they make.

Only after you have been an active member in the group for a while is it a good idea to promote yourself or offer your services. Done the correct way this will look like a natural advancement and not blatant self-promotion.

LINKEDIN TODAY

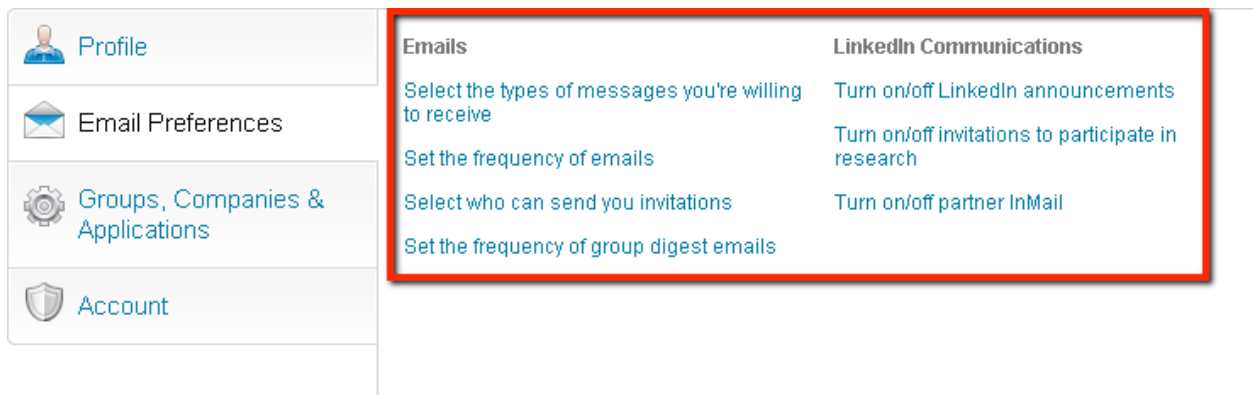


The LinkedIn Today feature is a customizable news feed provided on your home page. There are two ways to access this feature. If you are already logged into your account then simply click on the **News** tab on your home page bar. Otherwise view the page by visiting the following link:

www.linkedin.com/today

While this feature cannot be removed from your home page it can be customized.

You can set your email frequency for receiving updates in your Settings Page under Email Preferences. Select from Daily, Weekly or No emails.



Just navigate through each setting and select your preferences.

To select news on specific industries and companies click on the News tab and then go to the gear icon on the top right hand side of your screen. You will be taken to the following screen:

MAR
14

LinkedIn today # Customize Your News

Sue, take a minute to let us know what industries and sources matter to you.

Follow Industries

Collapse ▼

Suggestions for You:



Public Relations and Com...

163,271 followers

+ Follow



Publishing

74,668 followers

+ Follow



Internet

454,619 followers

+ Follow



Design

225,843 followers

+ Follow

From the list provided to you click on Follow or click on Following to stop these feeds from showing. The text will change back to Follow.

How Does LinkedIn Today Choose What Content to Display

The news which is displayed on LinkedIn Today is taken from links and articles that are posted by members of LinkedIn. The company looks at what type of news is being shared by people and then sorts all of this information by Industry and by news source.

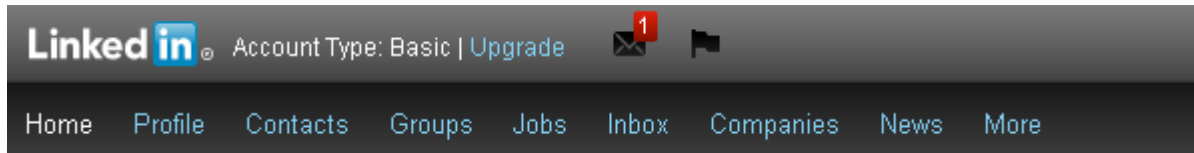
If a particular article is being shared rapidly then this will be given preference on the site.

