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maximises **o**pportunities

Getting more from LinkedIn

Luke Williams

office*
12-13 SEPTEMBER 2012

- *PERSONAL ASSISTANT
- *OFFICE MANAGER
- *EXECUTIVE SUPPORT

OLYMPIA | LONDON

Clients



Getting more from LinkedIn

- Why you and your business should have a presence on LinkedIn
- 7 top tips for growing an effective business network
- How to make connections to people you need to connect to
- How to save time and money using LinkedIn

Why LinkedIn?

- The world's largest professional network with more than 175 million members in over 200 countries
- Over 9 million members in the UK
- 2 new members every second
- All Fortune 500 companies at board level
- 6th most popular social network in the UK

Sources: Experian Hitwise & LinkedIn

Why LinkedIn?

- It's a contact database that updates itself
- It's a source of business intelligence
- It's a tailored news source
- It doesn't require a large investment in time
- It charges for some things but is mostly free!

What does it look like?

The image shows a screenshot of a LinkedIn profile page. At the top, the LinkedIn logo is visible, along with the account type 'Basic' and an 'Upgrade' link. The user's name 'Luke Williams' and 'Add Connections' are also present. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox' (with a red notification badge showing '240'), 'Companies', 'News', and 'More'. A search bar is located on the right side of the navigation bar.

The main content area features a 'Share an update' box with a profile picture of a man, an 'Attach a link' button, and a 'Share' button. Below this, a section titled 'LinkedIn Today recommends this news for you' displays two news items: one about Apple sending out iPhone 5 launch invites and another about Facebook's Twitter and phone numbers. A dropdown menu is open over the news items, listing options: 'All Updates', 'Top', 'Recent', 'All Updates', 'RNLI Coworkers', 'Connections', 'Shares', 'Profiles', 'Groups', 'Companies', 'Applications', and 'Jobs'. The 'All Updates' option is highlighted in red.

On the right side, the 'PEOPLE YOU MAY KNOW' section lists three suggestions: Diana Newbury (Appeal Manager at Victoria Education), Tony Blighe (Owner, 123Live), and Lauren Reading (Senior Digital Commercial Manager). Below this, there are advertisements for 'Skin care products' (Paramedica Multi Derm and Ethnic Skin Care) and 'Travel Insurance' (Avanti).

7 top tips

#1 It's all about the network effect:

It's a numbers game...

7 top tips

#1 It's all about the network effect:

...but, don't connect to people you don't know

7 top tips

#2 Have a complete profile:

LinkedIn will do the work & people will find you

7 top tips

#3 Optimise your profile for search:

Use words that others will be searching for

7 top tips

#4 Set up a custom URL:

Use it! On emails, business cards etc.

Mine: linkedin.com/in/lukewilliams

LinkedIn Account Type: Basic | Upgrade Luke Williams ▾ Add Connections

Home Profile Contacts Groups Jobs Inbox 240 Companies News More People ▾ Search... Advanced

Media On Mail - Get social media on your email signature: let readers Like, Follow and more From: Exclaimer

Luke Williams Edit
Social Media Coordinator at RNLI
United Kingdom | Internet

Previous RT Media, eBusiness Media tv, Social Tech Solutions
Education BSc (hons), Information Systems Management at Bournemouth University

View profile 500+ connections

uk.linkedin.com/in/lukewilliams Edit Edit Contact Info

NEW Add sections to reflect achievements and experiences on your profile. Add sections

Applications + Add an application

Summary Edit

Building on my experience as a consultant and trainer on a wide range of internet topics (from social networking, to content strategy and general web marketing) and specializing in Social Media Strategy - I've now joined the RNLI as Social Media Coordinator.

100% profile completeness

Ads by LinkedIn Members

- avanti** **Travel Insurance**
Visit our website for a low cost quality travel insurance quote
- Biomedical Science MSc**
Part-time, blended, distance learning. Ideal for those in industry.
- INTERLINK** **We're on LinkedIn**
Learn about the products offered by Interlink Lighting (UK) Ltd.

