

How To Use LinkedIn To Build Your Brand

Please consider this resource as your baseline and fundamental research into this social media platform. Social media platforms change and update consistently.



“One in three professionals on the planet are on LinkedIn.”

How To Use LinkedIn To Build Your Brand



[How and Why To Use LinkedIn.](#)



[What LinkedIn is and How it Works.](#)

LinkedIn

LinkedIn is a business oriented social networking site that allows you to display your professional experience, academic accomplishments, connect with former and current colleagues, and perform prospect research.

LinkedIn is a networking platform to start and maintain relationships. The consequence of building relationships might be a sale, but also a new job, finding a new employee, supplier, partner or expertise.

Why Use LinkedIn?

LinkedIn is most useful for those interested in making business connections, cultivating leads, developing your personal brands and growing your professional networks.

Specifically you can:

- Use LinkedIn to serve as a virtual Rolodex™ of contacts (teaching clients, golf course members, other golf professionals) that can be accessed from wherever you are.
- Connect with other professional and educational contacts that may serve as leads themselves, or connect you to other leads both inside and outside the golf industry.
- Keep track of your job positions, promotions, and accomplishments in one place. As the Canadian golf industry is very seasonal, tracking this information is imperative to your career success.
- Connect with current and former employees of your golf course or current golf employer.

Some ways to use LinkedIn:

Increase your visibility: By adding connections, you can increase the likelihood that potential clients and potential employers will see your profile first when they are searching for someone to hire or do business with. In addition to appearing at the top of the searches, people are much more inclined to do business with someone they have a connection with.

Improve your connectability: Be sure to list your previous golf employment and education in addition to your current endeavours. You will then be able to connect with more people. You can also put a link to your LinkedIn profile in your email signature.

Do potential company reference checks: Usually it is the employer who gets references from the employee and not the other way around. But with LinkedIn, you can view potential golf company reference checks and any recommendations they have received.

Make your interview go smoother: By looking up the profile of the person you will be meeting, you can find out if you have any past experiences or interests in common. This gives you an edge before you even set foot in the interview room.

Gauge the health of a company: You can look up profiles of previous employees to speak with them about companies you are interested in working for. You can also perform an advanced search for company name and uncheck "current companies only" to discover rate of turnover.

Ask for advice: LinkedIn Answers is a place where you can broadcast your golf and business-related questions to the whole LinkedIn network. You can get more high-value responses this way than you might in an open forum.

Integrate into a new job: You can study fellow employee's profiles to get to know the people you will be working with faster



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Develop a LinkedIn Profile

Crafting a Good Profile

Having a Profile, which contains the right information, allows you to increase your visibility, which supports your personal branding and online reputation. This will make it easier to attract the right people to you.

Since LinkedIn has a high PageRank in Google, the Profiles will also appear very high in search results.

As a general rule: LinkedIn is a business networking website. The focus is on the business side of people (with also a small part for personal interests). More and more people use LinkedIn to look someone up before they have a meeting with them. This means that LinkedIn is the first professional impression someone has of you. So make your first impression a good one!

Increase your Profile on LinkedIn and on the web.

1. Your Name, Professional Headline, Location and Industry:

Name if you want to be found by other people who know you, use the name you use in a professional environment.

Professional Headline: describe your current profession.

If you want to be found by others on LinkedIn and on the web, use words that other people use to search people with a function like yours. If the title on your business card is Director of Golf, but people search General Manager or Business Golf Professional, chances are small that you will be found.

Location: Although you have to fill in your postal code, this is not shared with others on LinkedIn. For privacy reasons LinkedIn works with geographic areas instead of exact addresses.

Primary industry or area of expertise: Fill this one to find colleagues in other companies in your industry and to be found by them. Someone might be looking for a teaching Golf Professional instead of just a Golf Professional.

Your Profile Photo: Your photo should be a clear picture of you, or a picture of you golfing.

Your Status: tell other people what you are doing. This is comparable to Twitter or "What are you doing?" on Facebook or other websites. You have 100 characters for the text.

****Warning**** Resist the urge to autolink your Twitter account to your LinkedIn. You only want business related information on LinkedIn, and Twitter conversations tend to be more casual about a wider variety of topics.

2. Public Profile:

Your Public Profile URL: Personalize your LinkedIn Profile page by using your name in the URL. This will boost your online presence on the web: when someone searches your name in Google, Yahoo, Bing or another search engine your LinkedIn page will be in the top rankings.

The URL's are unique so grab yours immediately as you sign up.

Trick: Include your headline in your URL - LinkedIn.com/IN/johnthe golfprofessional as opposed to simply linkedin.com/in/johnsmith

You can also choose which details of your Profile are visible to people who are not logged in to LinkedIn. This means: when someone does a search on the web with your name and finds your LinkedIn page, you can decide which which details they can see?