If you would like to get your content displayed on LinkedIn Today there are two ways to do this. First provide a Share button on your article. Secondly you may contact the Business Development department at publisher@linkedin.com.

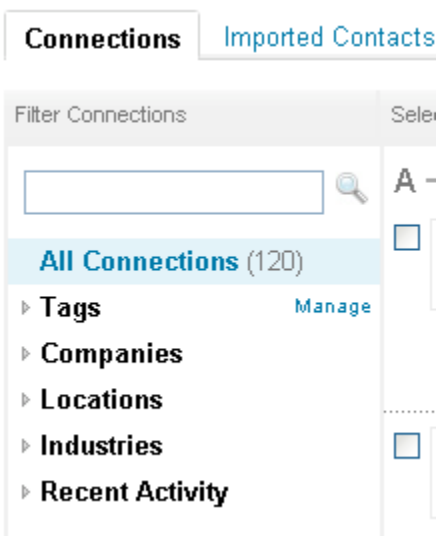
To increase your chances of getting seen on LinkedIn today share your content and allow it to be viewed publicly.

Managing Your Contacts and Connections

You can view all of your contacts by clicking on the **Contacts** tab of the home page navigation bar.



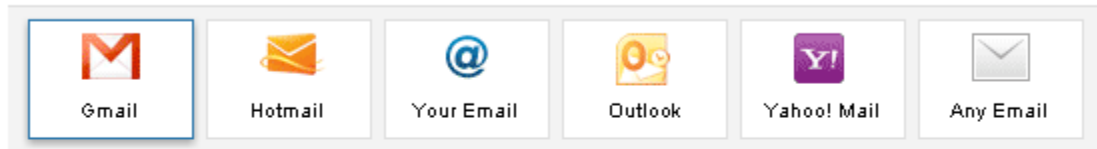
It is possible for you to add labels to your contacts so that you can easily find them. These labels can be tags or done by company name, location as seen in the screenshot below.



To organize your contacts add a checkmark to the box by the person's name and edit accordingly.

You can add additional contacts by clicking on Add Connections:

See Who You Already Know on LinkedIn



Get started by adding your email address.

Your email

Continue



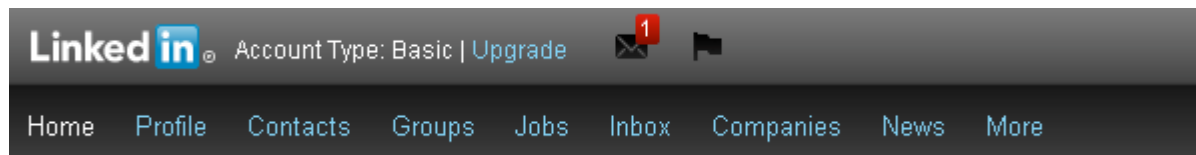
Your contacts are safe with us!

We'll import your address book to suggest connections and help you manage your contacts. We won't store your password or email anyone without your permission. [Learn More](#)

