



Your LinkedIn Account <http://www.linkedin.com/>

Key Setup Requirements:

Email: _____

Password: _____

- Set up or review **your profile**, aim for 100% completeness.
- It's important to summarize what you do and talk about your experience.
- Ensure your **Twitter** account and **website** are present.
- **Recommendations** are very important – remember to ask for them.
- **Update your status** regularly. You can do this by diverting your Tweets via your status. This will save you time and keep you in front of people.
- When you are in your profile to **create an event or run a poll** click on the 'more' tab...
- **Groups** – look for groups that you are interested in AND those that may be interested in what you do. What areas are you interesting in?
- **Questions and Answers** – within this section of the site you can begin by searching for the topics you are interested in to see how it's done. Posing questions attracts attention, answering questions shows off expertise and specialism.
- Add a **company page** you can add services, your tweets and gain followers.
- Remember to **post events** – what you're doing, special offers and use the **polling** to gain insight from other members of groups or your connections.
- **Keep connecting** with others. When you connect with someone always check their connections to see if there is someone there you know – there often is.