

Ways to Grow Your LinkedIn Connections



Are you looking to grow your LinkedIn network?

This presentation will help you avoid common mistakes that can damage your professional reputation on LinkedIn.



What Differentiates LinkedIn from Other Social Media Sites?

Facebook and Twitter accommodate both personal and business uses, while LinkedIn is a social network built strictly for business.





#1. First Impressions Count

- Your profile image should show you in your best professional light.
- Use a professional image for your profile photo, you may never get a chance to recover your reputation.
- Think of how you would present yourself at an event filled with prospects and use an image that does the same, online.



#2. Don't Overuse Keywords

- Don't utilize a large number of vaguely relevant words in an effort to show up in hundreds of search results. **Choose three or four top keywords which you believe should be associated with you.** You'll show up in less search results, but when people are looking for an expert they're more likely to respect you and what you have to offer.



#3: Personalize Each Connection Request You Send: Include a Personal Note

Invite Jennifer to connect on LinkedIn

How do you know Jennifer?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
 - Linked Strategies
- Other
- I don't know Jennifer

Include a personal note: (optional)

Hi Jennifer

I love to meet forward thinking business people & professionals on LinkedIn. We are both members of the Linked Strategies group and I came across your profile and would like to connect with you.

Melonie |

Important: Only invite people you know well and who know you. Find out why.

[Send Invitation](#) or [Cancel](#)

A personalized connection message shows that you value the person you want to connect with.



4: Important: LinkedIn Invitation Limit

- LinkedIn initially allows all users to send up to 3000 invitations. This limit is an automatic method to prevent accidental abuse and protect both senders and recipients.
- The limit is in place only to prevent abuse, not to block invitations sent by careful inviters. LinkedIn encourages all users to connect to their trusted professional contacts, and to others who welcome connections with new contacts. Users who limit their invitations to these two groups have high invitation acceptance rates and LinkedIn will usually raise the limit for such inviters.
- If you have exceeded the limit, you can contact [Customer Service](#) to find out more about how the limit works, and how it can be raised.



#5: Ask for Endorsements From People Who Know Your Work

- Endorse the skills of the people you're connected with to show others that you appreciate and admire their work, not to build your own endorsements.
- Endorsements should be given freely and without an agenda, and should never be followed up with a message saying, "I just endorsed your skills, can you endorse mine now?"

#5: Treat Recommendations Like References



Skills & Expertise

Most endorsed for...



Recommendations are a personal reference and reflect on both parties. If you accept a recommendation from someone with a poor reputation, it shows on your profile and links back to theirs. Their reputation can reflect poorly on you. Only request recommendations from people who can vouch for your work.

#6: Protect Your Connections' Contact Information



- Nobody feels special when they get a message that was sent to a group of other people. If you send messages to more than one person at a time, be sure to unselect the option that says, “Allow recipients to see each other’s names and email addresses.”

To:

From: Melonie Dodaro <social@topdogsocialmedia.com>

Subject:

Uncheck

Allow recipients to see each other's names and email addresses

Send me a copy

#6: Protect Your Connections' Contact Information cont'd



- If you forget to uncheck the box, rectify the situation quickly and honestly. Send a message to those same recipients (with the box unchecked) and explain that you made a mistake and that you won't let it happen again.

6: Why a LinkedIn Company Page?



- The benefits of a good LinkedIn company page include engaging followers with company news, updates, events and relevant content.
- Raise brand awareness, promote career opportunities, and educate potential customers on your products and services.
- Generate business leads and strengthen current customer relationships by sharing valuable and rich content via company updates.
- To create your companies page to may go to <http://linkd.in/1dg3rXj>



#7: Optimize Your LinkedIn Page

- You can attract customers when you turn your products and services that are relevant to your business into focal points. Here are just a few examples of what to feature prominently:
- **Products:** The software you sell or the apps you've built.
- **Services:** A list of your résumé writing services or your tax consulting brochure.
- **Other:** Webinars you host or your company's white papers or eBooks.



#8: Engage Your Audience

- LinkedIn company pages, now allow you to like and share contents. This is a big change so use it to engage other members. Before, you could only do so as an individual.
- You can easily tailor your message to your audience. For example, when you create an update, you can choose to share it with “all followers” or to a “targeted audience.”
- **Choose the latter** to send your update to a subset of followers based on geography, industry, company size or level of seniority.



#9: Attract More Followers

- Here are some simple, effective strategies for attracting more followers with your company updates:
- **Cultivate a larger following with a multi-channel approach.** Encourage your teammates to add a link to your company page in their email signatures. If needed, ask your website designer for help creating a customized banner or button.
- **Add a “Follow” button to your website.** Your website designer can pull code for a Follow button from developer.linkedin.com to add to your blog or website. This lets LinkedIn members follow your company with a single click.



Build a Company Follow button

Enter a company name



Language

English

Choose a count mode

Vertical

216

 Follow

Horizontal

312

 Follow



No Count

 Follow

Get Code



#10: Analyze and Win!

Company page administrators have access to [LinkedIn Analytics](#) that help them better engage with their followers and monitor their success. There is a goldmine of insights available to help you focus and refine your strategy, including:

- Engagement % — Engagement = interactions + clicks + followers acquired. In other words, this metric answers the question, look at updates with higher engagement rates, and note the type of content, people targeted, date and time. Then you'll know how to optimize future content around what's proven to work.
- Demographics — From seniority and industry to company size and function, demographics give you a snapshot of your followers. With this information, you can tailor the type of content you share on your company page, as well as the tone in which it's delivered. Demographics will also help you determine segments to target with targeted status updates.
- How You Compare — Knowing how your company page compares to your competitors' pages is a great way to determine whether you should change your strategy.

Bonus Tips



- Host a company “Lunch & Learn” to evangelize the power of company updates, and share tips and tricks with your team. This can have a significant impact on your company page’s overall reach.
- Consider third-party apps like [GaggleAMP](#) and [Advocate](#) to show employees which updates are most important for your company and are pre-approved for sharing.



Bonus Tips cont'd.

- If you're ever in doubt as to what you should do on LinkedIn, think of it as a networking event. Think about how you would present yourself, what you would do or how you would act when interacting with a person at a live event.



THE END

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