

LinkedIn 101

Attractive, Affordable Web Services for Your Growing Business!



Rockland **Web Design**

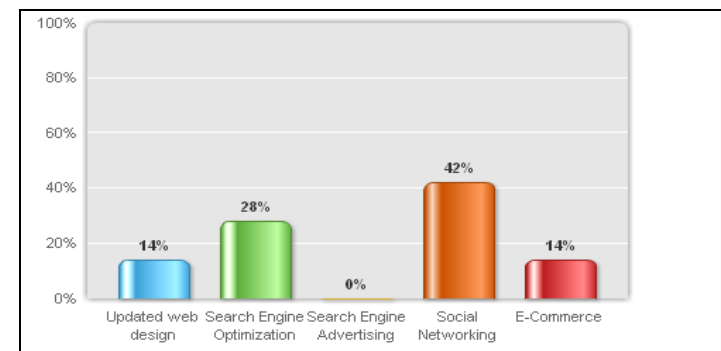
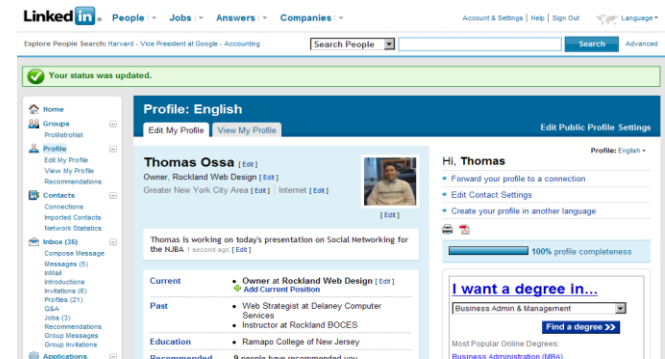
Tom Ossa
Web Strategist

Call for an Appointment:
(845) 877 - 7333
www.rocklandwebdesign.com



LinkedIn: Business Social Media

- Good way to network *professionally*
- Useful applications
 - Upload Presentations
 - Survey Tool
 - Recommendations
 - Introduce people
 - Q & A Forum
 - Jobs





What We Will Cover:

- Part I
 - Web 301: Efficient vs. Effective
 - Your Web Marketing System
 - Creating a LinkedIn Profile
 - Connecting with others
- Part II
 - Using LinkedIn daily – um, caring.
 - Apps and mobile tools (if time permits)
- Final thoughts



Your Web Marketing System:

Search

Facebook: Keep in touch, find common ground

LinkedIn: Build reputation, network

Twitter: Send out short messages

Blog: Write about your work experiences

Newsletter: Send out communications

YouTube

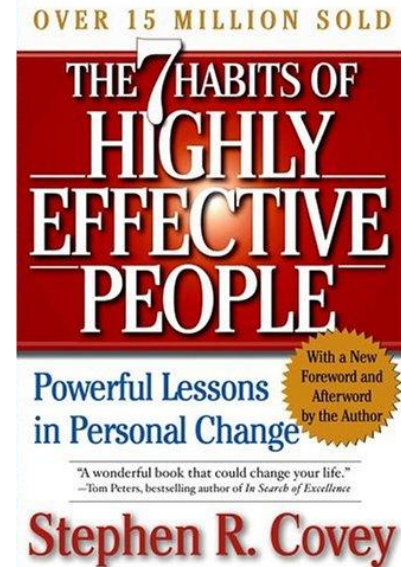
Your Website:

Products, Services, About Us, Deals and Offers



Efficient vs. Effective

- Busy + less time = more pressure
- More likely to respond poorly
- Examples of public gaffes (3)
- Efficient: makes people feel like you don't care
- Effective: you care, AND save time
- *Never* fully automate your humanity.