Who's Viewed Your Profile?

- 5** Your profile has been viewed by 5 people in the past 3 days.
- 25** You have shown up in search results 25 times in the past 3 days.

7 top tips

#5 Explore your network:

People you may know & others' connections

People you may know

The screenshot shows a LinkedIn profile page for Luke Williams. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox 240', 'Companies', 'News', and 'More'. A search bar is located on the right. Below the navigation bar, there is a link to a post titled 'Taste of BLUE - An uber cool vending machine of luxury travel, events and experiences !'. The main content area features a 'Share an update' box with a profile picture of Luke Williams, an 'Attach a link' button, and a 'Share' button. Below this, there is a section for 'All Updates' with a dropdown arrow. The 'LinkedIn Today' section recommends news for you, including articles from fastcompany.com and techcrunch.com. The 'People you may know' section is highlighted with a red box and lists three suggestions: Grant Campbell (Managing Director at Campbell Rowley Ltd), Stuart Swift (Making difficult easy), and Chris Steele (Technical Sales Consultant at G3 Solutions). Below this section is an 'ADS BY LINKEDIN MEMBERS' section featuring 'avanti Travel Insurance' and 'Biomedical Science MSc'.

Account Type: Basic | Upgrade

Luke Williams ▾ Add Connections

Home Profile Contacts Groups Jobs Inbox 240 Companies News More

People ▾ Search... Advanced

[Taste of BLUE - An uber cool vending machine of luxury travel, events and experiences !](#)

Share an update

Attach a link

Share

All Updates ▾

LinkedIn Today recommends this news for you

The \$1.3 Trillion Price Of Not Tweeting At Work
fastcompany.com

Apple sends out invitations for iPhone 5 launch
venturebeat.com

If Content Is King, Multiscreen Is The Queen,
techcrunch.com

PEOPLE YOU MAY KNOW

- Grant Campbell**, Managing Director at Campbell Rowley Ltd
Connect
- Stuart Swift**, Making difficult easy
Connect
- Chris Steele**, Technical Sales Consultant at G3 Solutions
Connect

See more »

ADS BY LINKEDIN MEMBERS

avanti Travel Insurance
Visit our website for a low cost quality travel insurance quote
Learn More »

Biomedical Science MSc
Part-time, blended, distance learning. Ideal for those in industry.
Learn More »


Steve Cook
Red Ball - August 2012 <http://ow.ly/1mi2nD>

Others' connections

LinkedIn Account Type: Basic | Upgrade Luke Williams Add Connections

Home Profile Contacts Groups Jobs Inbox 240 Companies News More People Search... Advanced

Get Social Media On Mail - Get social media on your email signature: let readers Like, Follow and more From: Exclaimer



Monica Seeley 1st
Director, Mesmo Consultancy Group
Bournemouth, United Kingdom | Management Consulting

Current Founder at Mesmo Consultancy Group
Previous Times Online, PA Consulting Group, Comshare
Education PhD, Management at University of Bath

Send a message

264 connections

uk.linkedin.com/in/monicaseeley Contact Info

Summary

Consultant, coach and trainer specialising in enabling people and organisations to reduce email the email overload and use brilliant email etiquette to improve personal and business productivity.

Personal goals:

- Write a new book on email management - done
- Become a non-executive director of medium to small company
- Develop set of videos on managing email overload
- Build up a a client base in Dorset
- Reduce my golf handicap to 14
- Learn to play the piano

Ads by LinkedIn Members

avanti **Travel Insurance**
Visit our website for a low cost quality travel insurance quote
[Learn More >](#)

Biomedical Science MSc
Part-time, blended, distance learning. Ideal for those in industry.
[Learn More >](#)

We're on LinkedIn
Learn about the products offered by Interlink Lighting (UK) Ltd.
[Learn More >](#)

Monica's Activity

Monica Seeley is now connected to **Janice Bentley-Pearson** MBA, Head of IT & Facilities at UK Payments (formerly APACS)
5 days ago
[See more Activity >](#)

