

LinkedIn top tips

1. People use LinkedIn for all sorts of reasons

Networking, job hunting and tracking competitors are all reasons why people use LinkedIn. You can also search companies, people and major towns (using hashtags) to see what is happening near you.

2. Your profile is important

You need to build trust with the people that view your profile. Key to this is demonstrating that you have a depth of knowledge and understanding (via your skills and experience) and that you are reliable (via references, case studies and recommendations from others).

3. You need to be recognisable

Use a recent photo that looks recognisable and professional. Describe yourself in your headline in terms of the benefits you can offer for others. Make sure all your contact information is up to date. Highlight and showcase your work experience.

4. Who to connect with

LinkedIn divides people into three groups of contacts:

1st degree contacts are directly connected to you.

2nd degree contacts are connected to your connections.

3rd degree contacts aren't connected to you or any of your connections. They may be 3 or more connections away from you.

It is a good idea to make a list of the people you want to connect with and why.

5. What information should you share on LinkedIn?

Good sources of information include your Company LinkedIn page or website, and credible news sites. Have a look at some of your close connections to see where they are getting their information from. You can track interactions on the comments that you post.

6. LinkedIn groups

These can be used for a range of purposes including knowledge sharing, finding contacts and raising your profile.

7. Company pages

These perform a number of functions including highlighting what your offer is, gaining a following with which you can then share information and advertising career opportunities. Company pages can be a good source of information and news.

8. LinkedIn app features

The app allows you to send connection requests to people in your vicinity. This 'find nearby' function can be accessed via the 'contacts' tab.