

How to Use LinkedIn

With more than 80 million users in 200 countries, representing 150 industries around the world, LinkedIn is a fast-growing professional networking site that allows members to create business contacts, search for jobs, and find potential clients. Individuals have the ability to create their own professional profile that can be viewed by others in their network, and also view the profiles of their own contacts.



Why Use LinkedIn?

- A new member joins LinkedIn approximately every second, and about half of the members are outside the U.S.
- Executives from all Fortune 500 companies are LinkedIn members
- To get answers to business-related questions
- To make recommendations and introductions
- To promote your company

Go to press.linkedin.com/about for a video about joining LinkedIn.

To Join: It is free and easy. Go to www.Linkedin.com and submit your name and e-mail. The system will search your e-mail contacts for others already using the site, and it will search for additional contacts based on the information you plug in, such as your career and college history.

Then, Create your profile: Think of your profile as a search engine optimization—the more information you put in, the more connections you are likely to make. Remember, this is a professional site. Only use a professional-looking headshot and make sure your profile is reflective of your work history. This profile goes beyond your resume so be sure to include your professional interests and ambitions.

The basic information on a profile includes:

- Current employment information
- Past employers
- Education
- Recommended — Contacts who will recommend you
- Connections — this is the number of direct contacts you have
- Summary — put in keywords that define you

LinkedIn Applications: LinkedIn has hundreds of applications to choose from. Here are a few useful ones. To add one, go to the left side of your LinkedIn home page and click on the "applications" link.

- My Travel (by Tripit) — Lists your current location as well as any upcoming trips you have planned. You also can follow other LinkedIn users who are using this application. If you see that a potential partner is planning a trip to your area, this provides a great opportunity to reach out to them.
- Google Presentation — Upload your PowerPoint presentations here for a quick place to send clients and colleagues. Your presentation will appear on YouTube-like screen with easy click-through arrows.

- **Company Buzz** — Track what others are saying about your company. This application pulls information about your company from other LinkedIn users and Twitter.
- **Box.net** — Box.net is a service that allows you to store and share your files online. You can share Word, Excel, PDFs, video and other digital files with customers or co-workers. To utilize the service, you'll have to sign up for a Box.net account.

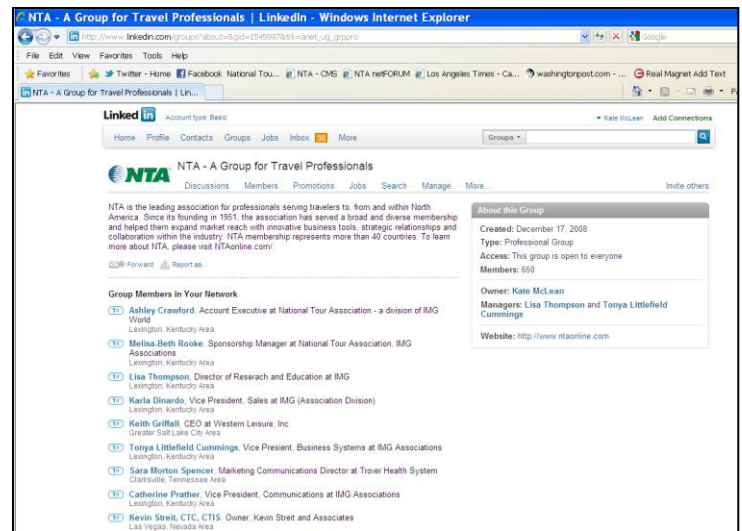
Following Up:

- Give yourself time to at least once a week to review what your contacts have been up to.
- When you come back from a conference, go through the business cards you've collected to see who's on LinkedIn and add your new contacts.
- Ask and answer questions. This is a great way to show off your expertise to your colleagues. However, be careful to not come across as arrogant.

Other tips:

- At the bottom of your profile, let people know how you want to be contacted and what you want to be contacted about.
- Make sure you don't include anything you wouldn't want fellow colleagues to know.
- Only invite those you know and trust to part of your LinkedIn connections.
- If you are contacted by someone you don't want to form a connection with, you don't have to reject them. You can hit "Archive" so that the other person does not receive a message saying their invitation has been rejected.
- Don't give negative feedback. Remember that your words will live forever online.

**Once you've signed up,
don't forget to join the
NTA professional group.**



www.NTAonline.com/LinkedIn