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3. Summary:

Professional Experience and Goals: If you write more than two lines, make it pleasant to the eye to read it. Use bullets or dashes.

Don't put too much text here because people won't read it. Focus on the results you have obtained, not on the task you did. This will appeal much more to the reader.

If you talk about yourself, use "I" and not "He" or "She". The latter puts people off. You don't talk about yourself in the "He" or "She" form when you have a normal conversation with someone. Think of your Profile as a "virtual you" who responds on your behalf to the questions "What do you do? What is your expertise? What do you have to offer?" when someone visits the page.

Specialties in Your Industries of Expertise: This is the place to share the skills and knowledge you have accumulated in all the jobs you have done. This is the place to share what your expertise is. If you have a certification this is the place to mention it.

4. Experience: List all the organizations you have worked for. Always be sure to add a title and the right time period. This will help other people to find you and it will help you to find old colleagues. This will help build your network.

5. Education: List your schools to find old classmates. Even if there is a 10 years difference between when two people attended the same school, having studied at the same school or university or having belonged to the same student union, creates an instant bond between two people. This will be used to build your network.

6. Additional information:

Websites: The default option is to enter your personal website under "My Company". Here's a secret visibility tip: use the "other" option and then give your own website description.

Why? This helps the search engine rankings of your own websites. Search engine rankings take into account links from other websites (in this case LinkedIn), the PageRank of these websites (in the case of LinkedIn it is 8 which is very high) and also the words that are used in the description.

For example, instead of using "My Company", use "Other" in your Profile. Include the name John the Golf Professional and the URL www.johnthegolfprofessional.com.

When someone searches 'golf professional' in Google, this small tweak in LinkedIn will help to achieve a higher ranking thus making you more visible to others.

Interests: List some of your personal interests. Next to the professional information that is already abundantly present in your Profile, personal interests and hobbies help other people get a better image of you as a whole person.

Many times common interests are found in this small box, which make online and offline conversations much easier.

Groups and Associations: List groups and associations you belong to.

This is not groups that are on LinkedIn. List all the associations and clubs you are a member of outside of LinkedIn. Of course some of these organizations will also have an online presence on LinkedIn, but the LinkedIn Groups you belong to are automatically added to your Profile.

Honors and awards: if you have received awards or honors that are relevant to your Profile, insert them.

7. Applications: Add some applications to your Profile like your blog or a Slideshare presentation.



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How to Network on LinkedIn

Adapted from Eloqua Social Media Play Book

Phase 1:

1. Upload your contacts from Outlook, webmail like Hotmail, Gmail, Yahoo or AOL or other address books.

You can do this via the green "Add Connections" button in the menu on the left on every page and then click on the "Import Contact" tab. When you upload these contacts they are only visible to you.

2. Look at the contacts, which are now available in "Imported Contacts" (under "Contacts" in the menu on the left on every page).

The people who are already on LinkedIn have a small blue icon with the letters "In". Since they are already using LinkedIn they will be open for a connection with you.

Select the people who are already on LinkedIn and who you know.

If you have lots of people in your address book this might take a while and several pages to go through.

3. Write a semi-personal message to them.

First check "Add a personal note to your invitation". Then replace the standard "Hi, I'd like to add you to my network" message with a semi-personal one. You can't make it too personal when you use this method because you have selected several people.

For example: "Hi, I see we both work in the golf industry. I would love to connect and learn more about you do and what you offer - I'd like to add you to my network"

Phase 2:

While you are waiting for people to accept the invitations you have sent in phase 1, you can add more people to your network.

First, focus on the people who are already on LinkedIn because they will be more open to accept your invitation.



"Focus on the people already on LinkedIn."

We will use the tools LinkedIn provides for retrieving colleagues and classmates. Since LinkedIn works with the information in your Profile it is important that you have filled in the companies you have worked for and the schools and universities you went to.

Employers

1. Look for current and past colleagues. You can do this via the green "Add Connections" button in the menu on the left on every page and then click on the "Colleagues" tab.

You will see all the companies that you have listed yourself in your Profile. You will also see how many people from each company are already LinkedIn members.

2. Click on a company where you are currently employed, or where you have previously worked. You will get a list of people you might know. Select the people you actually know.

3. Write a **personal message** to them if you are going to invite them one by one or write a **semipersonal message** like the above example.

Repeat this process for every company you have worked for. This allows your network to grow with current and past colleagues.



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Education

Now we are going to do the same for the people you studied with (or are studying with). While you might have fewer contacts or current interests on a professional or personal level with them, old classmates might be very valuable for your network.

1. Look for classmates. You can do this via the green "Add Connections" button in the menu on the left on every page and then click on the "Classmates" tab.

You will see all the schools that you have listed yourself in your Profile.

