



How to use network marketing via the social network

Linked 

The word "Linked" is written in a bold, black, sans-serif font. To its right is the LinkedIn logo, which consists of a blue square containing the lowercase letters "in" in white.



In this session we are going to look at:

- What Linked In is
- How to set up your profile
- How to build your networks
- How to use your network
- How to target specific contacts
- How to maintain visibility



What is Linked In?



- An on-line professional networking community
- It has over 75 million and counting, worldwide users in over 200 countries
- A new member joins Linked In approximately every second
- And according to its creators:

"Linked In exists to help you make better use of your professional network and help the people you trust in return. Our mission is to connect the world's professionals to make them more productive and successful."

What is Linked In?



- A very efficient way to contact key people within organisations
- Link to peer groups of like-minded individuals
- Gain industry insights via forums
- An excellent tool for introductions and referrals
- Access industry-specific information
- A great way to gain commercial awareness



Linked In isn't..



- Facebook
- A place to vent about fellow employees and employers
- A chat site
- A way to expand your social network



Creating a profile:



- You use your profile to build trust and credibility
- Your profile is how you are perceived by professionals in your online peer group
- Your profile summarises your professional expertise and accomplishments
- You also need to be clear when setting up your profile about why you are using LinkedIn I.E.
 - A professional B-2-B network marketing tool
 - A self-promotion tool to develop your career
 - A professional social networking tool

Creating a profile:



Log on to www.linkedin.com and create an account and a profile

Basic account is free

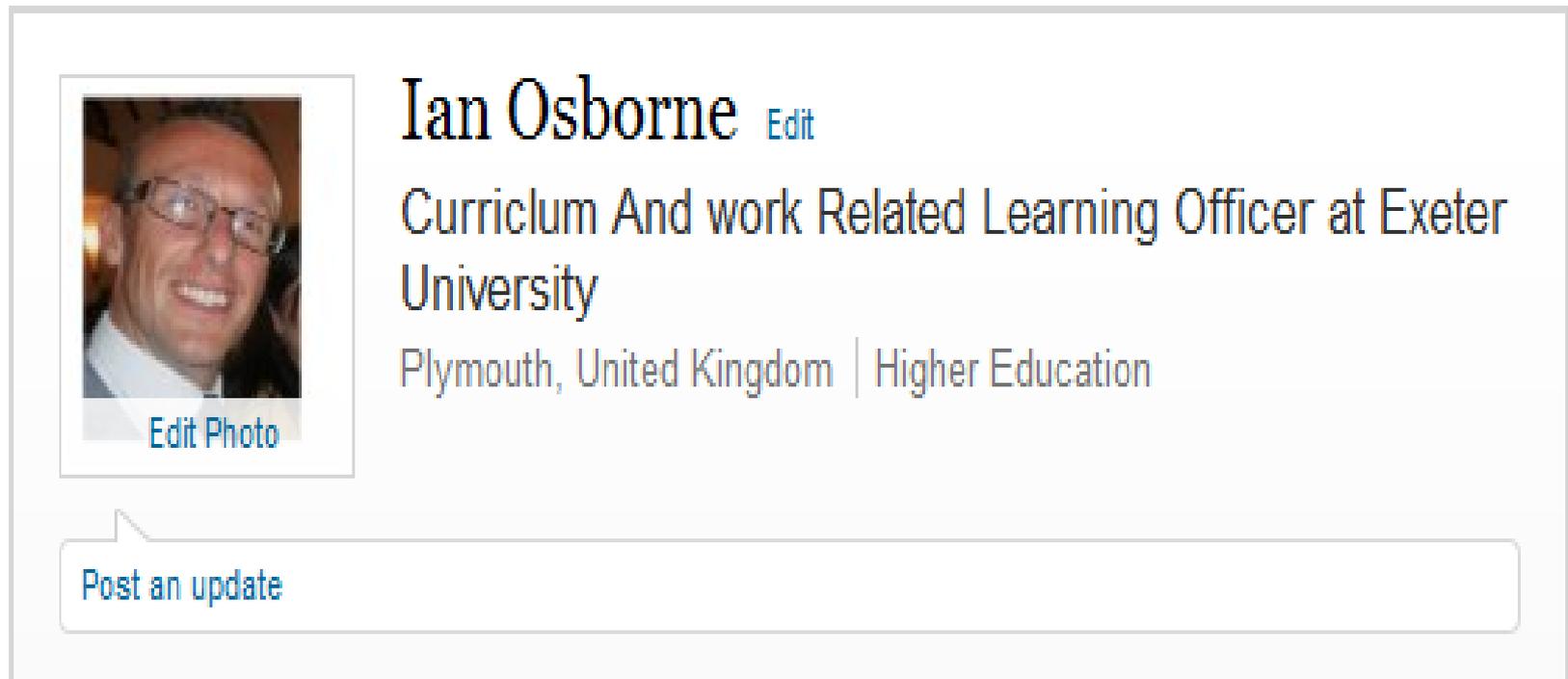


[Tom Cassidy's Career Tips - Career Strategy from £495. Results in 12 Weeks or Money Back.](#) From: e2aplus Limited



Setting up your profile: **LinkedIn**

- Up load a sensible profile picture



The screenshot shows a LinkedIn profile for Ian Osborne. On the left is a square profile picture of a man with glasses and a white shirt, smiling. Below the photo is a blue link that says "Edit Photo". To the right of the photo, the name "Ian Osborne" is displayed in a large, dark font, followed by a smaller blue "Edit" link. Below the name, the current position is listed as "Curriculum And work Related Learning Officer at Exeter University" in a dark font. Underneath that, the location "Plymouth, United Kingdom" and industry "Higher Education" are listed, separated by a vertical line. At the bottom of the profile section is a white rounded rectangular box with a blue link that says "Post an update".

Setting up your profile: **LinkedIn**

- Follow the prompts for each section and try to complete them as thoroughly as possible.
- Note that you can come back at any time to amend and up date information
- If often takes a few attempts to get it right so don't worry if it isn't perfect first time



Current Curriculum And work Related Learning Officer at Exeter University [Edit](#)
[+ Add a current position](#)

Past Work Placement Coordinator at Exeter University
Local Authority Service Manager at A4e
Recruitment Consultant at ABBACUS

Education University of Plymouth

Recommendations [+ Ask for a recommendation](#)

Connections [133 connections](#)

Websites [Company Website](#) [Edit](#)

Twitter [+ Add a Twitter account](#)

Public Profile <http://uk.linkedin.com/pub/ian-osborne/11/490/b5> [Edit](#)

[Share](#) [PDF](#) [Print](#)

NEW Add sections to reflect achievements and experiences on your profile. [Add sections](#)

Create a profile:



LinkedIn Account Type: Basic

Ian Osborne Add Connections

Home Profile Contacts Groups Jobs Inbox 6 Companies News More

People Search... Advanced

[Tom Cassidy's Career Tips - Career Strategy from £495. Results in 12 Weeks or Money Back.](#) From: e2aplus Limited



Edit Photo

Ian Osborne Edit

Curriculum And work Related Learning Officer at Exeter University

Plymouth, United Kingdom | Higher Education

Post an update

Current **Curriculum And work Related Learning Officer at Exeter University** Edit

+ Add a current position

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Share

PDF

Print

Improve your Profile

View profile

Ask for recommendations

Create your profile in another language

85% profile completeness

Complete your profile quickly

Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

+ Ask for a recommendation (+5%)

Ads by LinkedIn Members



Online enrollment

The digital solution that manages applications from enquiry to enrollment.

Lesniak Swann has 39 followers on LinkedIn



Manuscripts, Maps&Atlases

Medieval & Renaissance Illuminated Manuscripts, Alchemy, Apocalypse, Plants

NEW Add sections to reflect achievements and experiences on your profile.

