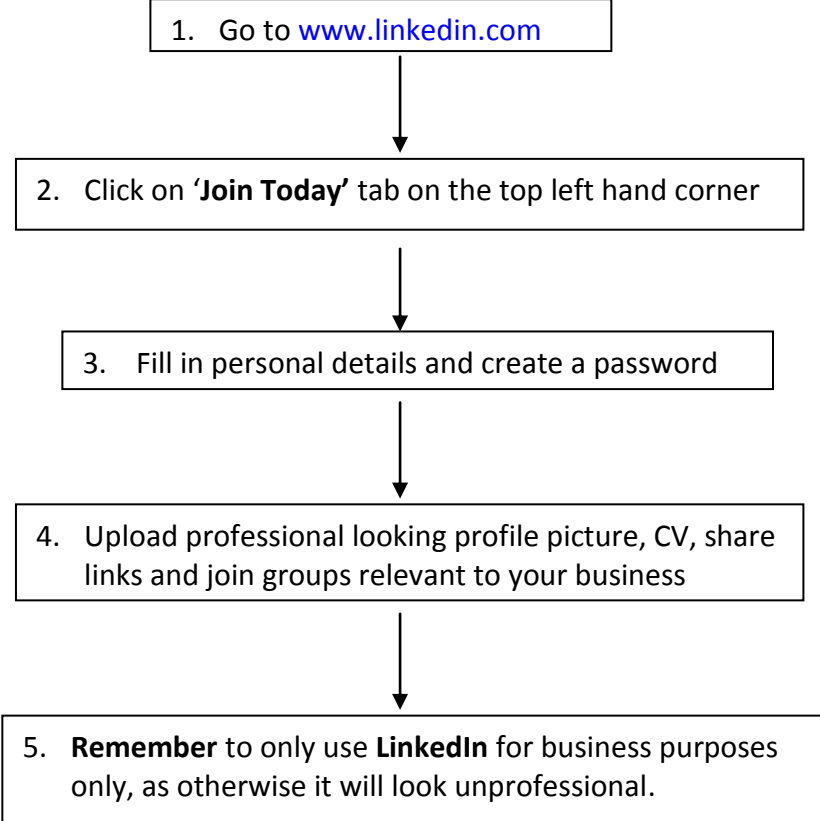
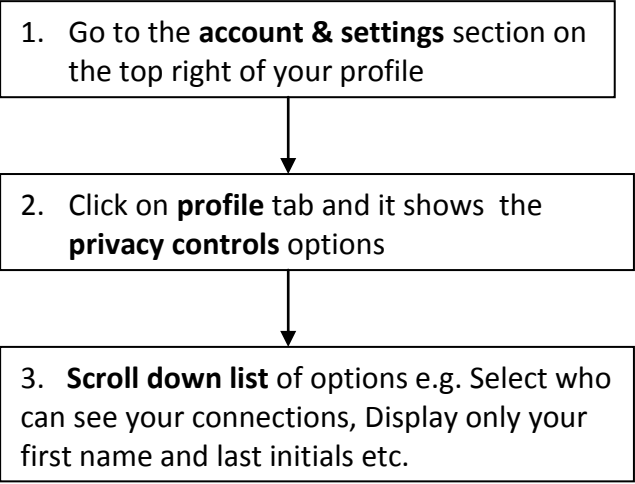


<p>1. What is LinkedIn?</p>	<p>LinkedIn is a free social networking website for professionals to keep up-to-date and connected with business contacts, experts and inside connections in industry. See also Facebook, Twitter and Skype.</p>
<p>2. How to get started with LinkedIn.</p>	<p>To set up a professional profile for business use just follow these easy steps:</p>  <pre>graph TD; A[1. Go to www.linkedin.com] --> B[2. Click on 'Join Today' tab on the top left hand corner]; B --> C[3. Fill in personal details and create a password]; C --> D[4. Upload professional looking profile picture, CV, share links and join groups relevant to your business]; D --> E[5. Remember to only use LinkedIn for business purposes only, as otherwise it will look unprofessional.];</pre> <ol style="list-style-type: none">1. Go to www.linkedin.com2. Click on 'Join Today' tab on the top left hand corner3. Fill in personal details and create a password4. Upload professional looking profile picture, CV, share links and join groups relevant to your business5. Remember to only use LinkedIn for business purposes only, as otherwise it will look unprofessional.

