



# Playing Ball On LinkedIn

A game plan for “the business network.”

# Overview

- Why LinkedIn?
- Minor League Actions
- Major League Actions
- Call an Umpire!
- Questions



# Why Linked In?

- Get recognition
  - Active & passive
- Get information
  - People & connections

# Get Recognition

- Resume
  - Length, personalization
- Join groups, make friends
- Post information
  - Like content from others
  - Comment on content from others
- Post content of your own

# Get Information

- Use search engine to search by
  - Job title, name, industry
  - Location, keyword

# Minor League Moves



- Build a good profile
  - Picture
  - Keywords
  - Personalization

# Minor League Moves



- Build your obvious connections
- Join obvious groups

# Minor League Moves



- Use the search function

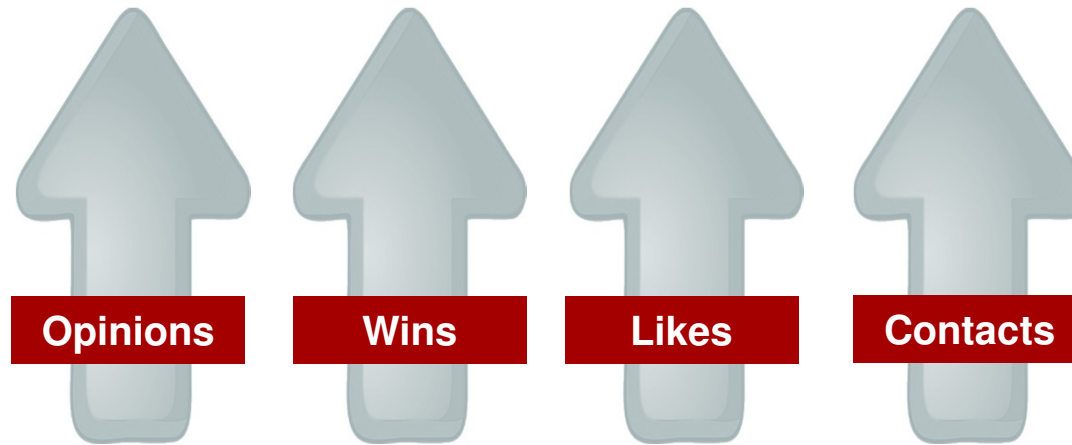


# Major League Moves

- Create content and post it



# Where LinkedIn Fits?



**Linked**  <sup>®</sup>

# Where LinkedIn Fits!



LinkedIn

In-Person

Online

Many...

My Content

# Major League Moves



- Use network to build a targeted contact list
  - Communicate
  - Congratulate people

# Major League Moves



- Have a plan
  - Who, what, when, how many

# *Call an Umpire!*

- Don't stalk
- Don't spam
- Don't use default when connecting
- Don't disappear



# Thank you.

Questions?