+ Add sections

Create a profile:



- The Summary section is also very important to get right as this acts as a personal statement to any one reviewing your profile
- This allows contacts within your networks, as well as potential employers to look at your skills, as you may be useful to them

top tips

- keep profile short and pertinent to your objectives
- give yourself a 20 word strap line

NEW Add sections to reflect achievements and experiences on your profile. [+ Add sections](#)

Summary [Edit](#)

Used to working across a wide and diverse range of industries from the Financial Sector to Catering, Government funded social welfare projects and Higher Education.

Specialties

Adaptable, self starter, good at building rapport and maintaining long term business relationships. Experienced in account management, business development, project management developing effective recruitment and selection process's, interview planning and CV writing and developing and delivering workshops based around the recruitment and selection processes of specific companies as well as the public sector.

Building your network: **LinkedIn**

- Start by looking for people you know, you can do this by using the search bar





Building your network: **LinkedIn**

- Once you have found someone you know you can link to them by sending a request to connect
- Once they have accepted, you can then view their connections and ask to be introduced to those connections. Further more, if you know people in that person's network you can then contact them direct.



Ian Osborne YOU
Curriculum And work Related Learning Officer at Exeter University
Plymouth, United Kingdom · Higher Education
132 connections



Building your network: **LinkedIn**

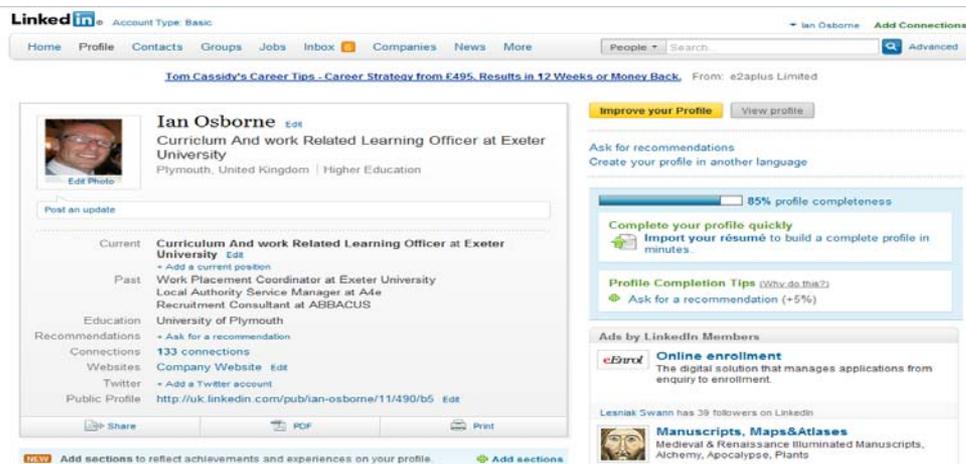
-  • Means you have contacted them directly and they are known to you
-  • Some one in your immediate network that you know, is connected to this person
-  • Some one in your immediate network that you know is connected to this person via a 3rd party
-  • This person is a member of a group that you are also a member of

By looking at these icons when reviewing contacts you will be able to see what groups or mutual connections you will be able to approach for an introduction

Building your network:



Review a potential contacts groups by going to the bottom of their profile screen



Groups and Associations:

+ Add

NZ JOBS New Zealand Jobs is visible on your profile. Change visibility.

FUTURE TALENT The Future Talent Group - school leavers, apprenticeships, graduates recruitment and development is visible on your profile. Change visibility.