Before You Start, Make a Plan:

1. Every week, plan your business communications
2. Find and write articles about your message(s)
3. Post to site, blog
4. Support the blog with Social Media

1. Important, Urgent Messages	2. Long Term Awareness & <u>Brand</u> Building
3. Quickie urgent things (Phone / Email)	4. Just for Fun (yes, do these, too!)



iCARE:

Developing Trust in Social Media

- **I – Interaction** with your friends
- **C – Concern** for those in need
- **A – Approval** & celebration
- **R – Resources**...connect people!
- **E – Events**, products, sales, cool stuff



Looking at the Social Sites

	Facebook	LinkedIn	Twitter
Best used for...	Connection	Reputation	Message
Ease of use	Easy	Moderate	Easy
Time required	Medium	High	Low
Available tools	Many	Some	Few
Effectiveness	High	Medium	???
Industry	Retail, Service	Financial, Corporate	Arts Entertainment



Factoid: Finding Help...

58.1% of respondents say they use social media to hire

- LinkedIn 89.4.3%
- Facebook 27.5%
- Twitter 14.2%
- Blog 6.3%
- YouTube 2.1%
- MySpace 1.9%
- Other 13%

(Jobvite 2010 survey of 600 companies)



Best practices for LinkedIn:

- Update status once a day
- Search for friends in network
- Introduce associates to each other
- Make *honest* recommendations
- Answer questions relevant to your own industry
- Use the apps – presentation, polls

“People don’t care how much you know until they know how much you care.”

- John C. Maxwell

Part 1: Create your Profile





Complete your profile!

LinkedIn Account Type: Basic

Thomas Ossa Add Connections

Home Profile Contacts Groups Jobs Inbox 68 Companies News More

People Search... Advanced

LinkedIn Home
Advertise on LinkedIn

Meet Jay Fiedler! - Jay Fiedler is presenting an energy seminar in NYC. Learn More Now! From: Thurman Thomas

What did you do as Owner at Rockland Web Design?

Dressed up like a banana and directed traffic. We made millions.

Save Skip

Profile: English

Improve your Profile View profile

Ask for recommendations
Create your profile in another language

100% profile completeness



Thomas Ossa Edit

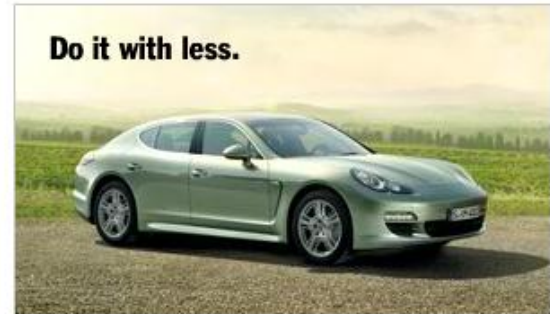
Owner, Rockland Web Design
Greater New York City Area | Internet

Edit Photo

Post an update

Current Owner at Rockland Web Design Edit
+ Add a current position

Past Web Strategist at Delaney Computer Services



Do it with less.

The new Panamera S Hybrid.
Click for more information.



Who's Viewed Your Profile?



Adding Contacts:

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

[Continue](#)

We will not store your password or email anyone without your permission.

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

[Send Invitations](#)



Joining Groups:

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) 68 [Companies](#) [News](#) [More](#)

Groups



Search Groups

All categories

Choose...

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

Groups You May Like



WebGuild

Information and Services For Web Professionals

Owner: [Daya Baran](#) | 748 members | [Share](#)

[Similar groups »](#)



Web Design and Development Professionals

Web Design and Development Professionals is designed to be a networking and information sharing resource for professional Web Designers, Web Developers and Web Masters.

Owner: [Michael Risser](#) | 554 members | [Share](#)

[Similar groups »](#)



Rockland County Professionals

Rockland County Professionals is a network that simply seeks to connect professionals from Rockland County, NY.