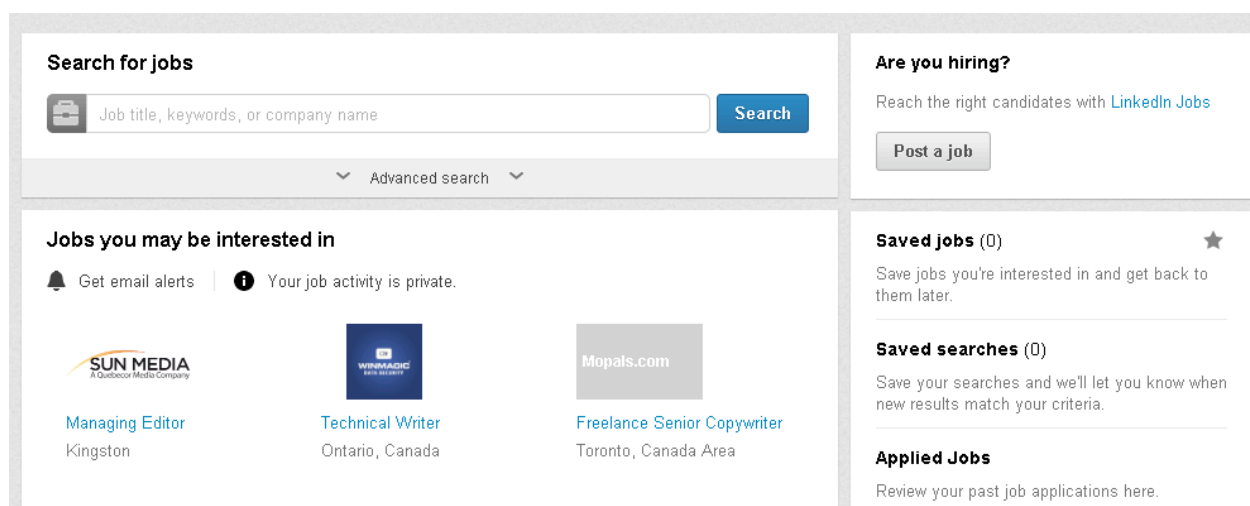
Add your email address and LinkedIn will search the various sources for people you know that are already on LinkedIn. Once your connections have been imported you can add them into your network.

FINDING A JOB ON LINKEDIN

It is easy to search for jobs on LinkedIn. Use the **Jobs** tab on your home page navigation and you will be taken to a new screen.



As you will see from the screenshot you can search for a job or post a job.



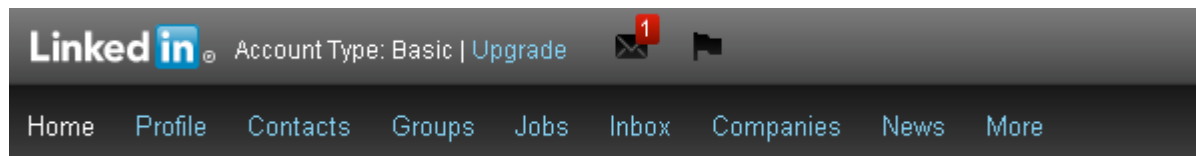
LinkedIn will automatically post jobs that you may be interested in as well. By scrolling down the page you will find jobs that are available in your network.

You can save selected jobs, save your searches and file your applications under applied jobs. All of this makes it easy to keep track of your job search.

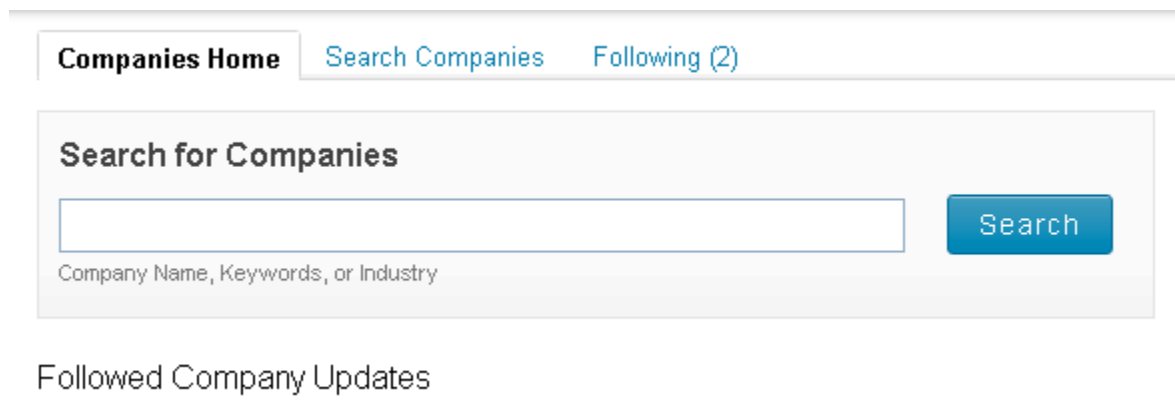
There is a section called **Find Talent** which is a paid service. This is primarily for employers to find the best candidates for their positions. By subscribing to this service a company has the ability to unlock 100 additional names along with being able to email a selected number each month.