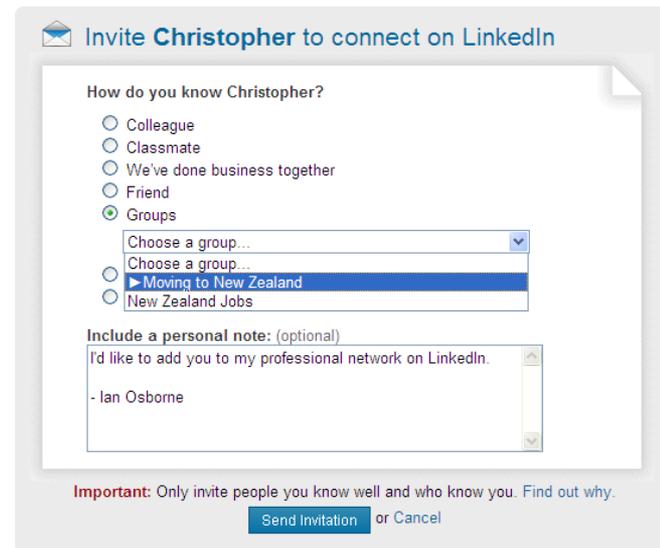
EXETER University of Exeter Alumni is visible on your profile. Change visibility.

UK Professionals In Australia is visible on your profile. Change visibility.

Moving to New Zealand is visible on your profile. Change visibility.

Join their groups if relevant to you

Search for them in that group and then connect to them



Review their contacts!



Using your network: **Linked**

To make the most of your networks you need to ask your self these questions:

1. What can my network do to help me?
2. How can I help my network?
3. Why would my network want to help me?
4. Who does my network know that I would like to know?

Being able to satisfy each of these questions will enable you to engage in communications more effectively when e-mailing your network



Using your network : **Linked**

- Remember your network is a two way street

- You need to be able to put others in touch to help enable them to establish helpful links

- 👍 top tips

- Join relevant groups to find new contacts

- Leave groups that generate a lot of irrelevant chatter

- Regularly review and cull unproductive contacts

Targeting contacts:



LinkedIn[®] Account Type: Basic

▼ Ian Osborne [Add Connections](#)

