

SOCIAL MEDIA



**Linked**



# ABSTRACT MARKETING GROUP

## LINKEDIN

### INTRODUCTION

If your company, big or small, is ready to jump full force into the social media world, LinkedIn should be your kick-off point. LinkedIn is a network built up of over 100 million professionals in over 200 countries and territories, all eager to build relationships in the business world.

Roughly one million members join LinkedIn every week. Included in the large list of LinkedIn users are executives from every U.S. company listed on the Fortune 500 list. Additionally, LinkedIn continues to remain a go-to resource for college graduates around the globe, which in turn is a great resource for companies looking to hire new employees.

### COMMON MISCONCEPTIONS

**Company Search Visibility Instantly Increases with LinkedIn.** A company's search visibility doesn't increase instantly when building a LinkedIn profile. Although the company is establishing an additional social media outlet, if the profile is not regularly updated and maintained it won't generate improved search results or a following. If you are looking to build your search results on major search engines such as Google, MSN, or Yahoo, regular activity must take place.

**LinkedIn Changes Your Business Credibility.** Any company can create a LinkedIn page, but that doesn't mean they're credible. You establish a reputation and credibility but by interacting in group discussions, receiving and giving recommendations, and growing a reputable network base.

**The number of LinkedIn connections doesn't matter. Incorrect; of course it does. The more connections you have on LinkedIn, the better the chances are that your company will build business and prospective client contacts. Connecting and expanding your individual and company network is the foundational purpose of LinkedIn.**

**Updating Your Status is Enough.** Unfortunately this is not true, if all we had to do to be effective on LinkedIn was update our status then there wouldn't be so many companies failing at it. Status updates are not enough. If you are talking at your connections rather than engaging with them you will not see the results you desire.

### BEST PRACTICES

**Personalize Your Profile.** The more details you include on your company page and personal profile, the more opportunities people have to find you. It is important to fill out as much of your

profile as you can and to include all products and services that your company offers.

**Connect.** When you meet new people or engage in conversations with individuals in already established relationships, ask to connect with them on LinkedIn. Requesting connections from business acquaintances is quite simple when you do it regularly. This will in turn contribute to growing your network.

**Utilize Your Keywords.** When developing the content for both your LinkedIn company page and personal profile, be sure to reference your company's keywords. Filling these profiles with your keywords will enhance search results in search engines.

**Engage in Industry Groups and Conversations.** Joining and engaging in industry-related groups is crucial to building your company's network. When joining such groups, your profile will begin to reflect your membership in the business community and in result, showcase your involvement and knowledge of certain industry.

**Share and Engage.** Regularly sharing relevant industry news and content as well as engaging and creating enticing conversation will help to position your company in an influential role within your niche.

**Apply Applications.** LinkedIn offers applications that allow you to personalize your personal profile and company pages. Encouraging employees to link the company blog to their personal LinkedIn profiles as well as company news is a great way to spread awareness of your company and reach out to a larger span of people and organizations. You can also make use of applications to add videos to your profile and to create a portfolio.