

# Social Media for Business

## LinkedIn® Essentials

Presented by



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- Est. 2003 in Denver, Colorado
- Est. 2008 in Northeast
  - Training on LinkedIn since Q1 2006
- Mike O'Neil (21,000 LinkedIn Connections)
- David Reingold (15 M+ Total Connections)
- World leader with 300+ Group Trainings
  - Workshops, Webinars, BootCamps, Business Solutions
- Dozen varieties of LinkedIn, Social Media training
  - Basics, Sales, Marketing, Recruiting, Profiles, Groups...
- 10+ Regional Locations with LinkedIn instructors

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## Social Networking

- Social and professional networks are widely used by all age groups.
- You can use these sites to position yourself as a resource for others; and in the process, benefit your company or institution too.
- Web 2.0 – Your Content



## Dictionary



- Blog: A website, often maintained like a newsletter, newspaper or editorial with regular entries of commentary, descriptions of events, or other material such as videos.
  - Many blogs provide commentary or news on a particular subject and others function as more personal online diaries.



## Dictionary

- Micro-blogging: A form of blogging that allows users to compose brief text updates. These messages can be submitted and received by a variety of means and devices, including text messaging, instant messaging, email, mobile device, or the web.
- Message Boards: A web application for holding discussions and posting user generated content. A board is also called a forum.



## Dictionary

- RSS Feed: Is how your “social media inbox” (RSS Reader) knows when something new gets posted to a blog/podcast/site that you follow.
- Social Media: The tool set which everyone can use to publish, converse, and share content online. They include blogs, wikis, podcasts, and sites to share photos.
- Social News Sites: The process allows users to submit, vote on and make the “news” from stories that they mark of interest rather than an editor.



## What is a Social Network?

- **A Social Network is a Community of People**
- Different social networks = different people
- LinkedIn caters to a **BUSINESS audience**
- LinkedIn is **NOT** a true Social Network
  - Like Facebook, MySpace, others
  - Not HIGHLY interactive
- **User Generated Content (UGC)**





# The Key Social Media Players

- many are now household names

LinkedIn

twitter

Google

WordPress

YouTube

facebook

myspace.com  
a place for friends

Microsoft

classmates.com

craigslist

match.com

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twitter

## 'Microblogging'

- Most Talked About "Social Network" circa 2009
  - Very popular with LinkedIn, Facebook and Blog users
- The most important people are on Twitter
- COMPANIES now *flocking* to Twitter
- Communications Platform
  - People "Follow" other people
  - Status - Let others know what you are doing in 140 char.
  - Direct TEXT communications with others



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facebook

## “Friends”

- Largest On-Line Social Network in the World
  - 200 Million Users
- **Started at Harvard**, now in Bay area
  - Began as an on-line college yearbook with “Faces”
  - Added business users and applications in 2007
- Outpacing MySpace 2 to 1
- Applications Platform
- LinkedIn users adopting Facebook



YouTube

## Viewers

- Social Media based upon video
- Top video location on the web
- Viral capacity of content
- Presidential debates
- YouTube videos can play anywhere
  - Blog, E-Mail, Web site, handheld, LinkedIn



# Blogging

- Create relationships, build brands
- Must be regimented, post often
- Ripe for outsourcing
- **WordPress** is the leader
- Others include **Blogger, TypePad**



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# The Company

- #1 On-Line Business Network
- Founded in the Bay Area, CA
- 44 Million Users Worldwide (August 2009)
- Adding 500,000+ new users per WEEK
  - A new member joins LinkedIn approximately every second
- The key is the **LINKEDIN USERS**

Source: LinkedIn Web site, Advertising Age



# LinkedIn® Users

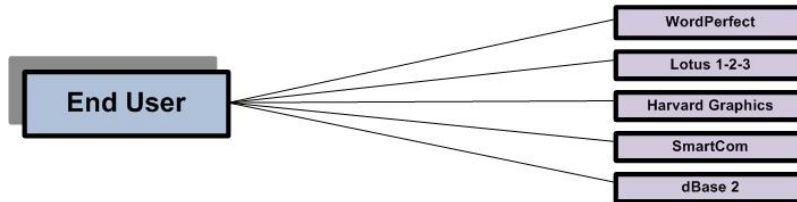
- Demographics/Psychographics (Avg.):
  - Household Income = **\$109,000**
  - Years of Experience = 15 yrs
  - Age = 41 yrs
- 36% are **“Business Decision Makers”**
- 80% College/Post-College Graduates
- 64% are Male
- 2.3M have 3 or more PC’s in the home
- 1.8M own a Blackberry or Treo device