2. Click on a school. You will get a list of people you might know. Select the people you actually know. You can only select one classmate at the time.

3. Write a **personal message** to them.

Repeat this process for every classmate you know, and for every school you attended.

Phase 3:

The next step you can take is inviting people you know, but who are not on LinkedIn.

****Warning**** It is very important to avoid the standard invitation message. People might never have heard of LinkedIn. When they get an email from the LinkedIn mail server with an impersonal message from you they might think it is SPAM and delete the message. And that's not the action you want them to take!

1. Go to the "**Imported Contacts**" under "Contacts".
2. **Select the people** you want to invite.
3. Write a **personal message** to them if you want to invite them individually or write a **semipersonal message** if you want to invite a group of people at once.

First check "Add a personal note to your invitation". Then replace the standard "Hi, I'd like to add you to my network" message with a personal or semi-personal one. This is an example of a semi-personal one:

*Hi,
I have just joined LinkedIn and am building my professional network. This is a powerful business networking tool - come see for yourself, and let's connect!*

Phase 4:

In the first three phases you took action to invite other people by sending them an invitation message.

In phase 4 you will set up some tools that will passively invite people to connect with you, which means you set them up once and then don't have to invest time in them anymore.

1. Mention your LinkedIn Profile in your email signature.

How?

- a. Scroll to the bottom of a page on LinkedIn. Next to "Tools" click on "Overview".
- b. In the middle of the page, you see "Email signature". Click on the "Try it now" button.
- c. Create your LinkedIn email signature.

2. Mention your LinkedIn Profile on your website or blog.

- a. Click on "Edit Profile" in the left hand menu
- b. Click on "Edit Public Profile Settings" on top at the right hand side
- c. Click on "Promote your Profile with customized buttons" (approximately 4th line, this one is hidden well)
- d. Choose the button and code you want to use on your website or blog.

When you use these email signatures and buttons some people will click on it and invite you to connect with them.



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LinkedIn Groups

Become a member

A great way to network or be known is to become a member of one or more Groups or start one yourself. Once you are member, there are many benefits to you:

By asking questions in the Discussions-forum you are able to **receive help from the other members.**

You can see the Profiles of the other members. This gives you direct access to additional people who might not yet be in your network.

You can contact other members directly. Some people do not want to be contacted directly (they disable that option in their Account & Settings). However, the standard option in every Group is that members can contact each other directly.

By answering questions in the Discussions-forum you gain visibility and establish your expertise.

This increases your "Know, Like and Trust" factor. When you answer questions, make sure you give good answers and don't make it a sales pitch.

By sharing articles in News you also raise your visibility.

Again don't make it a sales pitch. It is OK to share links to your own website, blog or article that feature you as long as it gives other people more insights or helps them in some way.

When responding to a question in the Discussions you can add the URL of your website.

This gives your website more visibility and helps to boost your ranking in Google and other search engines. However, don't overdo it. One, maximum two lines.

How to find a Group on LinkedIn?

1. In the left hand menu, click "Groups"
2. Then click on the menu item "Groups Directory" (at the top of the new page) or click on the right hand side on the button "Find a Group".
3. Then use the search box in the new button. You can refine your search with the type of Group you are looking for or the language.

Some people browse rather than search. LinkedIn doesn't offer that function.

Note: when joining Groups keep in mind that you can be a member of a maximum of 50 Groups.

Here a couple of the Golfing Groups already established on LinkedIn:

Golfing Groups

Golf Course Superintendents Association of America
Golf Industry Professionals
Golf Marketing Best Practices
Global Golf

Club Managers

The Club Managers Association of America (CMAA)
Metropolitan Club Managers Association (MCMA)

10 Ways to Use LinkedIn

This list comes from Guy Kawasaki - it is one of the most referenced lists of the top-ten ways to increase the value of LinkedIn.

1. Increase your visibility.

By adding connections, you increase the likelihood that people will see your profile first when they're searching for someone to hire or do business with. In addition to appearing at the top of search results (which is a major plus if you're one of the 52,000 product managers on LinkedIn), people would much rather work with people who their friends know and trust.



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2. Improve your connectability.

Most new users put only their current company in their profile. By doing so, they severely limit their ability to connect with people. You should fill out your profile like it's an executive bio, so include past companies, education, affiliations, and activities.

You can also include a link to your profile as part of an email signature. The added benefit is that the link enables people to see all your credentials, which would be awkward if not downright strange, as an attachment.

3. Improve your Google PageRank.

LinkedIn allows you to make your profile information available for search engines to index. Since LinkedIn profiles receive a fairly high PageRank in Google, this is a good way to influence what people see when they search for you.

To do this, create a public profile and select "Full View." Also, instead of using the default URL, customize your public profile's URL to be your actual name. To strengthen the visibility of this page in search engines, use this link in various places on the web> For example, when you comment in a blog, include a link to your profile in your signature.