Contact Information

Email & Phone:
monica@mesmo.co.uk primary

7 top tips

#6 Import an address book:





Find existing email contacts on LinkedIn

Contacts / add connections

LinkedIn Account Type: Basic | Upgrade Luke Williams Add Connections

Home Profile Contacts Groups Jobs Inbox 240 Companies News More People Search... Advanced


See Who You Already Know on LinkedIn

 Gmail  Hotmail  Yahoo! Mail  Any Email

Have you found everyone you know on LinkedIn? Search your email contacts to see.




Your email




Email password

[Continue](#)  **Your contacts are safe with us!**
We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)


More ways to connect

- ▶ [Upload contacts file](#)
- ▶ [Invite by individual email](#)

 Comcast  Aol.  See all options >


 at&t  verizon  COX

The #1 Social Dashboard

 [Learn More >](#)


From your desk or on the go, Sprout Social delivers. Try it free today!

Social Planning Sessions

 [Learn More >](#)

The 7 Whiteboard Sessions Every Social Media Strategist Needs to Have.

Enterprise App Developer

 [Learn More >](#)

"I want to go on record to say how impressed I've been with Mubaloo"

Ads

7 top tips


#7 Business cards:

That stack hiding in your desk... get back in touch!


Making connections

- Search for the company
- Select the contact
- Connect
 - Only if you know them
- Get introduced through a connection
 - Enter a message to both people (limited)
- Send InMail
 - Premium, paid for feature

Search for the company

LinkedIn  Account Type: Basic | Upgrade Luke Williams ▾ Add Connections

Home Profile Contacts Groups Jobs **Inbox 240** Companies News More

Companies ▾ microsoft 

[The #1 Social Dashboard - From your desk or on the go, Sprout Social delivers. Try it free today!](#)

Companies > Microsoft

Overview Careers Products Employee Insights



Come as you are. Do what you love.

At Microsoft we help people and businesses throughout the world realize their full potential.


We make this simple mission come to life every day through our passion to create technologies and develop products that touch just about every kind of customer.

[... more](#)

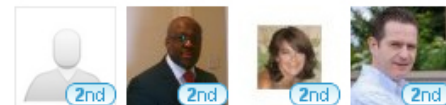
Follow

547,555 Followers

Add a **Follow Company** button to your web site

 [Get it now](#)

Deepak, Jerry, and 323 others connect you to Microsoft.



325 Second-Degree Connections

124,401 Employees on LinkedIn

[View all connections >](#)

Company Updates

Microsoft employee update:



Oliver Pilkington is now Database updating, title was previously Database updating at Microsoft


Like • Careers at Microsoft • 2 minutes ago


Microsoft has a new Researcher



Rui Ma is now Researcher

View the connections

LinkedIn  Account Type: Basic | Upgrade Luke Williams ▾ Add Connections

Home Profile Contacts Groups Jobs Inbox **240** Companies News More Companies ▾ Search... 

[Using a Social Dashboard? - Sprout Social is a Better Choice & We Want to Prove It. Start a Free Trial!](#)

Companies > Microsoft > Insights

Overview Careers Products **Employee Insights**

Luke Williams, your network includes **325 Microsoft** connections
Employee statistics are based on **112,023** LinkedIn users at this company

People also viewed

Employee's connections

People who looked at Microsoft also viewed



New Titles

Departures

Employees at Microsoft with new titles



CMO, Baltic countries

Aleksandras G.

Title was previously...

Windows Business Group Lead, Baltic countries

Follow

547,558 Followers

Deepak, Jerry, and 323 others connect you to Microsoft.



325 Second-Degree Connections

124,383 Employees on LinkedIn

[View all connections >](#)



Select the contact

The screenshot shows the LinkedIn search interface. At the top, the user is logged in as 'Luke Williams' with an account type of 'Basic | Upgrade'. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox' (with 240 notifications), 'Companies', 'News', and 'More'. A search bar is set to 'People' with a search icon and an 'Advanced' link.

