

Your Ultimate LinkedIn Guide



by Paul Wilson of [PRWilson Media](https://www.prwilsonmedia.com)

Contents

- Contents.....2
- 1. Introduction3
- 2. Planning and Preparation3
 - 2.1 Target audience3
 - 2.2 Message3
 - 2.3 Media3
- 3. How to optimize your LinkedIn Presence4
 - 3.1 LinkedIn Profile.....4
 - 3.2 LinkedIn Connections6
 - 3.3 LinkedIn Search8
 - 3.4 LinkedIn Company Page.....9
 - 3.5 LinkedIn Groups10
 - 3.6 LinkedIn Updates11
 - 3.7 LinkedIn Groups12
- 4. Appendix A Useful Resources.....14
 - 4.1 Picture sizing for social media.....14
 - 4.2 PRWilson Media YouTube Channel14

1. Introduction

The purpose of this document is to provide practical step-by-step guided instructions to enable a brand new business user to get set up on LinkedIn and will also help an established LinkedIn user get business results.

2. Planning and Preparation

Before creating or updating any social media accounts, it's essential to first take the time to plan out a clear strategic approach to ensure optimal results.

2.1 Target audience

Understanding your audience is the foundation of social media marketing success. It is virtually impossible to get results if you are blindly posting without first knowing who your audience is, where to find them, why they would want to follow you and how you can bring value to them.

The key first step is to determine who the target audience is that you want to connect with on social media. You need to consider factors such as gender, age range, job role, location, education, and interests. It helps to create one or more avatars to represent your ideal target customer. Give them a name.

2.2 Message

Now put yourself in their shoes. What are they looking for? What are their challenges? How can the services that you can provide support them?

Based on your defined target audience, what are the key problems or concerns you can address or solve? Write down three key marketing messages that you want to communicate to that audience. It's important to be flexible. As you gather more and more data, you'll get closer and closer to understanding the needs of your target audience.

2.3 Media

There are a wide range of social media platforms to choose from. Each one has a different primary audience and focus. It's important to understand the differences so that you concentrate on one or two of the most relevant platforms.

LinkedIn is THE social networking site for professionals. It serves as a great resource to support your activities, helping you stay connected with key influencers in your field.

3. How to optimize your LinkedIn Presence

Whilst the vast majority of business professionals have a LinkedIn profile, in my experience , very few have taken full advantage of the range of useful supporting resources that LinkedIn can provide. In this section, I will provide step-by-step instructions along with supporting video and written resources to enable you to start using LinkedIn in the most effective way. Wherever you see an underlined hyperlink, simply click on it to launch an article or video.

3.1 LinkedIn Profile

For me, having a well presented, professional and fully completed personal profile is the key to success on LinkedIn.

The more information that you share. the better and more relevant the connections you will make and the easier it will be for others to find out who you are and what you do.

To make changes to your profile , go to the main menu profile and select edit profile. You can click on any of the pencil icons to make edits to a particular section. I would highly recommend having an electronic copy of your CV to hand and cutting and pasting key sections in to speed up the process of completing your profile

Adding a personal photograph, which is clear and in focus, typically a head and shoulders shot and presents a professional image is particularly important because it will appear in various different sizes and shapes as you interact and engage with people on LinkedIn.

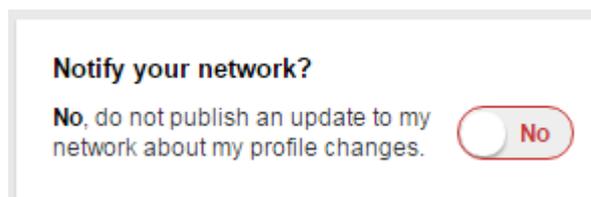
Alongside your photo a short description known as your [personal headline](#) appears immediately below that photograph. Edit this headline to include concise, descriptive wording that presents you in the best professional light

This short video walks you through the process [How to customize LinkedIn headline](#)

Along with your photo this short description appears every time you post on LinkedIn, so make it count. Now before we move onto editing larger sections of your profile , be aware that you can choose how much of your public profile is visible. Click "edit" next to your public profile link.

Under make my public profile visible, you can click on each individual check box - picture, headline, summary etc Then as you complete sections you can enable them to be visible.