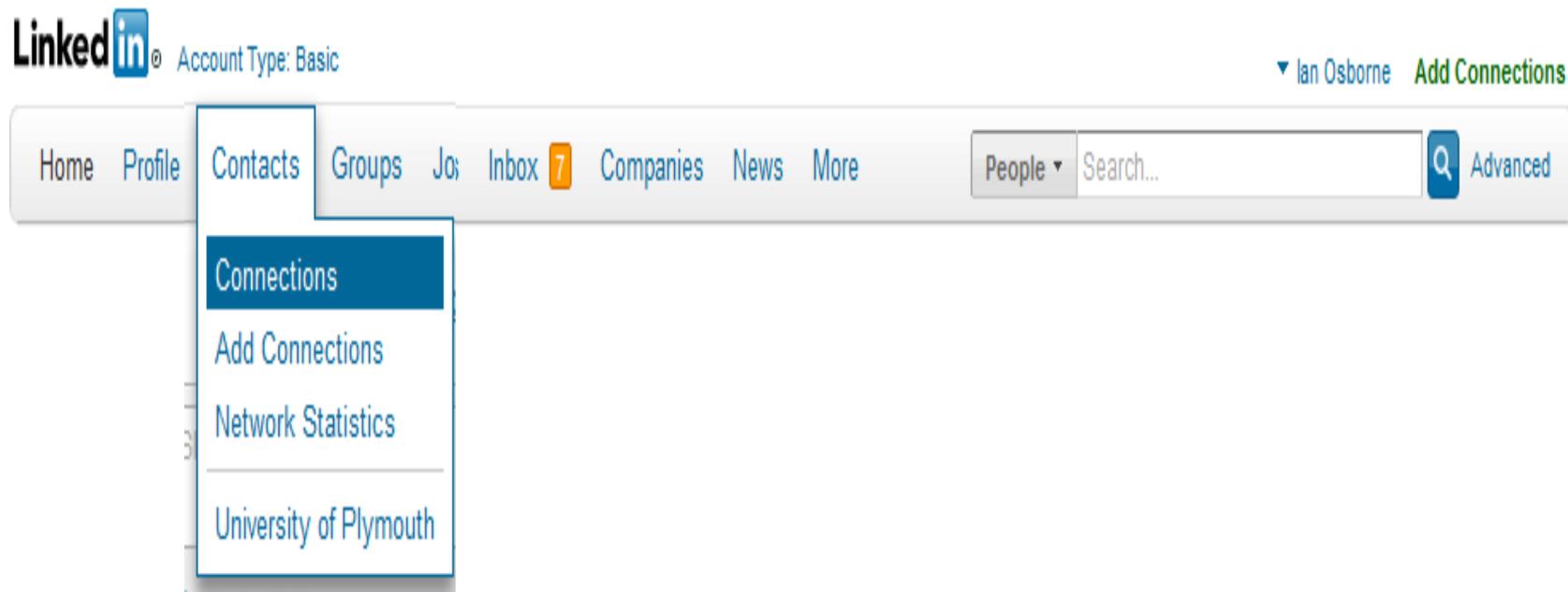


Use the Contacts, Groups and Companies tabs

Targeting contacts:



High light the Contacts tab in your browser



Targeting contacts:



Scroll through your connections and look at their network size

Connections Imported Contacts Profile Organizer Network Statistics Add Connections Remove Connections

Share your phone, IM and more with your connections. Update it now »

 Brookland, Matt 279 Co-founder & Director - UniSportOnline Ltd	Matt Brookland Co-founder & Director at UniSportOnline Ltd 279 connections (6 are new) → Send message → Edit details
 Carrington Smith, Tom 230 Student Entrepreneur in Residence - University of Exeter	Tags: friends, Edit tags ▾ Email: matt.brookland@unisportonline.co.uk Primary Title: Co-founder & Director Company: UniSportOnline Ltd



Targeting contacts:



Always keep in mind how you know them via these icons



= Approach the contact direct



= Approach the contact direct

!



= Gain an introduction by a known



= Gain an introduction by a known



Targeting contacts:



- Experiment with different group titles in the group search engine
- Find out what groups **2nd** and **3rd** contacts are in, join the same **GROUP** then contact them direct



Then search for a group



Targeting contacts:



- Use the Search Companies tab to look for key people in organisations that interest you

The screenshot shows the LinkedIn user interface. At the top left is the LinkedIn logo and the text 'Account Type: Basic'. On the right, it says 'Ian Osborne' and 'Add Connections'. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The 'Companies' tab is selected, and a dropdown menu is open showing search suggestions: 'Search Companies', 'A4e', 'University of Exeter', 'Anglia Ruskin University Business Services', and 'Odgers Berndtson South Africa'. Below the navigation bar is a search bar with a magnifying glass icon and the text 'Search...'. Below that is a section titled 'Search for Companies' with a large text input field and a blue 'Search' button. A blue arrow points from the text 'Type the company / organisation name in here' to the search input field.

- You are aiming to link in to key contacts by gaining a 1st



Targeting contacts:



Top Tips

Analyse a contact, group, company by looking at:

- Size of their network
- Who's in it
- Date of their last update to verify frequency of use
- Look up their business web link to vet their business and to see if it's of interest

To leave a group:

- Click on the “groups” tab in your tool bar
- Click on “your groups”
- Click “re-order”
- Choose the group you want to leave by selecting “Member settings”.
- Scroll to the bottom of the page and look for a tab that says leave group.

Maintaining Visibility: **LinkedIn**

- Build trust by remaining visible to your connections
- Most likely, your only contact with your network will be via e-mail and the activity shown on your profile



Joanne Caine (HR Professionals South West) posted a link:

Job Application cathedralappointments.co.uk

Job Description: Learning and Development Advisor– This is a newly created role within a growing and successful regional organisation currently going through an exciting period of change. The main focus of this position is...