There are 3 levels to this subscription which each upgrade allowing you to search a higher number of people as well as being able to search within groups.

LINKEDIN COMPANIES



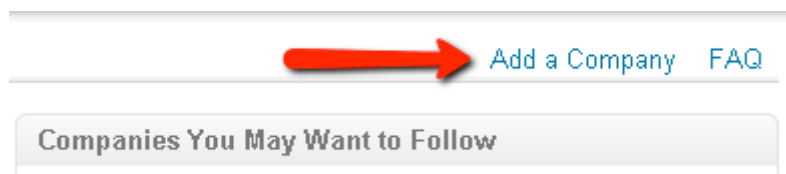
The **Companies** tab is on your home page navigation bar and allows you to search all the companies in the LinkedIn directory.



Once you are following a company any updates will appear on this page as well. The right hand side will display a listing of recommendations of which companies to follow.

Adding Your Own Company

It is possible to get your own company listed in the LinkedIn directory. To do this you need to click on the Add Company tab to get started.



You will need to verify that you own and run the company and will need to fill out the following confirmation page.

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

☐ I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

or [Cancel](#)

After submitting this form you will receive a confirmation email from LinkedIn which will allow you to submit your company's details.

Your Company Page

Your company page looks like a mini website and is a great way to create additional interest for your product or service. Plus you can add several products perfect if you publish reports or eBooks or just want to showcase different areas of your company.

This area has been improved in the recent LinkedIn updates and you can now add an image to your company page. The image must meet the following requirements:

- 646 x 220 – png, jpeg or gif with a maximum size of 2MB

To edit your company page click on the edit tab on the top right hand side and from here you will have the following options:

- Add your product or service
- View company insights

- View page insights
- Post jobs
- Promote your page with LinkedIn ads

The add a product or service section allows you to include lots of information. You may include an image, choose from the available categories, write a brief description and include bullet points of your main features/benefits and you may include your product or website URL. Another nice feature is that you may include a YouTube video in this section, why not make this a promotional video?

Your company page also includes a contact page for use for anyone from LinkedIn. You can specify exactly who to contact for each product or service listing. This is a great feature that allows the right person to be contacted immediately. Technically each product you add can have different contact information.

The insights page provides you with useful information on how many followers you have and all of your recent activities in the past seven days.

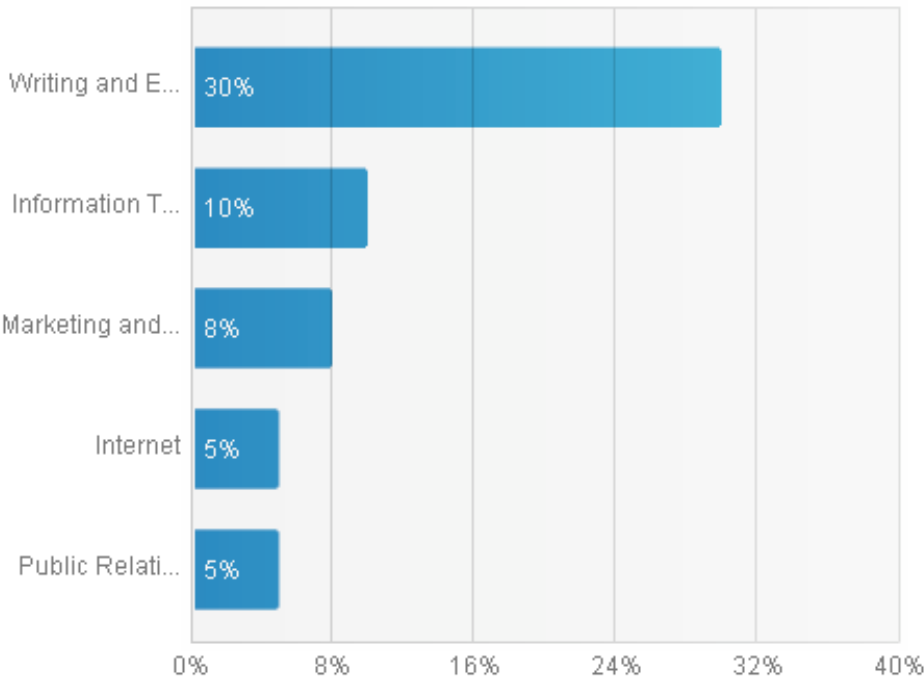
This can provide you with full details on just who is following you, including what position they hold in the company and what industry they belong to. Click on each tab to display the relevant data.