Source: LinkedIn Web site, Advertising Age



**Evolution**  
**Software >>> Social Media**

## Business Applications 1985



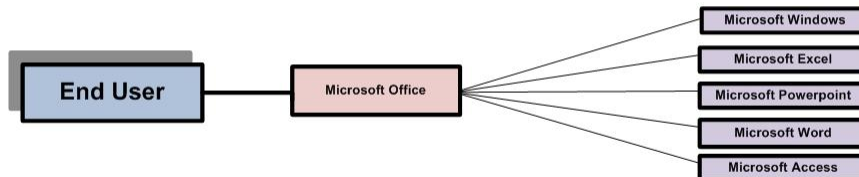
May 9, 2008

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The start of the PC Revolution



## Business Applications 1995-2008



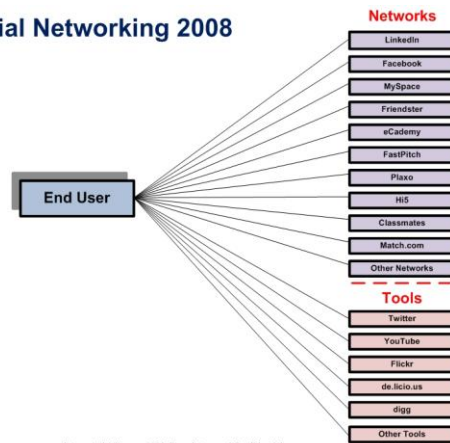
May 9, 2008

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Then, along came Microsoft...



## Social Networking 2008

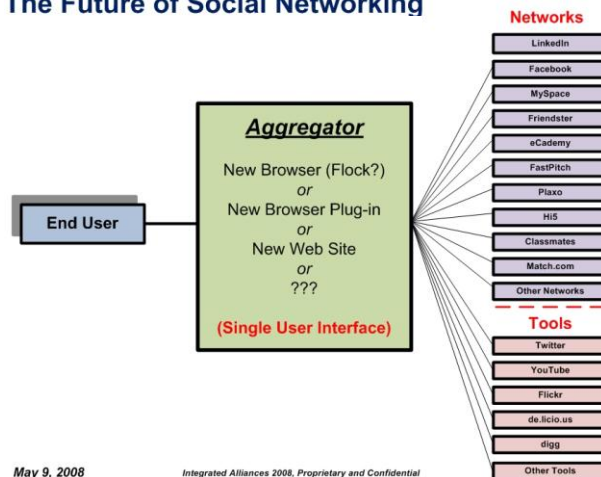


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**Social Media came along – back to square 1.**

## The Future of Social Networking



May 9, 2008


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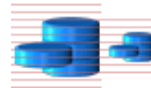
**This is what we need and what we will see. \***

**\*Our Prediction**

## How does it work?

### LinkedIn is Large Database on a Web site:

1. You are a **record** in the database
  - Information about you
  - Information about your company
2. The records are connected 
3. The connections form a network you can use
4. LinkedIn has specific RULES to follow
5. LinkedIn has special **DATA MINING TOOLS** to extract specific people and resources



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## IA - LinkedIn Business Methodology Overview



### Order of Proceeding

1. **PROFILES** – Development/Optimization
2. **NETWORK BUILDING** – Big vs. Small, Methods
3. **SEARCHING** – Best Practices
4. **COMMUNICATE WITH OTHERS** – Many Alternatives
5. **Business Applications**
  - Sales, Marketing, Recruiting, Partnering, Other

# LinkedIn Home Page



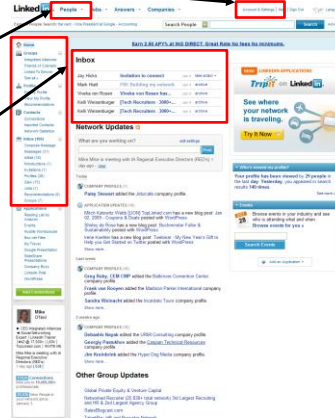
Accounts and Settings

Search Button (People)

Inbox

Navigation Panel

- + Rolled Up Menu
- Shows Submenus

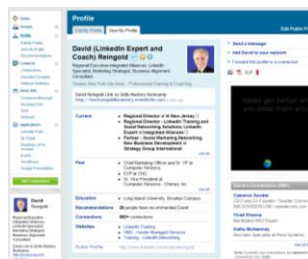


# Step 1 Your LinkedIn Profile

# The Profile

## Is: Your On-line Brand

- Your **Identity** on LinkedIn
- Biography, Brochure or Ad about YOU and your organization
- Must match the official company story
- Microsoft Word – Create/Store Master Text
  - Spell Check



