

Recent figures show that women are leading the way when it comes to proficiency on all social media platforms – except LinkedIn. Sarah Blinco shares simple tips that will have you (social) networking in no time

**H**ave you ever received an email proclaiming, “Amanda has endorsed you on LinkedIn,” and wondered what in the wide world (or is that ‘wide web’... sorry, geek joke) you should do next?

We’ve all heard of LinkedIn and indeed most appreciate it is potentially a valuable tool for business networking and even for discovering your next career break. While it is informative, this business-orientated social platform can cause a bit of confusion due to the barrage of emails and notices you may receive if you’ve not tweaked your settings according to your needs. LinkedIn is worth getting your head around though, because content shared on the platform is useful, informative, enlightening and applicable to a wide range of business and entrepreneurial endeavours. In fact, LinkedIn can prove to be a very valuable space to spend time on (it’s certainly not just for job hunters).

I recently got in touch with Socially Sorted’s ([sociallysorted.com.au](http://sociallysorted.com.au)) social media strategist, Donna Moritz, for her expert advice on the questions that confuse tentative users the most:

**Should I connect with everyone who invites me?**

Not necessarily, says Donna. “Just like any social platform, you should decide on parameters regarding who you will and won’t connect with. Many people will not accept a request to connect unless they have known the person, have met them online or offline, or have received an introductory message that gives them a valid reason to connect. Something that many people neglect to do is send a personalised message when requesting to connect – it not only makes you stand out, but also gives the person more information” (so something to remember when you yourself are reaching out to others).

**What do I do with groups – which ones should I join?**

“You should engage with groups that are of interest to your target market, not necessarily just where your industry colleagues are. Join a few ‘industry specific’ groups (for example, a physiotherapist could join physiotherapy groups) but focus the rest of your time where your clients and ideal clients are. For example, the physiotherapist could join groups focused around sport or training for athletes. Once you are in the group, don’t hard sell – instead, focus on providing massive value to the other people in the group. Answer questions, start discussions and share quality content that helps people.”

**What is the proper thing to do when someone endorses me?**

“Endorsements are nice, but recommendations (comparable to a written reference) are what

# Winning on LinkedIn



really matters on LinkedIn. With endorsements requiring little effort and the simple click of a mouse, a recommendation takes more thought, gives more credibility and is taken more seriously. I would always recommend that clients focus on recommendations and to start by giving them to people they have worked with in some way. By all means, ask for recommendations from those who you have worked with and who know your skills, but always personalise your message. It is also a good idea to offer to recommend the person you are asking for a recommendation. Back to endorsements, if someone endorses you and you know them, then by all means endorse them back. It is a nice, quick way to let them know you appreciate them. But if you do not know them, then you don’t need to reciprocate. Consider an endorsement like a ‘like’ on Facebook – you don’t necessarily need to return the ‘like’ or thank someone for it.”

**I haven’t updated my profile in... forever, what should I do?**

I highly recommend that you not only keep your profile updated, but add visual content to it too, including video, images, screenshots and slideshare presentations. Visual content stands out – there’s more detail in this article I’ve written: [socialmediaexaminer.com/linkedin-professional-portfolio](http://socialmediaexaminer.com/linkedin-professional-portfolio). Regarding what elements to include or update on your profile, my best advice is to read this piece on Melonie Dodaro’s (internationally renowned LinkedIn expert) site, as I can’t put it any better than how this infographic maps it out, step by step: [topdogsocialmedia.com/linkedin-marketing-infographic](http://topdogsocialmedia.com/linkedin-marketing-infographic).”

## Sarah’s Tip

### Privacy and settings

What about those pesky notifications you keep receiving? And has anyone experienced a rush of congratulatory notices on your “new position” when all you’ve done is update a few words on your profile? Yep, me too! To check/change these settings, login to LinkedIn and **click on your little profile image icon** in the top right hand corner. Select the ‘**Privacy & Settings**’ option, and the first thing you want to do is select, ‘**Turn on/off your activity broadcasts**’ (on the ‘Profile’ tab under ‘privacy controls’). Ensure this option is un-checked (it is generally checked (on) by default) if you would prefer for your network not to know every time you make any kind of amendment to your profile. Many a job-seeker has been “discovered” by their current employer due to excessive LinkedIn activity/updates being (inadvertently) publicly broadcast! Next, select the ‘**Communications**’ tab (under the ‘Profile’ tab on this same page) which offers options on customising email notifications, including the all-important ‘frequency’ setting.