Like • Comment • Share • 21 minutes ago



Joanne Caine (HR Professionals South West) posted a link:

Job Application cathedralappointments.co.uk

Job Description: HR Advisor– This is a newly created role within a growing and successful regional organisation currently going through an exciting period of change. The main purpose of this position will be providing...

Like • Comment • Share • 22 minutes ago



Tracy Adlington has an updated current title: Senior Recruitment Consultant at [APPLY Consultants](#)

Like • Comment • Send a message • 23 minutes ago



Lisa Brammer via Twitter

LisaStMellion Visit [@VisitDevon](#) stand B220 at half 2 for our bubbly drinks reception! We'll be there! [@StMellion](#) [@IntlConfex](#)

☆ Favorite Retweet Reply • 43 minutes ago



Steve Champion via Twitter

GlovemanSupply Five Leadership Lessons From James T. Kirk - Forbes <http://t.co/4eZCBML4>

☆ Favorite Retweet Reply • 45 minutes ago

Maintaining Visibility :

- Join groups and take part in group discussions

Most Popular Discussions



Follow Hazel

Getting ready for Generation Z

What effect will they have on our organisations? Read Impact's latest blog - [http://www.impactinternational.com/blog/2012/02/getting-rea ...](http://www.impactinternational.com/blog/2012/02/getting-rea...)

posted 20 days ago

Sarah Elizabeth Cromwell 35 minutes ago • Really enjoyed reading this piece.

[See more »](#)



What will the Olympics do for Higher Education in the UK? agr.org.uk

What will be the legacy of London 2012 Olympic Games for higher education? There is more to the impact of the Olympic and Paralympic Games on HE than just how academics have researched and evaluated them.

posted 8 days ago

Rebecca Fielding 4 days ago • We are experiencing great collaboration between our sports department at SHU and the olympics team. This is creating unprecedented work ... »

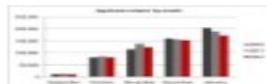
[See more »](#)



Follow Claire

Universities UK response to UCAS applicant figures for 15 January deadline

Nicola Dandridge, Universities UK's Chief Executive, said: "While overall applicants have decreased compared with the same point last ...



UCAS - 2012 applicant figures - January ucas.com

posted 1 month ago



Maintaining Visibility : **LinkedIn**

Ask for help and advice



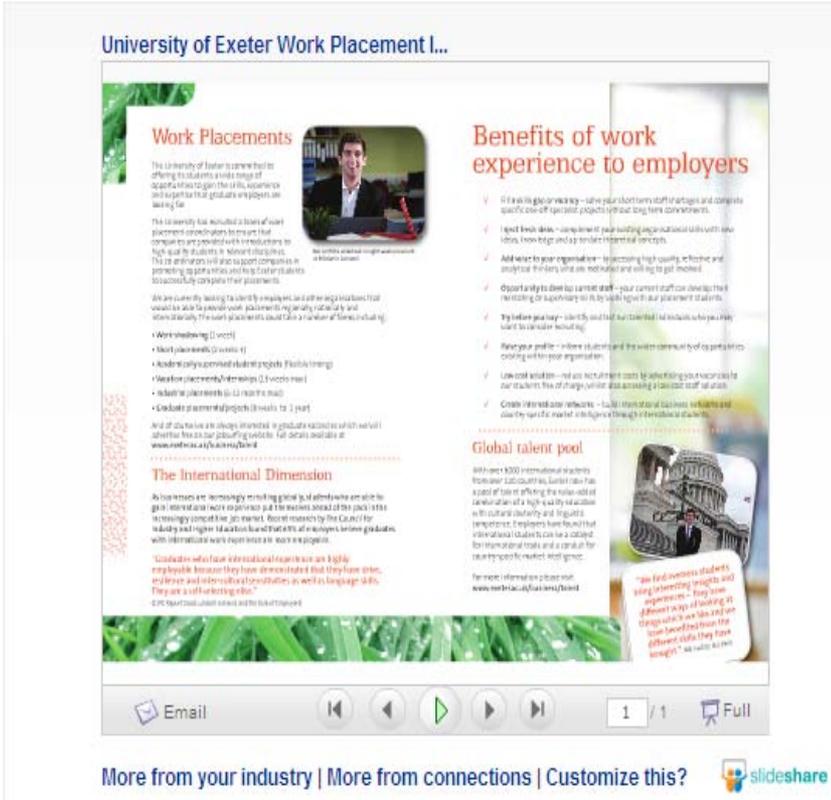
Share an update Currently writing a power point on how to use
Linked In – anyone got any ideas?

