

3 Tips for Getting (and Giving) the Most Out of **LinkedIn**

LinkedIn is the no-nonsense business network of social networking with much to offer as a platform for connecting. Remember that "networking" is a two-way street. It's about learning and sharing – give and take – and social networking is no different. LinkedIn is the place for sharing your business knowledge and learning from others as well.

LinkedIn and other online networks are just components of your "marketing mix." Only take part in the tools and channels that make sense for your audience (whether business or personal). Are they on LinkedIn? Then you should be there. Do they prefer email or "snail" mail? Then use that medium.

Here are a few tips for getting (and giving) the most out of LinkedIn.

Top Tips

1. Take Advantage of Transparency

LinkedIn allows you to choose what people see on your profile and who you connect with. For those who like to keep their business life and personal life relatively separate, a good practice is to set up your LinkedIn profile for business contacts and your [Facebook](#) profile for friends and family. The first thing you'll want to do is import your contacts to build your connections. You can bring your contacts into LinkedIn in three ways:

- [Manually](#) – invite people, one by one.
- [Webmail](#) – find out which of your contacts are already on LinkedIn.
- [Upload a File](#) – export contacts to a file and upload that file.

2. Use LinkedIn as Your Business Career Blog

Set up your profile as a career history. Part of this will read like a resume, so personalize it with tidbits about what you're working on specifically at any moment in time. That way, when others connect with you they have a context with which to start a conversation – much easier than first time conversations with little background. With the LinkedIn [Application Directory](#) you can integrate PowerPoint presentations, events, RSS feeds, WordPress Blogs and more.

3. Update Your Profile Regularly

Update your profile frequently to reflect the new things you're learning and/or working on. And take part in the conversations that are happening on the network. LinkedIn has a great [Q&A section](#). Login and ask and answer questions now and then to boost your credibility and helpfulness.

Additional Resources: [100+ Smart Ways to Use LinkedIn](#)

Meet the Guest Speaker

Shelby Nordhagen graduated from the MSU College of Business with a Marketing emphasis in 1994. She has over 15 years high tech marketing experience. Shelby publishes a weekly resource blog called [MyOnlineBusinessIdeas](#). Her company, [NetNewMarketing](#), is focused on identifying and implementing unique internet marketing strategies and tactics designed to drive sales for its clients – Online Demand Generation. Prior to starting her internet marketing consulting business in 2004, Shelby held numerous high tech marketing and sales positions with Extended Systems (Acquired by Sybase iAnywhere), ProClarity (Acquired by Microsoft), and RightNow Technologies.



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