Your page data includes information on how many page views you have received in the last seven days. Also included in this section are the number of unique visitors and how many page clicks you have received.

LinkedIn displays your followers' demographics, as shown in the following screenshot.

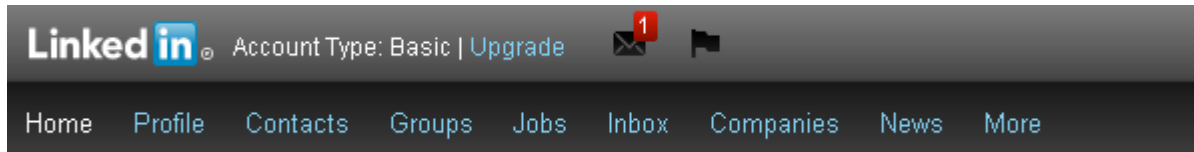
FOLLOWER DEMOGRAPHICS

- Seniority
- Industry
- Function
- Region
- Company Size
- Employee



THE MORE TAB

The **More tab** is the final tab on your home page navigation bar.



This has a drop down menu which includes the following choices:

- Help Center
- Skills & Expertise
- Polls
- Upgrade your account

The **Skills & Expertise** section allows you to search LinkedIn by using words associated with your skills. As you start typing in a skill related word LinkedIn will provide you with additional search terms.

For example:

Writing brings up related terms including:

- Creative writing
- Grant writing
- Report writing
- Technical writing
- Proposal writing
- Research writing

Use the most suitable search term and you will be taken to a relevant page. This page will display a list of professionals in your chosen area. A list of

related groups and locations will also be displayed along with a list of related companies and the growth for this particular skill or area of expertise.

LinkedIn Polls


The Polls section could be a great resource section for asking marketing type questions or job related ones. This page will allow you to create your own poll question along with displaying a list of polls that you may like.


Ask a question


Specify up to five answer choices

New answer fields will appear as you type


☐ Display the answers in random order

Runs until: 4/14/2013 

☒  Share on LinkedIn

☒  Share on Twitter [@suefleckenstein](#)

A link to this poll will be automatically added to your Tweet.

☐  Share on Facebook (you will be prompted to sign in)

Create Poll

 or [Cancel](#)

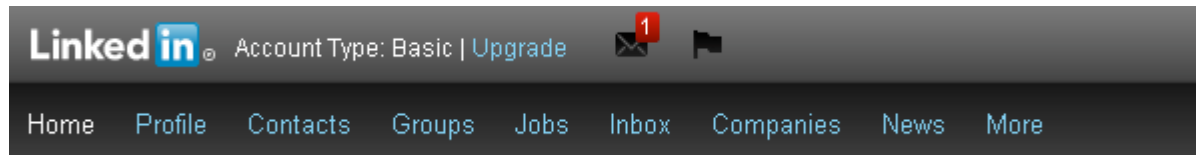
You can see that is very easy to create your own poll plus you can share it on Twitter and Facebook. You can change the date to specify how long you wish each poll to run. So you may wish to run a short 5 day poll or one that lasts for a month.