You can also turn off the notifications so that your connections don't get updated each time you make profile changes



Next we'll look at the summary section, where you should add a brief personal statement. As well as text, the great thing about LinkedIn is that you can also add multimedia content, such as video files, links to websites, or even a PowerPoint presentation. You can do this using the "add link" or "upload file" options. More detail is provided in this video -

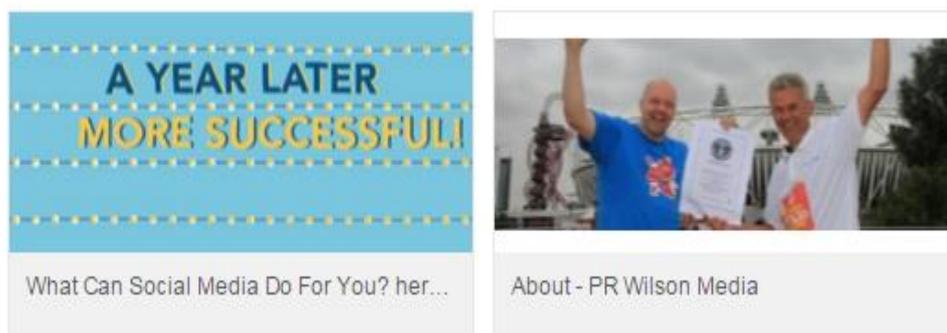
[How to add multimedia to LinkedIn Profile](#)

Here's an example of my own summary statement with multi-media video and website links

Summary

I'm a passionate believer in the power of social media to make a difference and connect community interest groups together, local, regional or international! Since 2012 I've run my own social media consultancy PRWilson Media specializing in supporting small businesses and non-profit organizations.

My primary focus is on providing social media and online marketing training,...



This really is a great way to stand out from other LinkedIn profiles and showcase what you do. You can also add multimedia content to other sections and it really does go far beyond what you can achieve with a standard paper resume or CV

Next there's skills. Every LinkedIn member can add up to 50 skills to their LinkedIn profile. These are keywords or combinations of keywords that showcase what you do.

There are 2 key benefits for listing your skills in this way. Firstly, people looking for connections on the network will search for particular keywords. The more your keywords match the criteria they are looking for, the better chance you have of being found and gaining potential connections who are genuinely interested in the services you provide. Secondly, you can be endorsed for those skills that you have by your connections. How does this work? Whenever you visit anyone of your connection's profiles you are prompted by LinkedIn as to whether that connection has particular skills or expertise

To edit your skills at any point just click on the edit button. Click add skill, notice as you type a letter it suggests particular words. You can also rearrange how your skills are presented as you can drag and drop to reorder. When you've finished click save to save the changes.

Finally let's consider recommendations. This is where your connections have taken the time to write you a personal recommendation for the work that you've done for them. There's even an "ask to be recommended option". I would suggest you would edit and personalize your request before you send. For me by far the best way to gain recommendations is to give recommendations. Particularly if it's clients that you have partnered with, they've done services for you and you've done services for them. Why not make the first move and write a recommendation? In my experience they will usually be glad to reciprocate.

3.2 LinkedIn Connections

Once you have a fully completed profile and have your account settings under control it's the time to start making connections

