



# LinkedIn Basics

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# What We'll Cover...

1. LinkedIn: What's All the Buzz About?
2. Why Use LinkedIn for your Business?
3. Get Started with LinkedIn in Five Easy Steps
4. LinkedIn Tips and Resources

Image source: [Blog Marketing Journal](#)

# LinkedIn: What's All the Buzz About?



## What is it?

- A professional networking site with over 75 million members worldwide
- A place to exchange knowledge and share opportunities with an extended network of individuals with similar interests
- Free and premium content

### Who's Viewed Your Profile?

**16** Your profile has been viewed by 16 people in the past 30 days.

**17** You have shown up in search results 17 times in the past 15 days.

### Your LinkedIn Network

**133** Connections link you to 1,621,881+ professionals

**2,406** New people in your Network since November 16

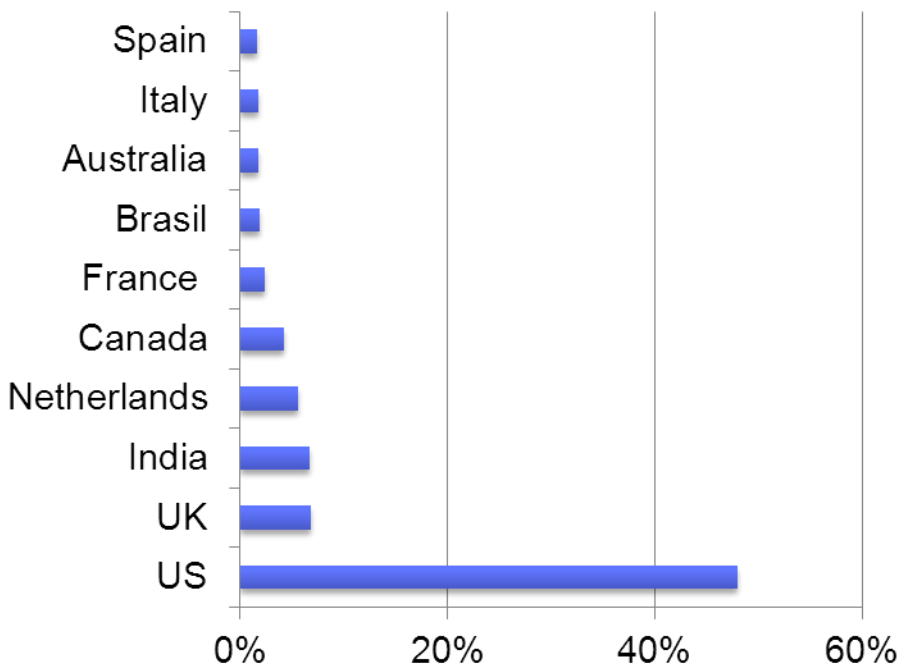
[Add Connections](#)