4. Enhance your search engine results.

In addition to your name, you can also promote your blog or website to search engines like Google and Yahoo! Your LinkedIn profile allows you to publicize websites. There are a few pre-selected categories like "My Website," "My Company," etc.

If you select "Other" you can modify the name of the link. If you're linking to your personal blog, include your name or descriptive terms in the link, and voila! instant search-engine optimization for your site. To make this work, be sure your public profile setting is set to "Full View."

5. Perform blind, "reverse," and company reference checks.

LinkedIn's reference check tool to input a company name and the years the person worked at the company to search for references. Your search will find the people who worked at the company during the same time period. Since references provided by a candidate will generally be glowing, this is a good way to get more balanced data.

Companies will typically check your references before hiring you, but have you ever thought of checking your prospective manager's references? Most interviewees don't have the audacity to ask a potential boss for references, but with LinkedIn you have a way to scope her out.

You can also check up on the company itself by finding the person who used to have the job that you're interviewing for. Do this by searching for job title and company, but be sure to uncheck "Current titles only." By contacting people who used to hold the position, you can get the inside scoop on the job, manager and growth potential.

By the way, if using LinkedIn in these ways becomes a common practice, we're apt to see more truthful resumes. There's nothing more amusing than to find out that the candidate who claims to have caused some huge success was a total bozo who was just along for the ride.

6. Increase the relevancy of your job search.

Use LinkedIn's advanced search to find people with educational and work experience like yours to see where they work. For example, a programmer would use search keywords such as "Ruby on Rails," "C++," "Python," "Java," and "evangelist" to find out where other programmers with these skills work.

7. Make your interview go smoother.

You can use LinkedIn to find the people that you're meeting. Knowing that you went to the same school, plays hockey, or shares acquaintances is a lot better than an awkward silence after, "I'm doing fine, thank you."



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8. Gauge the health of a company.

Perform an advanced search for company name and uncheck the "Current Companies Only" box. This will enable you to scrutinize the rate of turnover and whether key people are abandoning ship. Former employees usually give more candid opinions about a company's prospects than someone who's still on board.

9. Gauge the health of an industry.

If you're thinking of investing or working in a sector, use LinkedIn to find people who worked for competitors—or even better, companies who failed. For example, suppose you wanted to build a next generation online pet store, you'd probably learn a lot from speaking with former Pets.com or WebVan employees.

10. Track startups.

You can see people in your network who are initiating new startups by doing an advanced search for a range of keywords such as "stealth" or "new startup." Apply the "Sort By" filter to "Degrees away from you" in order to see the people closest to you first.

Read more: http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html#ixzz1QJ9HMg90



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[How To Create a Facebook Page from Business](#)



[How to Promote Your Facebook Business Page](#)



[Develop a Facebook Profile](#)

Facebook (FB)

Facebook is a social networking website for connecting people with those around them - friends, family, coworkers, or simply others with similar interests. Facebook allows users to connect and share information in a variety of ways.

Business Goals for Using Facebook:

- Get found by people who are searching for your products or services
- Connect and engage with current and potential customers
- Create a community around your business
- Promote other content you create, including webinars, blog articles, or other resources

Profiles are for people, Pages are for businesses.

There are a few key differences between Business Pages and Personal Profiles:

Business Pages allow you to designate multiple administrators, so that you can have multiple people helping to manage the account, and if one of your administrators leaves the company, you can still have control over the Page.

Pages are, by default, public and will start ranking in Facebook and public search results.

Pages are split into different categories (local businesses,

brands, musicians) that help you get listed in more relevant search results.

Personal profiles have friends, which require mutual acceptance, whereas anyone can become a fan of your Page without first going through administrator approval.

As the administrator, your name and profile will not show up anywhere on your Page. You are the behind-the-scenes manager. When you post new information or respond to a discussion thread, it will appear to be posted by your company rather than you personally.

In addition to being the administrator of your Page, you will want to become a fan. Once you become a fan, you will be listed among all the other fans on your Page and all the Pages of which you are a fan will show up on your profile -giving your business more visibility to your network.

Components of an Effective Facebook Business Page

There are nearly 700 Million users on **Facebook** world wide according to reports published in June, 2011. Talk about immense potential to advertise to your target market!

On Facebook, in a recent slide share by **Hubspot** it was posted that:

- 1 out of every 8 minutes online is spent on Facebook.
- 40% of Facebook users are age 35
- 93% of US Adult internet users are on Facebook
- 64% of Facebook users have become fans of at least one company or brand on Facebook
- 1 out of every 2 Canadians use Facebook every 48 hours.

With stats like these, it's hard to ignore that the odds are in your favour that a current or new consumer is ready and waiting to network with you on Facebook.