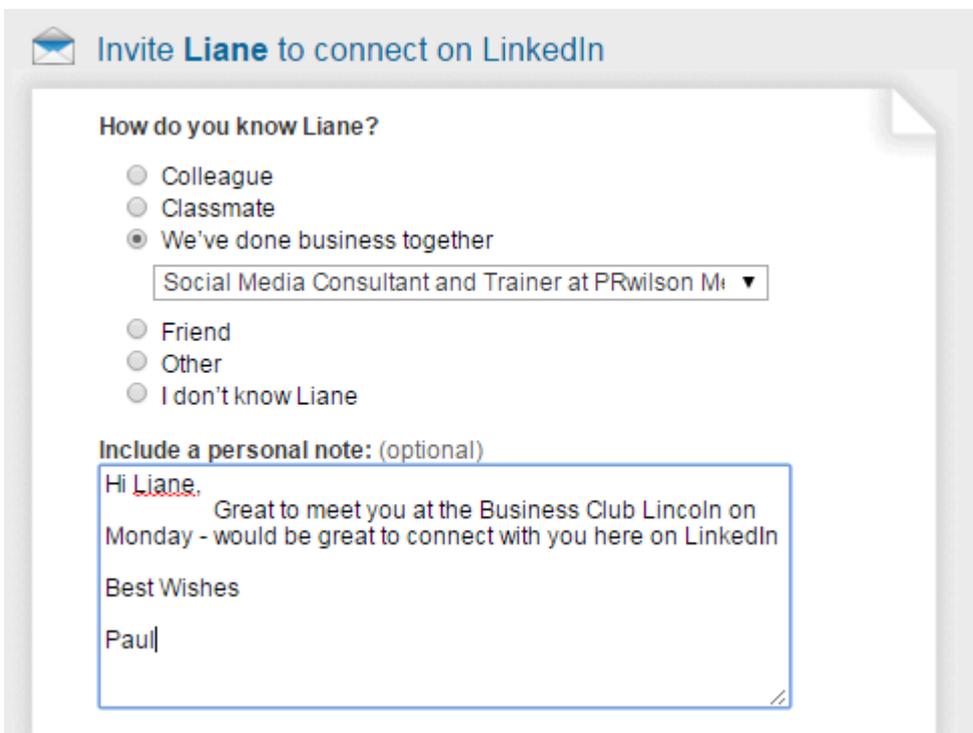
There are 3 levels of connections you can make on LinkedIn. A 1st level connection is someone who you have directly connected with and as a result you are able to see full details of their profile and who they are connected to as explained in this article [How to view connections of your connections](#)

In simple terms, a 2nd level connection is a "friend of a friend" and a 3rd level is a "friend of a friend of a friend"

. Overall, you can connect with up to 3000 people on LinkedIn. Note that once you get past 500 it will only display as 500+ . 500 connections actually equates to over 10 million connections of connections. Now, this doesn't mean that you should be going out there to connect with everybody you can find. The best advice is to make sure you genuinely know the person in the real world first and introduce yourself and personalize the message.

Don't just hit the "connect button" - that will send the standard

"I'd like to connect with you on LinkedIn message". Instead go through to their profile, and when you click Connect you can easily personalize your message as shown in the example below.



Invite Liane to connect on LinkedIn

How do you know Liane?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Liane

Social Media Consultant and Trainer at PRWilson M

Include a personal note: (optional)

Hi Liane. Great to meet you at the Business Club Lincoln on Monday - would be great to connect with you here on LinkedIn

Best Wishes

Paul

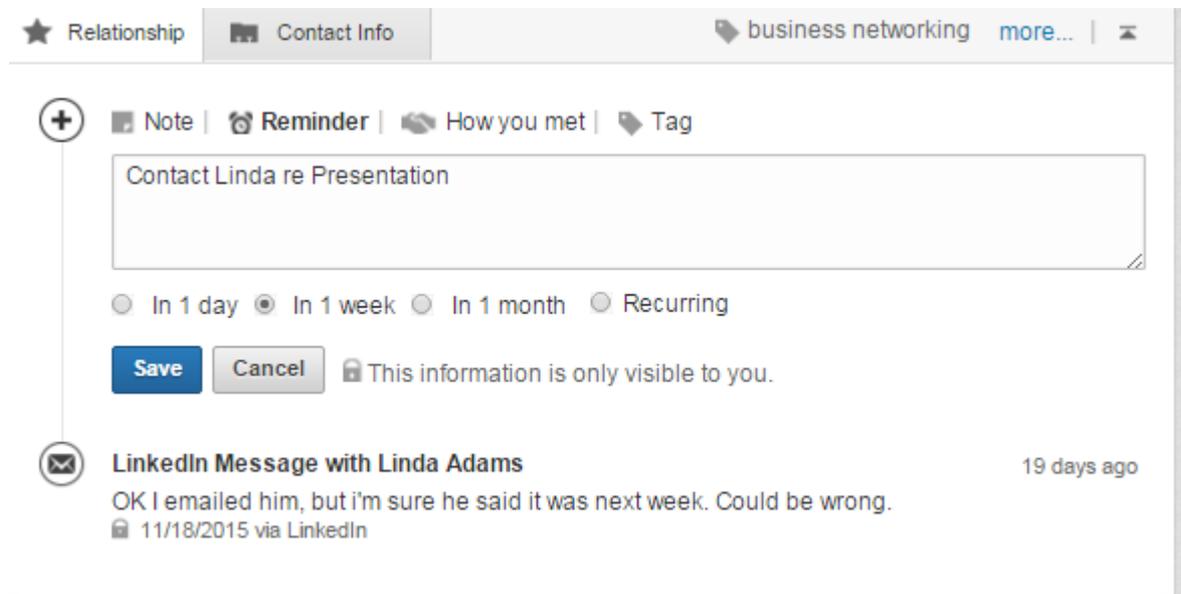
Once you've been accepted as a connection, particularly with someone who has a substantial LinkedIn network, there's a huge amount of useful information available to you. You can see people similar to the person, other profiles that people have viewed , and here you can see skills that you have in common and groups that you are both in as well as shared locations.

