

Zestee Social Media School - Module 06 – LinkedIn

Overview

LinkedIn is a professional networking site that is particularly suitable for business-to-business communication. It is also being used quite heavily worldwide as a HR tool – many professionals expect their LinkedIn profile to be checked during a job application process – and in fact may even find the job and apply via LinkedIn or be headhunted. Though it's an extensive social media tool, similar to the Facebook structure, there are three main "building blocks". Firstly, there is the individual profile – similar to an online version of your CV or Resume. Secondly, there are groups – these can be seen as networking or industry forums where you can discuss a wide range of topics. Thirdly there are company pages, where you can create a place for your employees to come together and for others to communicate with your business. A wonderful – and often underutilised feature – is the recommendations. These are essentially testimonials from colleagues, managers and clients. These can enhance your resume and reputation – and you can use this tool yourself to acknowledge those you have worked with or done business with.

Objectives

- Understand the position of LinkedIn in the social media landscape and importance to you & your business
- Create a personal profile (if you haven't already done this) and learn the basics of this
- Begin building or expand your professional network
- Consider creating a company page for your business
- Join at least one group and contribute to a conversation
- Learn to find help when you need it

Activities

1. If you don't already have a profile, consider creating one at www.linkedin.com
2. Connect with those already in your network by linking to your email account or searching contacts. **
Top tip - if you use the automated invites, it may email your contacts up to 4 times! So suggest manually.
3. Search for and connect with five new business contacts in your industry or one you're interested in
4. Search for, join and participate in a group conversation
5. Consider creating a company page for your business
6. Write recommendations for some of those in your network

Questions to Consider

- Is LinkedIn a suitable tool for me personally and does it suit my business and industry?
- Who can I ask to write a recommendation for my current or previous work?
- What type of other business people could I connect with as potential clients?
- Who could I build a mutually beneficial relationship with (e.g. to refer business to & vice versa?)
- Should I join (or begin and facilitate) a group on LinkedIn to connect with others?

Congratulations on completing module 6! Module 7 will cover Blogs and Websites and will be emailed to you on Sunday 19th May. Feedback is always welcome via renee@zestee.com Renee ☺