



SOCIAL MEDIA MATTERS

3 Key Reasons to Be On LinkedIn

- ▶ Create Credibility
- ▶ Position Yourself as an Expert
- ▶ Access to a Digital Rolodex

Ways to Optimize Your LinkedIn Profile

- ▶ Focused Description of your Skills
- ▶ Recommendations (written referrals)
- ▶ Endorsements
- ▶ Groups – Expand your Reach
- ▶ Google Searches include LinkedIn Profiles - use keywords
- ▶ Ability to see who views your profile
- ▶ Law of Reciprocity – Recommend Others
- ▶ Internal SEO (Search Engine Optimization) within LinkedIn System

Basic Protocol

- ▶ No Multiple Profiles
- ▶ Be Careful in Sending Requests to Connect – should have something in common or it's considered SPAM
- ▶ Participate in Groups