In particular the tabs relationship and contact info are really helpful when it comes to organizing your connections on LinkedIn. Under relationship you have 4 options. Note, Reminder, How you met and Tag.

"Note" - enables you to jot down something to follow up . "Reminder" gives you the option to actually set a time frame to be reminded by LinkedIn via notifications in a day , a week, a month or ongoing. "How you met" gives you the chance to say where you met the person, and you can

even add the name of the person who introduced you. Finally "tag" is a great way to assign a category to the person. If I scroll down you can see amongst the many that I've added myself you can manage your tags or add a new tag.

You can add somebody to more than one category. For all 4 of these sections the information is only visible to you. Note that you can also see the most recent messages between you and the other person.



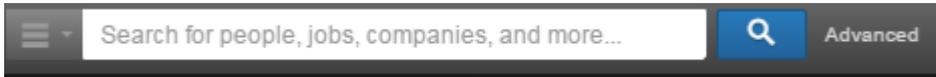
click on contact info and you can see the email address of the person you are connected with. This is extremely useful as so often before you've made the connection you don't actually know the email address of the person. Plus there's LinkedIn profile , Twitter, website filled out here as well. This video explains [how to organize LinkedIn connections](#)

Finally , a particularly useful feature of LinkedIn is the ability to export all of your LinkedIn connections which you have made over time and their email addresses to a handy list. This video explains [how to export existing LinkedIn connections and email addresses to a spreadsheet-](#)

3.3 LinkedIn Search

Whether you are looking to make new connections or find out more information about a particular company, the LinkedIn search bar is a really valuable resource.

The search bar is located at the top of the menu pages and by clicking on Advanced you can bring up even more detailed search criteria



For a people search which is the default you can select keywords first name, last name, company, school. Choose as many of these options as you like. to narrow down the search.

You can also specify a physical area so select "located in or near" add in a postcode you can say within 50 miles , so very much a locally targeted search.

In the middle, you can see relationship, you could say include first. second, third level connections, group members and any of those you don't want to include you can just uncheck the box.

The orange icons on the right hand side indicate premium features, only available to paid subscribers. But they could further narrow down into seniority, function years of experience.

If you have a very clear target audience in mind for a specific search that you want to keep running. save searches enable you to get updates every time there are new results for that particular search. Here's a video which explains [how to use Advanced search - Saved search](#)

Let's take a scenario where you're looking for a job in a particular area. So click on jobs to change the search criteria and let's say you are looking for training opportunities.

If you want to target a specific location close to you enter the postcode and the mileage range and click the search button.

Now click "save search" you can see it's automatically filled out the title

You can edit this, and note that you can set the frequency of alerts with weekly being the default. Save searches have a multitude of applications.

Whether you want to keep an eye on potential competitors in your space. seek out new job opportunities or find new leads who could in time turn into customers careful consideration must be given to getting the best out a saved searches.

You can actually save up to 10 job searches for free whereas it's a 3 limitation for people searches.

3.4 LinkedIn Company Page

Once you have properly set up your personal / professional profile to help you generate leads for your business, you are ready to take the next step on LinkedIn and [create your company page](#).

Now let's consider how you can create a company page. From the main menu go to Interests – Companies On the right hand side you can see the yellow button and the create a company page. Now if you take a look at the sections to fill out. company name, email address, this check box you verify you are the official representative of the company and can act on behalf of it.

When registering your company name, the email address is key. You can't just use a Hotmail or a Google Mail email address it must be the official domain name email address. For example mine is Paul@prwilsonmedia.com

Now you can only register one company for that domain name. So if you try to register another company using the exact same @prwilsonmedia.com it wouldn't permit it.