Owner: [Michael Ambinder, MBA](#) | 310 members | [Share](#)

[Similar groups »](#)

WordPress Web Designers

Web designers who use WordPress to design Web sites, particularly those who use it as a CMS rather than just a blogging tool

Owner: [James Mitchell LION](#) | 1,355 members | [Share](#)

[Similar groups »](#)

Web Design & Interactive Media Networking Group

Hello All, This networking group is designed for individuals that are in, or looking to get into, the Web Design & Interactive Media industry. Happy Networking!

Yesterday's Activity: Discussions (1)

Owner: [Shawn EntriKin](#) | 697 members | [Share](#)

[Similar groups »](#)

15 minute break



**Rockland
Web Design**

We Bring the World to Your Business.

(845) 271 - 4488
or visit
RocklandWebDesign.com

The image shows a computer monitor with a black frame and a black stand. The screen displays the text 'Rockland Web Design' in a large, blue, serif font. Below this, the tagline 'We Bring the World to Your Business.' is written in a smaller, italicized, black font. To the right of the text is a small illustration of a computer monitor. Below the tagline, the phone number '(845) 271 - 4488' is displayed in a large, black, sans-serif font. Underneath the phone number, the text 'or visit' is written in a smaller, black, sans-serif font. At the bottom of the screen, the website address 'RocklandWebDesign.com' is displayed in a black, sans-serif font. A small power button icon is visible in the bottom right corner of the monitor's frame.



Rockland Web Design Services

Our Core Offerings:

- Web Site Design starting at just **\$499**
- Search Engine Optimization (SEO)
- Social Media Optimization (SNO)
- Hosting starting at just \$9.99 / month
- Content management and updates

Other cool stuff:

- New!! Mobile Apps
- E-commerce websites
- Custom programming
- Flash and graphic design
- Video, multimedia creation / editing



Part 2: Interacting with your connections





Developing Trust Online

Choose the question to which you would most likely respond:

Now that Merrill Lynch, Morgan Stanley, Smith Barney and the like have destroyed the reputation of their firms and their staff, do you anticipate the client loss they are experiencing will snowball into a mass exodus?

Will all their clients move to independent Registered Investment Advisor (RIA) companies, required by law to act in the best interest of clients, above and beyond the best interest of management, employees or shareholders?

<http://www.skloff.com/Articles/DoALittleWorkBeforePickingAnInvestmentFirm-PBJ-090407.pdf>

posted 1 day ago in [Personal Investing](#), [Wealth Management](#)

What one business strategy have you implemented to remain competitive in this challenging economy?

If you are a business owner or in sales, have you reduced prices/fees, provided value-added products/services or changed your marketing? If you are an employee, have you found ways to be more valuable and, hopefully, indispensable to your organization? Share your wisdom so we can learn from each other.

posted 5 days ago in [Change Management](#) | [Flag question as...](#)



The question that got results:

Answers

[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

[Go back to Browse Questions](#) | [« Previous](#) | [Next »](#)

2nd **Tricia Molloy**
Professional Speaker / Business Consultant / Author, "Divine Wisdom at Work" / President of Working with Wisdom
[see all my questions](#)

What one business strategy have you implemented to remain competitive in this challenging economy?

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posted 5 days ago in Change Management | [Flag question as...](#)

[Answer](#) [Suggest Expert](#) [Reply Privately](#) [Share This](#) ▾

Answers (12)

Sue Adamo-Carpenter
Carpenter & Company Marketing
RETAIL, REAL ESTATE,
CONSUMER GOODS

We are hosting webinar trainings each week to build brand awareness and drive revenues. People choose to participate verses having to do cold calls.

Links:
<http://www.carpenterco.net>

Story:

**Avoid
being
"that guy"**





Testimonials: Give a lot of them!

