

Ten quick rules on the effective use of LinkedIn.

- 1. Keep your profile updated** – people don't know who you are unless you tell them! They need to see your relevant experiences and qualifications so they can make judgements about whether to link with you or better still do business;
- 2. Always use a photograph.** It's amazing how we forget the old saying, "a picture speaks more than a thousand words". If you are that camera shy, or do not value the medium of LinkedIn or similar so much, you are not communicating to people who you are. There is no personal "presence";
- 3. Actively encourage and receive feedback.** If somebody's done a good job, tell them. If you have done a good job for someone ask them to give a testimonial. Don't just simply use the voting bars that LinkedIn provides to give commendations;
- 4. Link with people purposefully.** In this world there are people motivated by power, some by achievement, and some by affiliation. Affiliators will link with everyone so you can appear popular by having 500 plus connections etc. but if these are not purposeful and there is not the intention to create some active link, then so many of these links will simply be "bulkage" in your membership file;
- 5. Always try and connect with someone interesting.** If you see someone you have no connection with, get connected with them and encourage a dialogue. If they're not so disposed at least you'll find out, but if they are, possibilities exist;
- 6. Keep a diverse portfolio of contacts.** Unless you are wanting to target a specific market, LinkedIn algorithms will focus on the occupational genre of people that you connect with and their connections in common with you. This can lead to offerings of "people you may know" pages that offer a selective audience as the system tries to generate common ground. This leads to our next point;
- 7. Search adventurously, get familiar with the use of advanced searching.** It takes more work but it is useful;
- 8. Get LinkedIn linked to your website** – allow your website, LinkedIn and other social media to organically interact with Google and others;
- 9. Don't die (anyone want to argue that one!).** There are a number of deceased persons on LinkedIn which LinkedIn has a reluctance to remove unless they're provided with death certificates etc. most business connections are not replete with such documents so don't be surprised if the faces of the past keep popping up in your contacts list;
- 10 Visit LinkedIn daily, make it a routine part of your day.**