Under company pages admin you can add as many designated admins as you wish. The stipulation is that they must be a connection so you could just type the first letter of a particular connection and add them and get their approval. Scrolling down you can see there are three images a cover photo size, standard logo . and square logo that you can add.

You can add details of the company skills and specialities and finally there are featured groups. You must be a member of these groups but it's great to show that you've got an association.

When you've finished making your changes. just click Publish.

Once you have completed set up of company page, you need to link to it from your profile. Go to Profile – Edit profile – find the job role and select change company name – you should be able to browse to it to find the new page

3.5 LinkedIn Groups

There are over two million active groups on LinkedIn with an average membership of 100 per group. LinkedIn groups are a very powerful way to engage with other people on the network, not necessarily those who are already your connections

Here's a useful article on [How to get the most from LinkedIn Groups](#)

Go to interests and then click on groups and you'll see the groups that you are currently a member of. You can only be a member of up to 50 groups so it's important to choose the most relevant ones to your role and industry.

Click on view more to see the full list. Two things to observe. The padlock icon indicates a group that is secure. To apply for membership you have to be approved to get access to the updates.

Some of the groups have a number in the top right hand corner. That's the number of recent updates, so you can tell at a glance, which ones are more active.

Click on a typical group to see how it looks. You can see discussions, promotions and you can even look at the individual members.. This information - i in lower case, is particularly useful. You can see when the group was created and you can see statistics about the group.

It gives you again a clear indication of how active it is and also the kinds of people in terms of seniority whether they are owners, managers directors etcetera of the people that are in that particular group - an invaluable resource.

Now let's look at the ways in which you can participate in groups. Click on a reasonably active group that you are a member of.

The first thing to note is the top contributors in the group are featured prominently. You can even choose to follow the updates from those particular people.

So becoming a top contributor is a good way to get more connections and build authority. To add a topic, you can type in your discussion title. add some details and a link, and then you select whether it's general, a job or even a promotion..

Looking at other discussion topics in the group, you can like, you can comment and you can choose to follow a particular update. The key difference between discussions and promotions - is that you can actually share the links to promotions, whereas you can only like, follow or comment on discussions.

Note that you can actually flag content that you think is inappropriate and that would be reported to the group administrators.

By selecting the search option, you can search through all of the discussions, or choose to look at just the manager's choice - these are featured promotional posts that will always appear at the top all or be those by the people who are the top contributors

In some groups your submissions may need to be approved first so you can see any pending submissions you may have.

The best way to really get to know how groups work is to create your own. To do this you go to interests select group scroll down a little and on the right hand side click on the create a group button.

As you would expect there are a number of areas to fill out. Some required, some optional and there are some settings immediately applied.

The choice is really between creating an open group or a members only group. Under manage menu options you can click on "send invitations" and basically by typing any letter of the alphabet, it will find matching connections and you can select them and you can select more than one.

Unfortunately you can't edit the default message "I would like to invite you..." but nonetheless it still a very useful facility. And now I can see all the people that I've invited.

Under group settings there are a range of things that you can apply. Whether or not to have promotions and jobs tabs. Permissions is important. You can either have completely free to post discussions or just comments are allowed, and everything else has to be approved.

This gives you back control of what's being put out there. Any new members can go under a moderation so you can check that they're genuinely going to contribute to that particular discussion community.

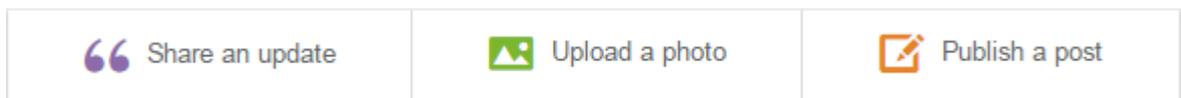
Even though it is an open group you can still have request to join setup so that each member still has to be approved.

When you click on the membership list it will start by listing 1st level connections but if you go to the final page you will most likely see 2nd or even 3rd level connections where the surnames have only got a single letter.

What an opportunity to introduce yourself to the people who've chosen to join your training group. You can send them a message. introduce yourself or the team who administer the group can introduce themselves and it can lead to great new connections

3.6 LinkedIn Updates

Broadly speaking there are two types of update on LinkedIn. Status updates and publishing posts



For Status update from the home page , click in the share an update box , type in your message and add any attachments or links to your websites. Another useful feature is that you can also share messages to groups. Select the "post to groups" checkbox and then start typing the name of a group you are a member of and it should appear in the results.