Connecting Twitter to LinkedIn

Don't forget to connect your Twitter account to LinkedIn. This way each time you post an update on your news feed it will automatically get re-tweeted. If you make the effort to post regularly on LinkedIn then you won't have to worry about logging in to your Twitter account and finding topics to tweet about.

USING LINKEDIN ADVERTISING

You will find information about advertising on LinkedIn under the **Home** page tab of the navigation bar on your main page.



Anyone with a free account can use this service, but please note that it is a paid service.

A LinkedIn ad is an advertisement that functions as a self-service type of solution for business owners or job seekers. Your ads are displayed on prominent pages with LinkedIn.

You may target your ad by the following requirements:

- Job title
- Job function
- Industry
- Geography
- Age
- Gender
- Company name
- Company size
- LinkedIn group

You may control the money you spend on advertising by setting your own budget and paying for clicks or impressions.

Your ad will be displayed in a block containing other ads from members of LinkedIn.

ADS BY LINKEDIN MEMBERS



[White Hat Link Building](#)

Effective Google SEO link building strategies post Penguin and Panda.



[Online IT Training Videos](#)

Beginner to Expert, CBT Nuggets Has All You Need to Be the Best for \$99/mo!



[Stillpoint Digital Press](#)

Ebook conversion and editorial services—quick, affordable, and professional

An advertisement on LinkedIn is constructed as follows:

- Headline: up to 25 characters of text
- Description: up to 75 characters of text
- From: Company or personal name
- Image: 50 x 50 pixels
- URL: website address you want to take people to

The most prominent places where you ads will be displayed are:

- Profile Pages
- Home Pages
- Inbox
- Search Results Page
- Groups

You must provide LinkedIn with a credit card account in order to use the LinkedIn ads feature. You may set your budget as low as \$10 per day. Plus you can pause and re-start your ads whenever you wish.

YOUR LINKEDIN PROFILE BADGE

Now that you have taken the time and effort to set up your LinkedIn account you want to make use of your **Profile Badge**. This can be found by clicking on the edit your profile button and then scrolling down to the end of the page. On the right hand side you will see a link for Profile Badges. Click on this and then select which type of badge you would like to use.

You can then add the code into your website or blog and make it very easy for your readers and customers to connect with you on LinkedIn.



You can also add this image to your email account if you wish.

First copy the code for the image you wish to use and save it to a notepad file.

You only want to use the actual image address so copy from the http:// section to the end of png. This is the URL you will add to your signature.

For Gmail users simply go to your account setting and then click on the signature settings box.

1. Click on insert image
2. Insert the URL from your notepad file
3. If it is correct the image will automatically appear in the box below.
4. Then click okay
5. Click on the image and then the hyperlink button
6. Add your LinkedIn profile address

7. Test the link and it should open directly to your profile page
8. Save changes and your LinkedIn badge now appears in your signature file

Now each time you send an email you are getting exposure to your LinkedIn account.

CONCLUSION

I truly hope that you enjoyed reading this report and that it has given you valuable insights as to just what the new face of LinkedIn looks like.

LinkedIn put a lot of time and effort into updating their site. Plus they waited until they were well established before making any major updates.

The new profile page allows everyone to view someone's profile in a professional manner. The site looks up to date and modern. The design was done to allow users to showcase and highlight their areas of expertise easily.

LinkedIn also provides helpful insights about your profile. This allows you to discover people who may be outside of your network and connect with them. By finding out what you have in common with others you can easily make a better connection that is more likely to be accepted by the other party.

The **recent activity tab** allows you to quickly see what has been going on in your network each time you log in.

The improved **home page** lets you add links to either your recent articles that you have written, or to ones that you want to share with others in your network. All of these features and improvements have allowed LinkedIn to come out of the closet and emerge as a modern social site to be reckoned with.

Thanks for reading!