

Effectively Using LinkedIn

Website address: <http://www.linkedin.com>

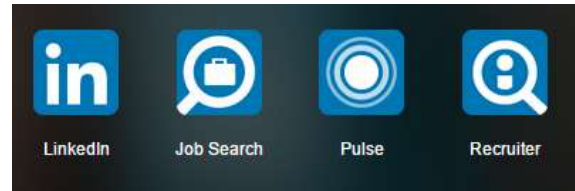
Mobile apps

iOS (iPhone & iPad), Android, Windows Phone, Blackberry

LinkedIn Job Search: iOS and Android

LinkedIn Pulse: iOS and Android

LinkedIn Recruiter: iOS and Android



Tips:

- During major editing, turn off activity broadcasts
- Use every character available in each section
- Write your profile as if you are having a conversation with someone. It's okay to inject your personality.
- Join groups related to your area of expertise, industry, alumni, interests, social causes, etc.
- Group members can invite other members to join their network
- Careful when viewing the profile of others

Resources (Individuals):

- Forbes magazine: How to update your LinkedIn profile for 2017 <http://www.forbes.com/sites/lizryan/2016/12/10/how-to-update-your-linkedin-profile-for-2017/>
- Forbes magazine: The six worst LinkedIn headlines <http://www.forbes.com/sites/lizryan/2016/12/18/the-six-worst-linkedin-headlines/>
- Forbes magazine: 6 Career resolutions you need to make in 2017 <http://www.forbes.com/sites/ashleystahl/2016/12/30/6-career-resolutions-you-need-to-make-in-2017/>
- LinkedIn Pulse, Carla Deter Does your LinkedIn profile need some holiday TLC? <https://www.linkedin.com/pulse/does-your-linkedin-profile-need-some-holiday-tlc-bonus-carla-deter>
- Top Dog Social Media, Melonie Dodaro: 7 LinkedIn messages you should never send <http://topdogsocialmedia.com/7-linkedin-messages-you-should-never-send>
- Up and Running with LinkedIn, Justin Seeley on Lynda.com <http://www.lynda.com/LinkedIn-tutorials/Up-Running-LinkedIn/383249-2.html?org=ippl.info>
- Up and Running with LinkedIn: Premium Job Seeker, Garrick Chow on Lynda.com <http://www.lynda.com/LinkedIn-Job-Seeker-tutorials/Up-Running-LinkedIn-Premium-Job-Seeker/422837-2.html>
- Forbes magazine: How to use LinkedIn for Career Success <http://www.forbes.com/sites/laurashin/2014/06/26/how-to-use-linkedin-5-smart-steps-to-career-success>
- Forbes magazine: 22 LinkedIn Secrets <http://www.forbes.com/sites/williamarruda/2014/03/04/22-linkedin-secrets-linkedin-wont-tell-you/>

Resources (Business):

- LinkedIn for Business, Viveka von Rosen on Lynda.com <http://www.lynda.com/LinkedIn-tutorials/LinkedIn-Business/165252-2.html>
- LinkedIn: Using the Mobile App, Brad Batesole on Lynda.com <http://www.lynda.com/LinkedIn-tutorials/LinkedIn-Using-Mobile-App/457357-2.html>
- Maximum Success with LinkedIn, Dan Sherman (2013)
- Forbes Magazine: 10 Steps to Create a LinkedIn Company Page <http://www.forbes.com/sites/work-in-progress/2013/01/20/10-steps-to-create-a-linkedin-company-page/#6e3d26a7548c>
- 21 Days to Success with LinkedIn: Business Social Networking the Gnik Rowten Way, Ron Sukenick and Ken Williams (2015)