So there are many ways to share your updates efficiently. Just be aware that if you are sending things at the same time , you may get a number of updates going out to your connections. Do think carefully about the frequency of your updates. I would recommend perhaps a maximum of 3 to 4 times per week for any session of updates.

Publishing posts uses LinkedIn's built in blogging platform, LinkedIn Pulse. With this option, you can produce articles by adding a cover image, and saving text as draft until you are ready to publish.

As well as your own content, you can access the LinkedIn Pulse service from the Interests menu. LinkedIn looks at your profile, the connections you have, and recommends news for you that you can share.

3.7 LinkedIn Groups

There are over two million active groups on LinkedIn with an average membership of 100 per group. LinkedIn groups are a very powerful way to engage with other people on the network, not necessarily those who are already your connections

Here's a useful article on [How to get the most from LinkedIn Groups](#)

Go to interests and then click on groups and you'll see the groups that you are currently a member of. You can only be a member of up to 50 groups so it's important to choose the most relevant ones to your role and industry.

Click on view more to see the full list. Two things to observe. The padlock icon indicates a group that is secure. To apply for membership you have to be approved to get access to the updates.

Some of the groups have a number in the top right hand corner. That's the number of recent updates, so you can tell at a glance, which ones are more active.

Click on a typical group to see how it looks. You can see discussions, promotions and you can even look at the individual members.. This information - i in lower case, is particularly useful. You can see when the group was created and you can see statistics about the group.

It gives you again a clear indication of how active it is and also the kinds of people in terms of seniority whether they are owners, managers directors etcetera of the people that are in that particular group - an invaluable resource.

Now let's look at the ways in which you can participate in groups. Click on a reasonably active group that you are a member of.

The first thing to note is the top contributors in the group are featured prominently. You can even choose to follow the updates from those particular people.

So becoming a top contributor is a good way to get more connections and build authority. To add a topic, you can type in your discussion title. add some details and a link, and then you select whether it's general, a job or even a promotion..

Looking at other discussion topics in the group, you can like, you can comment and you can choose to follow a particular update. The key difference between discussions and promotions - is that you can actually share the links to promotions, whereas you can only like, follow or comment on discussions.

Note that you can actually flag content that you think is inappropriate and that would be reported to the group administrators.

By selecting the search option, you can search through all of the discussions, or choose to look at just the manager's choice - these are featured promotional posts that will always appear at the top all or be those by the people who are the top contributors

In some groups your submissions may need to be approved first so you can see any pending submissions you may have.

The best way to really get to know how groups work is to create your own. To do this you go to interests select group scroll down a little and on the right hand side click on the create a group button.

As you would expect there are a number of areas to fill out. Some required, some optional and there are some settings immediately applied.

The choice is really between creating an open group or a members only group. Under manage menu options you can click on "send invitations" and basically by typing any letter of the

alphabet, it will find matching connections and you can select them and you can select more than one.

Unfortunately you can't edit the default message "I would like to invite you..." but nonetheless it still a very useful facility. And now I can see all the people that I've invited.

Under group settings there are a range of things that you can apply. Whether or not to have promotions and jobs tabs. Permissions is important. You can either have completely free to post discussions or just comments are allowed, and everything else has to be approved.

This gives you back control of what's being put out there. Any new members can go under a moderation so you can check that they're genuinely going to contribute to that particular discussion community.

