



LinkedIn Guide for Office Depot Web Café by Barbara Rozgonyi

For best search results, include keywords - such as your Industry, location, clients, or types of projects - in your headline, summary and position descriptions in your personal profile and your company profile, if you have one.

Name

First Name

Last Name

Display Name

Tip: For added privacy, you can display only your first name and last initial.

Professional Headline-Your Tagline

Industry

Professional Experience and Goals

Specialties in your Area of Expertise

Summary



Position One

Company Name

Title

Time Period

Description

Position Two

Company Name

Title

Time Period

Description

Position Three

Company Name

Title

Time Period

Description



Websites - List three

Twitter

Blog

Facebook

Your site

Public Profile

<http://www.linkedin.com/in/yourname> or redirect to www.yourname.com

Applications

Recommendations

Who can you recommend? Who can recommend you?

Questions and Answers

Choose the categories you want to follow and set up an RSS feed you'll check a few times a week.

Company Profile

Description

Specialties

Industry



Social Media Resources

LinkedIn

<http://learn.linkedin.com/entrepreneurs/>, <http://learn.linkedin.com/non-profits/>,
<http://learn.linkedin.com/new-users/>

Company Pages: <http://blog.linkedin.com/2008/03/20/company-profile/>

<http://learn.linkedin.com/company-pages/>

<http://learn.linkedin.com/company-pages/#components>

<http://mashable.com/2009/07/27/linkedin-personal-brand/>

<http://mashable.com/2009/08/03/linkedin-company-profile/>

<http://wiredprworks.com/2007/05/linkedin-pr-top-10-ways-to-become-a-subject-matter-expert/>

Facebook

http://www.facebook.com/help/new_user_guide.php Personal information:

Activities, interests, favorite music, favorite TV shows, favorite movies, favorite books, favorite quotations, about me. Create a facebook page guide for companies and groups: <http://www.facebook.com/FacebookPages>

Create a widget for your website: <http://www.facebook.com/facebook-widgets/>

Applications Directory: <http://www.facebook.com/apps/directory.php>

Twitter

<http://help.twitter.com/portal>

<http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/>

<http://wiredprworks.com/2008/03/twitter-guide-talking-in-140-spaces/>

RSS

<http://budurl.com/rssvideo>

<http://www.google.com/reader/>

<http://feeds.feedburner.com/wiredprworks>



Barbara Rozgonyi, Social Media PR Maven

Barbara Rozgonyi leads CoryWest Media, LLC, a strategic marketing consultancy founded in 1990. Clients include Fortune 500 companies, government agencies, nonprofits, global PR firms and small businesses. CoryWest's plans grow business, build brands, and connect communities with marketing, social media and public relations. Barbara publishes www.wiredprworks.com, a blog with over 700 posts that is listed on Alltop PR and AdAge Power 150. Founder of Social Media Club Chicago, Barbara/@wiredprworks was named a top 30 PR expert to follow on twitter by ereleases.com. A keynote speaker and an educator on the topics of leadership, social communication, PR, personal branding, creativity and change, Barbara speaks to corporations, entrepreneurs, job seekers and parents. A graduate of the University of Illinois and the mother of three, Barbara and her family live in Chicago's western suburbs. Follow Barbara @wiredprworks or check out what's new right now with the Wired PR Works iPhone app.



Connect with Barbara on these social networks

LinkedIn

<http://linkedin.com/in/barbararozgonyi>

Facebook

<http://facebook.com/rozgonyi>

Twitter

<http://twitter.com/wiredprworks>

please send an @wiredprworks message so I know you're following me

Flickr

<http://thesociallens.com>

Slideshare

<http://slideshare.net/wiredprworks>

Friendfeed

<http://friendfeed.com/wiredprworks>

Social Media Club Chicago

<http://budurl.com/smcchicagolinkedin>

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<http://wiredprworks.com> :: corywestmedia@gmail.com :: 630.207.7530 ::

Social Media PR Updates <http://savvysocialmedia.com>

Q&A Session with Barbara Rozgonyi
Leveraging LinkedIn: 5 Power Strategies to Stand Out and Be Sought Out
Date: Tuesday, April 27th, 2010

Q: How do you know when you should pay for a subscription to LinkedIn vs. just using the freebie features of the service?

A: If you want to grow your network, organize your contacts or look for a job, it may be worth it to upgrade your account. Subscriptions start at \$24.95 per month. Upgrade benefits include the ability to send messages, view more search results and access LinkedIn's Profile Organizer, which is explained in this video:

http://www.youtube.com/watch?v=sNAIA3Dpxcc&feature=player_embedded

LinkedIn also offers a paid subscription service for job seekers. Test the service out for a month or two to see how it benefits you.