The search results are filtered for 'Microsoft' (301 results), '1st Connections' (0), and '2nd Connections' (306). A yellow banner at the top of the results area reads: 'To see people outside your network, please enter a search keyword.' Below this, the results are sorted by 'Relevance' and viewed in 'Basic' mode. A 'Save Search' button is visible.

The search results list several profiles. The profile for Jerry Okorie is highlighted with a red rectangular box. His profile information is as follows:

- Jerry Okorie** (2nd connection)
- SEO Lead - MSN UK
- United Kingdom · Computer Software
- 3 shared connections · Similar
- Ben McKay: Head of Organic Performance at MoneySupermarket.com
- Philip Berryman: head of e-commerce at Simply Business
- Oliver Gillett: Training and Development Specialist - Model Team at Insurance Dialogue Ltd

Other visible profiles include:

- Deepak (goeld@hotmail.com)** (2nd connection): Entrepreneur, United States · Computer Software, 1 shared connection · Similar
- Alecia Sullivan** (2nd connection): Staffing Consultant at Microsoft, Greater Seattle Area · Staffing and Recruiting, 1 shared connection · Similar
- Tom Murphy** (2nd connection): Director of PR for Corporate Citizenship, Microsoft, Greater Seattle Area · Public Relations and Communications

On the left sidebar, filters include 'All Companies' (with 'Microsoft' checked), 'All LinkedIn Members', '1st Connections' (0), '2nd Connections' (306), 'Group Members' (1057), '3rd + Everyone Else', 'All Locations' (with 'United Kingdom' checked), and 'United States' (106).

On the right sidebar, there are sections for 'Premium Search' (Find the right people in half the time), 'Premium Search Tools' (Premium filters, Automatic search alerts, Full profile access), and 'Volunteers For Events'.

Connect


LinkedIn Account Type: Basic | Upgrade Luke Williams Add Connections

Home Profile Contacts Groups Jobs Inbox 240 Companies News More People Search... Advanced

The #1 Social Dashboard - From your desk or on the go, Sprout Social delivers. Try it free today! From: Sprout Social, Inc.

« Go back to Search Results

« Prev Next »



Jerry Okorie

SEO Lead - MSN UK

United Kingdom | Computer Software

Current **Microsoft**, SEO Generation Ltd.

Previous Mindshare, Digivate, Summit Media

Education MSc, Distributed Information Systems at Brunel University

500+ connections




[Connect](#) [Send InMail](#)

- ENGAGE
- Get introduced**
- Find references

PROFILE

- Share
- Export to PDF
- Save

Work With Us at Microsoft

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Microsoft [Apply now »](#)
-  **Infrastructure Consultant Desktop**
Microsoft [Apply now »](#)

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You're connected to Jerry

You

↓

Philip Berryman
Oliver Gillett
Ben McKay

↓

2nd Jerry Okorie

Summary

A thorough search engine marketer with over 7 years of hands-on experience.

Specialties

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Web Analytics
- Internet Marketing
- Online Community Management

Any questions?

More help

mesmo
CONSULTANCY

MANAGING EMAIL SMARTLY MAXIMISES OPPORTUNITIES

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Assess Yourself

Use our tools to see how much time you could save:

- ▶ [Cost of email overload calculator](#)
- ▶ [Email addiction self-audit](#)
- ▶ [Email etiquette checklist](#)
- ▶ [Outlook IT fitness check](#)

www.mesmo.co.uk



Emaildoctor



www.mesmo.com/blog



Monica Seeley



Stand 6046
One2one coaching
Book signing
Drinks and nibbles

office*

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CONSULTANCY

Additional links

- Job hunting with LinkedIn

<http://www.socialtech.biz/press/career-search-tips-linkedin-from-the-appointment>

- Removing a duplicate account

http://help.linkedin.com/app/answers/detail/a_id/1275

- LinkedIn training

<http://learn.linkedin.com/training/>