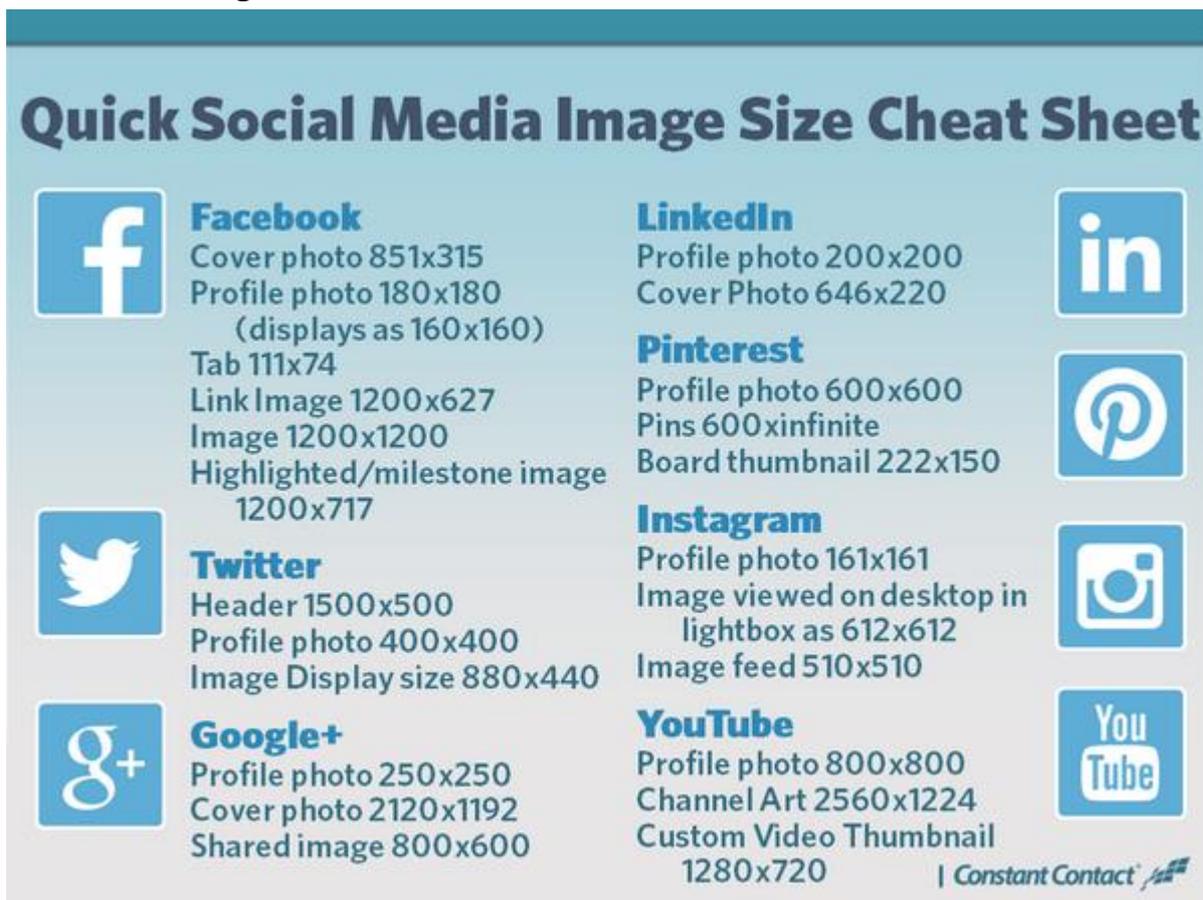
Even though it is an open group you can still have request to join setup so that each member still has to be approved.

When you click on the membership list it will start by listing 1st level connections but if you go to the final page you will most likely see 2nd or even 3rd level connections where the surnames have only got a single letter.

What an opportunity to introduce yourself to the people who've chosen to join your training group. You can send them a message. introduce yourself or the team who administer the group can introduce themselves and it can lead to great new connections.

4. Appendix A Useful Resources

4.1 Picture sizing for social media



Quick Social Media Image Size Cheat Sheet

	Facebook Cover photo 851x315 Profile photo 180x180 (displays as 160x160) Tab 111x74 Link Image 1200x627 Image 1200x1200 Highlighted/milestone image 1200x717	LinkedIn Profile photo 200x200 Cover Photo 646x220	
	Twitter Header 1500x500 Profile photo 400x400 Image Display size 880x440	Pinterest Profile photo 600x600 Pins 600x infinite Board thumbnail 222x150	
	Google+ Profile photo 250x250 Cover photo 2120x1192 Shared image 800x600	Instagram Profile photo 161x161 Image viewed on desktop in lightbox as 612x612 Image feed 510x510	
		YouTube Profile photo 800x800 Channel Art 2560x1224 Custom Video Thumbnail 1280x720	

| Constant Contact 

4.2 PRWilson Media YouTube Channel

Over on my YouTube channel there's well over 20 hours of free social media training. Here's the link to 90+ of my [Free step-by-step training videos](#) on social media covering LinkedIn, YouTube, Twitter, Facebook and some other useful tools. Here's just the [Twitter training](#) videos here's the [LinkedIn](#) videos, and here's the [Facebook](#) videos.

