Effectively Using LinkedIn

Website address: http://www.linkedin.com

Mobile apps
iOS (iPhone & iPad), Android, Windows Phone, Blackberry
LinkedIn Job Search: iOS and Android
LinkedIn Pulse: iOS and Android
LinkedIn Recruiter: iOS and Android

Tips:
• During major editing, turn off activity broadcasts
• Use every character available in each section
• Write your profile as if you are having a conversation with someone. It’s okay to inject your personality.
• Join groups related to your area of expertise, industry, alumni, interests, social causes, etc.
• Group members can invite other members to join their network
• Careful when viewing the profile of others

Resources (Individuals):
• Forbes magazine: The six worst LinkedIn headlines http://www.forbes.com/sites/lizryan/2016/12/18/the-six-worst-linkedin-headlines/
• LinkedIn Pulse, Carla Deter Does your LinkedIn profile need some holiday TLC? https://www.linkedin.com/pulse/does-your-linkedin-profile-need-some-holiday-tlc-bonus-carla-deter
• Top Dog Social Media, Melonie Dodaro: 7 LinkedIn messages you should never send http://topdogsocialmedia.com/7-linkedin-messages-you-should-never-send
• Up and Running with LinkedIn, Justin Seeley on Lynda.com http://www.lynda.com/LinkedIn-tutorials/Up-Running-LinkedIn/383249-2.html?org=ippl.info
• Up and Running with LinkedIn: Premium Job Seeker, Garrick Chow on Lynda.com http://www.lynda.com/LinkedIn-Job-Seeker-tutorials/Up-Running-LinkedIn-Premium-Job-Seeker/422837-2.html

Resources (Business):
• LinkedIn for Business, Viveka von Rosen on Lynda.com http://www.lynda.com/LinkedIn-tutorials/LinkedIn-Business/165252-2.html
• LinkedIn: Using the Mobile App, Brad Batesole on Lynda.com http://www.lynda.com/LinkedIn-tutorials/LinkedIn-Using-Mobile-App/457357-2.html
• Maximum Success with LinkedIn, Dan Sherman (2013)
• Forbes Magazine: 10 Steps to Create a LinkedIn Company Page http://www.forbes.com/sites/work-in-progress/2013/01/20/10-steps-to-create-a-linkedin-company-page/#6e3d26a7548c
• 21 Days to Success with LinkedIn: Business Social Networking the Gnik Rowten Way, Ron Sukenick and Ken Williams (2015)