

## netFRONT

### Get 'linked in' >

#### Executive Summary:

The question is being asked: Which is the best business networking site? Without question, it's LinkedIn.

#### By Janeson Keeley

As a business professional, you've probably been invited to connect with someone on one of the many business networking sites on the Web.

Should you connect? Yes. Having an active profile on a business networking site gives you both credibility and resources with which to communicate with other professionals. Lynda McNutt Foster, director of Client Marketing Strategies for Wheeler Broadcasting notes, "The people on LinkedIn are there to exchange ideas and do business, period. I enjoy that clear and defined purpose."

On which site? According eBizMBA, as of May, 2010, LinkedIn was the fourth most popular social media site behind Facebook, MySpace and Twitter. If you're going to use only one business networking site, make it LinkedIn.

The networking is effective. LinkedIn has a number of features that make it more than



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just an online Rolodex. The keys to getting results from LinkedIn are effective and regular use of these tools.

- Your profile. Patsy Stewart, director of social media marketing at Entwine Inc., stresses the importance of developing a complete profile that includes keywords for which others may search, as well as a photo. "Keywords are an important way to help people find you, and a well-done photo conveys confidence and professionalism," advises Stewart.
- Your company profile. Make sure that your business has a profile apart from your personal listing.
- Search. "LinkedIn search is powerful," observes Ira Kaufman, president of Entwine Inc. "I have used this technique for talent acquisition and building strategic partnerships."

## Guess who's behind that great international website?

I know almost nothing about publishing content to the web.

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- Testimonials. Build goodwill by giving testimonials for other professionals, and request testimonials from others.
- Questions and answers. "Spend some time answering questions in your niche topic. This gives you credibility and expert status by showcasing your knowledge and expertise," recommends Brian Duvall of Duvall Consulting.
- Events. Post events that your company is sponsoring. You can invite up to 50 of your connections at a time.
- Slideshare. Get double duty from your Powerpoint presentations by making them available to others.
- Reading list. "We've struggled to create a section like that on some blogs we've

started," reports Foster, "and have found that this LinkedIn section is much easier to use and update."

- Invitations. John Lusher, director of marketing for Consolidated Construction Services, suggests asking people with whom you exchange business cards if they'd like to connect with you on LinkedIn. "If they do not use LinkedIn, ask them if you can send them a request anyway. You may open their eyes to what LinkedIn offers to today's professional!"

By investing as little as one hour a week to LinkedIn, you can increase your visibility, develop mutually beneficial relationships, and be a helpful resource to others—all of which can help you increase your business and your profits. 



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STYLE ONE MUST POSSESS.”

-Edna Chase

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