Manage recommendations you've sent

Show: **All (31)** | [Colleagues \(6\)](#) | [Service Providers \(11\)](#) | [Business Partners \(12\)](#) | [Students \(2\)](#)

Recommendation detail:		Display on my profile to:	Date:
[Edit]	Heather Alwine as Writer/Editor	Everyone <input type="text"/>	9/24/2011
[Edit]	Ryan Trotz as Graphic/Web Designer	Everyone <input type="text"/>	9/24/2011
[Edit]	Chana Schwartz as Web Content Management Specialist	Everyone <input type="text"/>	9/24/2011
[Edit]	Sandy Coulter as IT Generalist & Owner of Coulter's Computer Consulting and www.GeekMeUp.com at TheCoulterGroup.com	Everyone <input type="text"/>	4/05/2011
[Edit]	Kurt Griffith as Owner at Fantastic Realities Studio	Everyone <input type="text"/>	12/28/2010
[Edit]	david Isaacson as lawyer at david isaacson	Everyone <input type="text"/>	10/26/2010
[Edit]	Matt Galemme as Owner at Delaney Computer Services	Everyone <input type="text"/>	9/30/2010
[Edit]	David Reinhardsen as Photographer	Everyone <input type="text"/>	7/26/2010
[Edit]	Kerry Burnett as Insurance Agent	Everyone <input type="text"/>	7/14/2010
[Edit]	Judy Stadt as Host at THE LUNCH & JUDY SHOW!	Everyone <input type="text"/>	4/27/2010



Connect people with others:

LinkedIn Account Type: Basic

Thomas Ossa Add Connections

Home Profile **Contacts** Groups Jobs Inbox 68 Companies News More

People Search... Advanced

- Connections
- Add Connections
- Network Statistics

Ramapo College of New Jersey
Rockland Community College
and Account Manager
Real Estate

1st

Suggest a profile update for Dina

- Send Dina a message
- Recommend Dina
- Save Dina's Profile

Current **Title Closer and Account Manager at DCA Closing Services (Sole Proprietorship)**

Past Account Representative at Gill Abstract Corporation
Account Representative at Fast Track Title
Wage Subsidy Coordinator at EarnFair (a subsidiary of Seedco)

Education Kaplan University
Nassau Community College
Fashion Institute of Technology

Connections **114 connections**

Public Profile <http://www.linkedin.com/in/dinaandren>

Share PDF Print vCard Flag





Best practices for LinkedIn:

- Fill out profile completely
- Update status once a day
- Search for friends in network (B.Card)
- Introduce associates to each other
- Make *honest* recommendations
- Answer questions relevant to your own industry
- Use the apps – presentation, polls

“People don’t care how much you know until they know how much you care.”
- John C. Maxwell



Social: Use Time Wisely!

- 15-30 minutes a day, log on and interact
- Best times to post: 8 am, 1-3 pm, 5-7 pm
- Best day to post is Thursday ([Source](#), [Source](#))
- 80/20 rule in reverse:
 - Spend 80% of your time talking with others
 - Spend 20% of time promoting business
- Drive people back to your website!



Remember: “Time is like a companion...”



Next: LinkedIn 201: Strategy & Psychology

5

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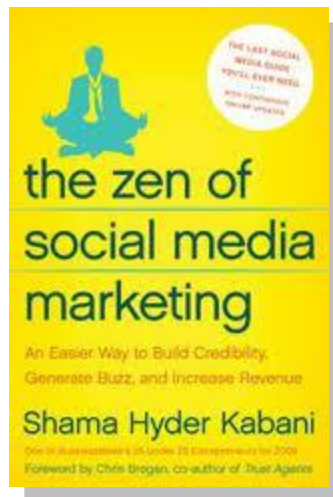
Sources and Links

• Links:

- www.gmail.com
- www.skype.com
- www.google.com/chrome
- www.wordpress.org
- www.google.com/analytics
- www.google.com/apps
- www.youtube.com
- www.facebook.com
- www.linkedin.com
- www.twitter.com
- www.ping.fm

• Sources:

- www.readwriteweb.com
- www.mashable.com
- www.zdnet.com
- fastflip.googlelabs.com



This is a list of many, many of the places where we get all our information and resources. The same items you see here, are the same ones we use on a daily basis. Use them, and you will be well on your way to getting started. Best of luck!