# LinkedIn: What's All the Buzz About?

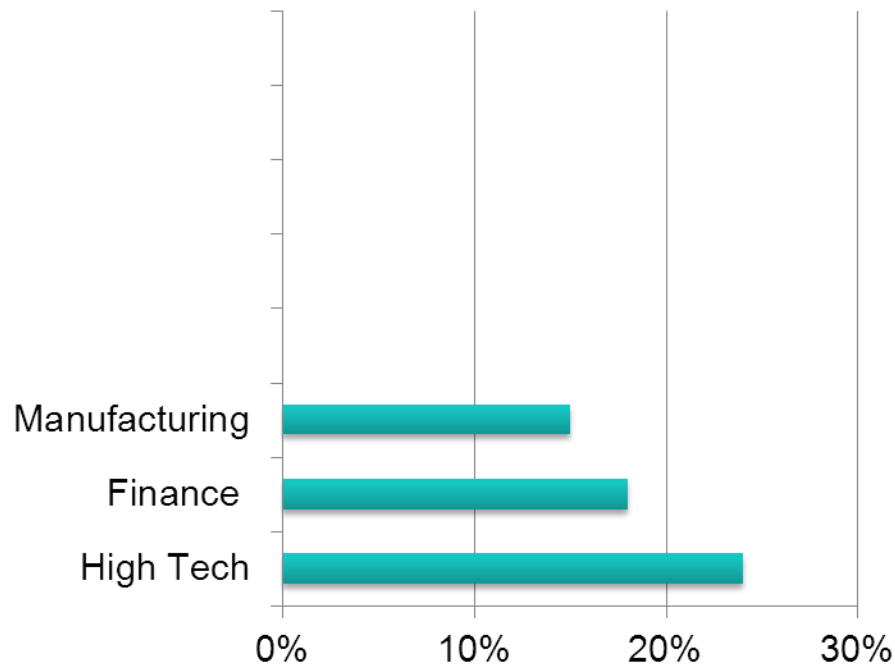


## Who's Using It?

Top Countries Using LinkedIn\*



Top Industries Using LinkedIn\*\*



\*B2B Sales Lounge, \*\*Quantcast

# LinkedIn: What's All the Buzz About?



## Why Use It?

To Reach Decision Makers

**28%** *of users are director/VP level or above*

**66%** *influence purchasing decisions at their companies*

# Getting Started: Why Be on LinkedIn?



- Expand your professional network worldwide.
- Follow other companies and share information about your own.
- Find and exchange knowledge and business opportunities with like-minded professionals.
- Drive traffic to your website, blog, Twitter handle or other sales materials for *FREE*.

# Step 1: Set Up An Account



- This part's easy.
- Go to <http://www.linkedin.com/>
- On the resulting screen, enter your first name, last name, email and password.



## Helpful Hints For Setting Up an Account

- Use an email address that you check frequently, as LinkedIn sends important notices, like invitations to connect, through email. Note: LinkedIn will not send you daily newsletters unless you sign up for them.
- Unless you own the company you work for, consider using a personal email address. This will make maintaining your profile less complicated if you ever leave the company!

## Step 2: Enter Your Profile Information



- Just as with face-to-face networking, if you want people to connect with you, you'll need to tell them a little bit about yourself.
- You'll automatically be prompted to fill out profile information, such as how you would like to be contacted, and other personal information.
- The closer your profile is to 100%, the higher your name in the search rankings. However, at minimum, fill out your professional experience, education, business URL, & a picture.



### Helpful Hints

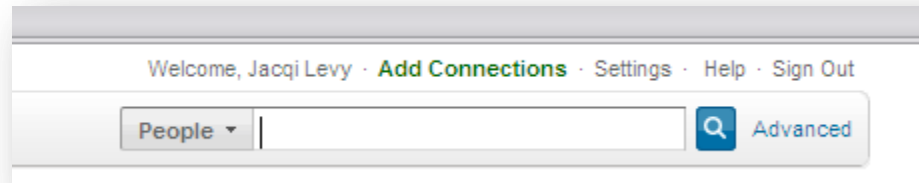
- Use a picture that is appropriate for professional networking.
- After saving, test the URL to make sure it works.
- Get recommendations: this is a great way to showcase your client testimonials and establish credibility with future prospects.



## Step 3: Find Connections

### Search for people you already know who are using LinkedIn

- **Search by Email.** Click 'Add Connections' at the top of the page. You can then manually enter email addresses or import your address book to see if any of your email contacts are already on LinkedIn.
- **Search by Name.** The search box at the top of the page allows you to search by name.



- **Post a follow me icon with LinkedIn link** on your blog, website, or in your email signature.



## Step 3: Find Connections

### Search for new people to connect with

- **Look for people with similar interests.** Search 'Companies', then look for employees whose interests match yours. You can also connect with people you meet through groups (see Step 4 for how to join groups).
- Invite people to follow you by sending an email invite.



