

The Social Media “How to” Series©: **LinkedIn**

By: Michael Fugler, Chairman

Financial Social Media Task Force

USING **LinkedIn FOR CLIENT BUILDING**

What is **LinkedIn?**

The world’s largest professional network (100 million+ members) that connects you to your contacts and allows you to exchange knowledge, ideas and opportunities with other professionals – for free!

The FSEA is going to use LinkedIn to promote membership expansion and as a tool to reach professional people to let them know who we are, what we do and to solicit them to work with us on our charitable causes.

What equipment do you need?

You need an Internet connection or a smart phone.

Where to start:

Go to www.linkedin.com

In the “Join LinkedIn Today” box, enter your first and last name, email and password
Then click “Join Now”

Complete additional steps as prompted

Find Michael Fugler

Go to: http://www.linkedin.com/profile/view?id=4092118&trk=tab_pro OR
Search for Michael Fugler, click on Michael Fugler, click “Follow Company”

Add Michael Fugler to your network

Search People for Michael Fugler, click on Michael Fugler, click “Share” to share with others

Send a Message to Michael Fugler

Under Contact Settings, you can Send a message to Michael Fugler by:

Get introduced through a connection (click and follow prompts) or

Send inMail (click and follow prompts, you may need to upgrade your account to use this feature)

What’s next?

If you want to use LinkedIn for business, you should complete your Profile.

Log into your account, click “Profile” and then click “Edit Profile”

Create a customized URL

Add all past employers

Create a professional headline emphasizing keywords you will use to promote yourself

Make your Profile public and set it to “Full View” so it will appear in Internet search results

Add links from your Profile to websites you are promoting (i.e., blog, e-commerce store, company website)

Add your website links to your Profile and rename each link to emphasize keywords

Add all of your email addresses

Add your critical skills and career-related keywords to the Summary

Add all of your skills to the Skills section

Add a professional photo

Add your Profile link to your email signature

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Connections

Search for other people you know or would like to know (“Connections”). Create as many direct Connections as you can by adding people within your own professional circle and branch out to include their Connections. Your Connections can provide introductions to other professionals. Connections can also provide you with standing recommendations for membership.

How can LinkedIn help you?

LinkedIn allows you to:

- Get online recommendations for your professional abilities and your character
- Get introductions to potential employers or colleagues in your field, good prospects
- Search available job postings placed on the LinkedIn website by members. While you can also search the web for jobs through LinkedIn, the big benefit is that many job posts are exclusive to LinkedIn: They aren't advertised elsewhere. Those postings often have a requirement that you have one or more LinkedIn recommendations. Additionally, there is a chance that someone within your LinkedIn network already works there or knows someone who does, giving you a foot in the door for an interview.
- Join various groups that align with your interests and participate in discussions. Having a group in common with another LinkedIn user is one way you can invite others into your network. Each group discussion contains its own job listings. These are all good ways to prospect for members.
- If employment is one of your objectives, then create an online resume that can work for you all the time. LinkedIn allows hiring companies and recruiters to search for professionals who fit their criteria.

Paid Accounts:

If you upgrade to a paid account to:

- Directly contact people without an introduction from one of your contacts
- Access Profile Organizer (track and organize Profiles; add details to contacts)
- View more Profiles with an advanced search (free accounts limited to 100)
- Get specifics on who has viewed your Profile

Note:

This is a serious-minded website. It is important that information in your profile represents your business or you in a professional manner. LinkedIn is not the place to share baby photos or how drunk you got at that party last week. LinkedIn is a place for professionals where you should be able to find professional prospects to join the FSEA.