Q: Can you use LinkedIn for the health field? If not, is there an equivalent social network for the health field?

A: Yes. Here's a list of 16 niche healthcare social networks.

<http://blog.marketnet.com/index.php/2009/11/09/16-niche-healthcare-social-networks/>

Q: I found it challenging to set up a profile because I'm a consultant. Any tips on how to make it clear that the companies listed are my clients NOT my employer

A: Name the service or the segment as the company name. For example, "consultant for family businesses." If it's okay with your client, you can use their company name.

Q: Having been self-employed for decades, I've found LinkedIn's employment template to be AWKWARD. Suggestions?

A: Many people who are self-employed excel at more than one position. So, list them all: owner, speaker, author, expert, volunteer leader, etc. Think of expanding your profile from one dimension into many. Take advantage of LinkedIn's website option and link out to up to three sites. Add in the SlideShare [<http://slideshare.net>] or Google Docs app to bring in a presentation about your company. And, start a company site with your services.

Q: Is it just the short summary at the top that should have keywords/be optimized, or the long summary as well?

A: Ideally, you want to use keywords throughout your profile in a way that guides searches and people to find out more about how you can help them with what they're looking for.

Q: When you have LinkedIn search your emails (Outlook). Does it search everyone? Or can you edit the list? Aunt Hilda doesn't need an email from me about LinkedIn.

A: Yes, you may edit the list. Don't discount contacting Aunt Hilda, though. Some of the folks who are offline have powerful IRL [in real life] networks they can connect you to with personal introductions.

Q: How did you get the Profile looking that way in your presentation with color and left side bar? Do you recommend certain views?

A: Although LinkedIn allows you to reorder the sections within your profile, the design is the same template for everyone - at least for now.

Q: Can you sign on as a business or does it have to be a personal account?

A: You can have both. A person needs to set up the company account.

Q: Could your keywords be in a font color like white so that they do not distract your readers?

A: No, LinkedIn formats fonts to be in one color. Include keywords so they blend into the content and compliment the profile.

Q: LinkedIn says we should link only with people "whom you know well." Is it really okay to make "cold" contacts with prospective clients?

A: Add a personal note in your invitation request to warm up the introduction. Tell them how you found them and why you want to connect.

Q: Has Recommendations proved to be a useful tool? For job searching is it proper protocol use my LinkedIn profile as Resume?

A: Recommendations add professional credibility from verified connections. You will want to have a resume in addition to a LinkedIn profile, but you can link to your profile from your resume.

Q: Joined a Group in my functional subject expertise - finding it much too general in the postings and dominated by a few people based internationally...not as relevant to our business. How do I find GROUP that is more relevant?

A: You can start one and invite people to join. Another way to find groups is to look at profiles and see what groups show up. Then check out the groups to see if you'd like to join.

Q: For the older executive, is it better to leave dates out?

A: It is better to leave dates in for a few reasons. It's transparent. People from your alma mater graduating class can find you. Dates give you and the reader history and perspective.

Q: How can we use groups to our benefit, and can being in too many groups hurt you?

A: Participate in groups by asking and answering questions, posting a discussion topic or leading a subgroup. You can join up to 50 groups and can start 10. To manage email notifications, set up a dedicated inbox with a separate address or check notifications on LinkedIn.

Q: How do we deal with presenting two businesses that are in completely different industries?

A: Each company can have its own profile. If you have different businesses within your profile, emphasize your successes in each.

Q: I am currently in between jobs so what would be the best thing to list as my current position?

A: List the title of the position you're looking for.

Q: My struggle has been getting recommendations from people not registered on LinkedIn. Is there a way to do this?

A: You can include a quote from them within the position description.

Q: What is the best use of LinkedIn for a self-employed business professional? What types of recommendation would you ask others for?

A: The best use of LinkedIn for a self-employed business professional depends on the person: build a network, reach people within target companies, raise visibility and grow business. The best time to ask for a recommendation is when someone else compliments you on your work.

Q: How do you keep your presentation secure from people using the content for their business/profile?

A: Use the SlideShare or Google Doc app to create presentations that bring in visuals and information to your profile. Add a copyright notice in the footer of each slide.

Want to know more about how to use LinkedIn? Enroll in Barbara's complimentary seven day ecourse, "Leveraging Your LinkedIn Profile: How to Stand Out and Be Sought Out" at <http://budurl.com/linkedinprwebinar>

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