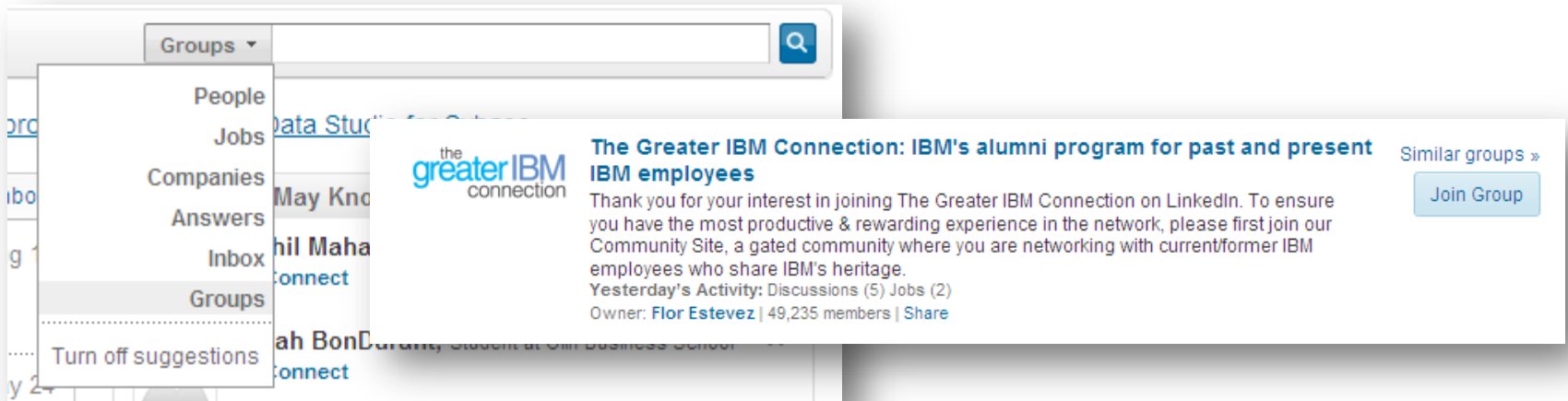
### Helpful Hints

- Search your city to find people in your geographic region.
- Search by career interest to find business peers or news sources.
- Search important keywords, such as IBM Business Partners, or any of the IBM brands, to connect with other business partners or IBMers who share your interests.

## Step 4: Join Groups

### Search for established groups on Linked In

- **Search by Group Name or Subject Matter.** In the search box at the top right, use the pull down menu to select groups and search by keyword.
  - Next to the group name, click 'Join Group', or click on the group name for more information before you join.

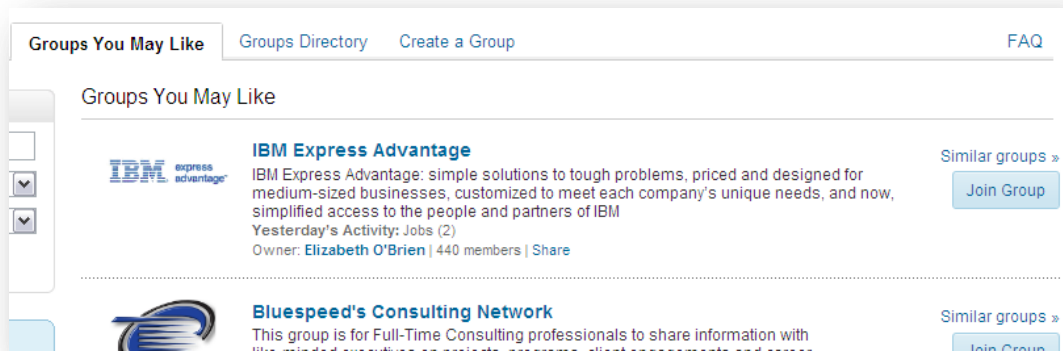


- **Click on a 'Follow Me' icon** on the blog, website, or email signature or a professional contact.

# Step 4: Join Groups

## Search for established groups on Linked In

- **Look at a connection's profile.** If you scroll down, you can see a list of groups they belong to and click on them to join.
- Under 'Groups' heading, look at the '**Groups You May Like**' tab to see a list of suggestions that is automatically generated by LinkedIn based on your current group memberships.



## Helpful Hints



- Join groups that you think potential customers would belong to. For example, if you develop solutions for healthcare, join healthcare groups in addition to technology groups.
- Join competitor groups to help keep tabs on what your competitors are doing on LinkedIn.

# Step 4: Join Groups

## Create a new group

- Under the 'Groups', click 'Create a Group' tab. Fill out the requested information and submit.
- On the 'Groups Directory' tab, click 'Create a Group' on the left hand side of the page.

The screenshot shows the LinkedIn 'Create a Group' form. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. The 'Groups' dropdown menu is open, showing 'My Groups', 'Following', 'Groups You May Like', 'Groups Directory', and 'Create a Group'. The 'Create a Group' form includes a 'Logo' section with a 'Browse...' button and a note: 'Your logo will appear in the Groups Directory and on your group pages. Note: PNG, JPEG, or GIF only; max size 100 KB'. Below the logo section is a checkbox with the text: '\* I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party trademarks, or other proprietary rights or otherwise violate the User Agreement.' The 'Group Name' field has a note: 'Note: "LinkedIn" is not allowed to be used in your group name.' The 'Group Type' field is a dropdown menu with 'Choose...' selected. A callout box on the right side of the form contains the text: 'Create a Group LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today. Create a Group'.