**MARKETING-ORIENTED, Focused on  
KEYWORDS that attract others**



# Profile Components

- A. Header/Headline – incl. photo
- B. Summary and Specialties
- C. Experience (Work History)
- D. Education
- E. Additional Information
  - Web Sites
  - Interests
  - Groups and Associations
- F. Contact Settings



**This is the subject of IA's Profile Development Class**



# Step 2

## Building Your Network

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## Quantity vs. Quality



- **Why a Big Network?**
  - More prospects
  - More INBOUND calls
  - More respect, sought after
  - **Best for Sales, Recruiting, Job Seekers**
- **Why a Smaller Network?**
  - Control communications and verify first tier connections
  - **Best for Executives, especially at large companies**



# Build by Inviting Others



## Try to only invite people already on LinkedIn!

- Conserves Invitations, already have networks

### Invite individuals

- Custom message to each, reference info in profile



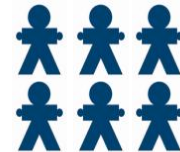
### Invite Small Groups of Individuals

- Networking event, business cards



### Invite a LARGE Group – generic message

- Upload a database (Excel, CSV)
- Beware of potential issues if not done right
- **IA has a Network Building Workshop/Webinar**



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# Invite Super-Connected People



- Builds overall network size **FAST**
- **Recruiters have largest LinkedIn networks**
- Profiles say **500+** connections
- **Invite** to connect
  - E-Mail Address usually in their profile
  - Most accept, no or few **IDK's**
- Search on **“LION”**  and **“TopLinked.com”** 



## Turning Inbound Invitations into Business



1. Examine their profile for a **business ideas**
2. **Reply** – All or select individuals
3. Identify where you see a business opportunity
4. Send a **Thank You Message**
5. Include Signature Line
  - Name, Company, web site ([www.MyCompany.com](http://www.MyCompany.com))
6. **Archive** the message



## Step 3 Searching

# Keyword Searching

- **Finds Text *Anywhere!!!***
- **Great with Boolean Searches**
  - AND** - both are required    **OR** – Either will qualify
  - NOT** – Eliminates certain records from the results
  - ( )** – Clarifies the logic    **“ ”** – requires **exact string match**

## Example:

(Software **OR** Applications **OR** “Software Engineering”)  
**AND**  
(Manager **OR** Supervisor)



# Name (Re)searching, sourcing

## Before contacting someone...

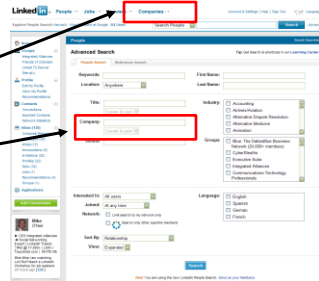
- Do some research on them
- Look them up by their **INDIVIDUAL NAME**
- Look up their **COMPANY NAME**
  - Who else is listed?



# Company Search – 2 Options

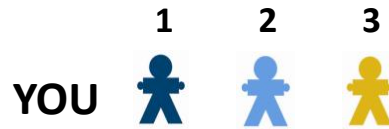


- Delivers a Company Profile
- Delivers a list of Employees



## Step 4 Contacting Others

# Contacting Options



## Tier 1:

- **Messages** – Notes between connected parties

## Tier 2 and Tier 3:

- **Invitations** – one user invites another to connect
- **Introductions** – A request to be introduced - **2'S only**
- **InMails** – Contact anyone directly (Paid Accounts only)

# Join LinkedIn Groups

## Which Groups to join?

- **OI – Outsourcing Institute**
- **Professional Associations**
  - Regional and National
- **Where your peers are...**
  - Job type, industry, region
- **Where your customers are...**
  - Especially when operating a group
- **Join 25-40 of a variety of the biggest (top 5's)**
- **TIP - Reference Groups when inviting**



## Step 5 Business Applications

# Business Applications



- Sales
- Marketing
- Recruiting
- Business Partnerships
- Executive Networking
- Branding; Messaging
- MARCOM – Marketing Communications

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# Thank You

- We hope you found this LinkedIn Training helpful
- You are now ready for more Advanced IA LinkedIn Training:
  - IA LinkedIn Profile Development Training
  - IA LinkedIn Network Building Training
  - IA Job Seekers
  - IA Groups
  - Business Development; Sales; Marketing; Skills Mastery BootCamp
- Private – Managed Services – Integrated Marketing
  - Profile Development; Network Building



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