3. How can LinkedIn help my Business?	<ol style="list-style-type: none"> 1. Creating a LinkedIn profile can increase your business network by allowing you to find old and new business contacts, colleagues, potential partners and industry experts. 2. Every time you exchange business cards, or make a new email contact you can add them to your LinkedIn network. 3. LinkedIn is a free way to keep your network up-to-date with your latest news e.g. events, innovations or links related to your business. 4. Upload your CV as this allows potential clients and partners to check you out before talking to you. 5. LinkedIn is a free way to help you look for new staff or help you get head-hunted by an employer. 6. Post a good professional picture of you on your profile as this creates a good first impression – remember LinkedIn profile is your public CV. 7. If you already have a website or a blog you can link with your LinkedIn profile. 8. Download the LinkedIn app to your mobile phone to gain instant access to the professional identity of anyone you meet, phone or email. 9. Download the free CardMunch app to your smartphone, which scans a business card, converts it into a digital format and places it in your contacts database. 10. LinkedIn email allows one-to-one communications with your contacts. 11. LinkedIn allows you to purchase Inmail to reach anyone not already on your contact list and If you don't get a response in 7 days you get issued with a new Inmail credit. 12. Tweet your LinkedIn status to your Twitter followers and vice versa.
4. How to decide whether to use LinkedIn or Facebook or both for business?	<ul style="list-style-type: none"> • LinkedIn attracts more business people as it is primarily for their use, whereas Facebook isn't primarily for Business purposes. • LinkedIn allows professionals to leave recommendations on other members' pages. • Facebook is designed more for Business to Consumer interaction, whereas LinkedIn is designed more for Business to Business interaction. • If you only have time to do one for your business - use LinkedIn!

<p>5. How can I protect my privacy on LinkedIn?</p>	<ul style="list-style-type: none"> • Privacy settings are very important in today's online society and LinkedIn have made it easy to protect your profile, just follow these easy steps: <div style="text-align: center; margin: 10px 0;">  <pre> graph TD A[1. Go to the account & settings section on the top right of your profile] --> B[2. Click on profile tab and it shows the privacy controls options] B --> C[3. Scroll down list of options e.g. Select who can see your connections, Display only your first name and last initials etc.] </pre> </div> • <u>Don't make your profile completely private</u> as it will make it harder for other professional to view it, therefore only use it for business purposes. • <u>Don't invite /accept anybody</u> if you have doubts about them- you need to protect your network as well as yourself.
<p>6. Common Mistakes -3 things <u>NOT</u> to do with LinkedIn for your business.</p>	<ol style="list-style-type: none"> 1. Don't post any statuses that are not relevant to your business, as it will look unprofessional! 2. Don't use LinkedIn email to send out messages to your whole network as this will feel like spam, use more for one-to one communication. 3. Don't invite people just for the sake of it! LinkedIn professionals will want to know why you are inviting them to connect with you.

<p>7. 1-week plan for <i>hitting</i> the ground <i>running</i> with LinkedIn.</p>	<ol style="list-style-type: none"> 1. Set-up your profile page, import your CV, company record details and have a colleague give you feedback on it 2. Set-up privacy settings 3. Get a customised LinkedIn URL by going to: Settings → Edit profile → click on Edit beside current URL 4. Invite 10 business contacts to join your network -start with your business card collection and then your top email contacts 5. Send out one to one emails to each of those contacts who accepts your invite 6. Join a couple of LinkedIn groups that are relevant to your business and start posting links relevant to your business 7. Give and get 3 genuine LinkedIn recommendations on your profile 8. Download the LinkedIn app to your smartphone and try it out 9. Put a link to your LinkedIn profile page in you email signature (and your next business card)
<p>8. Further reading about LinkedIn for business.</p>	<ol style="list-style-type: none"> 1. How to use LinkedIn for business benefits- http://hubpages.com/hub/How-to-Use-Linkedin-for-Business-Benefits 2. LinkedIn or Facebook for B2B and B2C Businesses- http://www.wordstream.com/blog/ws/2011/03/22/facebook-vs-linkedin 3. What “Not To Do” On LinkedIn- http://blog.wsidigitalmarketing.com/index.php/wsiinsights/what-not-to-do-on-linked-in/