## Step 5: Join the Conversation



- **To post discussion topic**, go to the group where you would like to start the discussion.
  - You will automatically be taken to the 'Discussion' tab, where at the top, will be a text box that says 'Start a discussion or share something with the group...'; put the title of your discussion topic here.
  - A box will then pop up below that says 'Add more details...'; this is where you put the body of the text.
- **To comment on a topic**, click on the discussion topic. When you do, a text box will appear that says 'Add a comment here...'; type your comment in the box and submit.
- **To send a private message to someone** click on the person's name. You will be redirected to their profile, and when you are, there will be a box to the right with the option 'Send a message'.

# Step 5: Join the Conversation

## Tips for Effective LinkedIn Conversations:

- Make it short and sweet!
- Drive to links for value-add information; i.e. special events, promotions, your blog or website
- Include a call to action
- Don't always have time to create original content? You can sync your blog or Twitter account to your LinkedIn profile in order to post automatic updates. However, make sure you don't always automate posts: networking requires a human touch!



Follow John

### Resellers wanted for Lotus Domino-based products

As the providers of Launch Pad for Web (web content management) and Mobile Domino for BlackBerry

(extending Lotus Domino databases) products, we are looking to grow our reseller channel.

Our referral plan is a very simple and straightforward compensation model. We will offer you 33.3%

of the license revenue (<http://www.pointalliance.com/referral>).

The Suggested List Price of the products are as follows:

Launch Pad for Web (LP4W)

Single Server license \$15,000 (unlimited web sites, unlimited users)

Enterprise license \$30,000 (unlimited web sites, unlimited users, unlimited servers)

<http://www.pointalliance.com/lp4w>

Mobile Domino for BlackBerry (MDB)

Enterprise license \$9,000 (unlimited databases, unlimited users)

<http://www.pointalliance.com/mdb>

Please call me to arrange a web demo at your convenience.



Follow Andy

**Andy Vaidya** • AVS SYSTEMS, INC is a Value-Added Reseller of Lotus and other IBM products. We are also Software Valuenet certified for InfoSphere and Cognos brands and Certified as a 8(a) firm by SBA. We can cater both GOVERNMENT (Federal, State, Local) and Commercial market. We offer excellent discounts.

Let me know how we can partner.

# LinkedIn Tips for the Advanced Beginner

## Now that I'm on LinkedIn, what else do I need to know?

- Make use of third party software in order to enhance your posts
  - **Slideshare**: Allows you to upload business presentations or product demos, which you can then share on LinkedIn
  - **Box.net**: Allows you to upload spreadsheets and text documents like resumes, and share them on your profile
- **LinkedIn Answers** allows you to broadcast business questions to LinkedIn users, with the option of only sharing them with your network.
- **LinkedIn DirectAds** provides paid advertising through LinkedIn which allows you to target by, geography, job function and seniority, industry and company size, gender and age



# LinkedIn Resources: Learn More

- [LinkedIn Learning Center](#): LinkedIn's own resource, which provides a description of many site features, as well as a LinkedIn 101 webinar to help get you started
- [The LinkedIn Blog](#): LinkedIn's blog, which is up to date on the latest LinkedIn news
- [Linked Intelligence](#): An unofficial LinkedIn blog with useful tips and tricks
- [I'm On LinkedIn - Now What???](#): blog by the author of a book by the same name, with tips & tricks, as well as webinars
- [How To Use LinkedIn](#): Article with useful advice, by Jake Swearingen
- [Top 10 LinkedIn Tools](#): Official LinkedIn tools, such as a browser tool and email signature tool, as well as add-ins

# Follow IBM on LinkedIn

## Get started with these IBM Software Groups

### Global Business Partner Groups

- [IBM Business Partners](#)
- [IBM Software Business Partners](#)
- [IBM Midmarket Business Partners](#)

### Global Brand User Groups

- [Global WebSphere Community](#)
- [IBM Cloud Computing](#)
- [IBM Cognos Software](#)
- [IBM Enterprise Content Management](#)
- [IBM Rational Enthusiasts](#)
- [IBM Security](#)
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