[Attach a link](#) visible to: anyone   [Share](#)

Maintaining Visibility :

- Events listings, show what your up to , what your doing and who has helped you.
- Media uploads of marketing, materials (e.g. PDF's or PPT's) by Slide share add-on

SlideShare Presentations [Remove]



University of Exeter Work Placement I...

Work Placements

The University of Exeter is committed to offering its students a wide range of opportunities to gain the skills, experience and professional graduate employers are looking for.

The University has recruited a team of work placement coordinators to ensure that companies are provided with the resources to help guide the students in relevant disciplines. This is supported by our support companies in providing guidance and advice to our students to successfully complete their placements.

We are currently looking to identify employers and other organisations that would be able to provide work placements to our students. If you are interested in providing placements to our students, please contact us at workplacements@exeter.ac.uk.

- Work placements (1 week)
- Short placements (2 weeks)
- Academic placements (short projects) (flexible timing)
- Work placements (term weeks) (1 to 6 months)
- Academic placements (1 to 12 months)
- Graduate placements (projects) (1 to 1 year)

And if you are always interested in graduate placements with us, we will be happy to discuss our graduate schemes. Full details available at www.exeter.ac.uk/graduate

The International Dimension

As our students are increasingly working global jobs, employers are able to gain international work experience and the benefits of the global experience come with the job market. Recent research by the Centre for Industry and Higher Education has found that 65% of employers believe graduates with international work experience in such a position.

Students who have international experience are highly employable because they have demonstrated that they have enterprising and interpersonal communication as well as language skills. They are well rounded graduates.

Benefits of work experience to employers

- ✓ It is a high priority – solve your short-term staff shortages and complete specific one-off projects without long-term commitments.
- ✓ High level skills – experience of your leading edge products with new ideas, new ideas and your broader experience concepts.
- ✓ Add value to your organisation – increasing high quality, flexible and analytical thinkers who are motivated and will go the extra mile.
- ✓ Opportunity to meet top talent early – your current staff can identify the potential of supervising or supporting our placement students.
- ✓ Try before you buy – identify and test out potential individuals who you may want to consider for a job.
- ✓ Refer your profile – inform students and the wider community of opportunities created for your organisation.
- ✓ Low cost solution – no additional costs for advertising your vacancies to our students. The charge is only the processing of placement staff salaries.
- ✓ Create inter-brand networks – build inter-brand business relationships on the global market in a highly competitive environment.

Global talent pool

With over 1000 international students from over 100 countries, Exeter offers a pool of talent offering the value-add of cultural skills of a high quality education with cultural diversity and linguistic proficiency. Employers have found that international students can be a catalyst for international trade and a catalyst for new and specific market insights.

The more information you send, the more we can help you.

"Our best business students are getting insights and experience – they have a different way of looking at things which we like and our team have had more than 1000 ideas they have brought" – a major client

SlideShare interface: Home | Explore | Your Connections | Your Slidespace | Upload | + Link your SlideShare account

SlideShare navigation: Email | Playback controls | 1 / 1 | Full

Footer: More from your industry | More from connections | Customize this? | slideshare

Maintaining Visibility :

Monitor connection tools to see how frequently your profile is viewed

Who's Viewed Your Profile?

7 Your profile has been viewed by 7 people in the past 30 days.

11 You have shown up in search results 11 times in the past 3 days.

Your LinkedIn Network

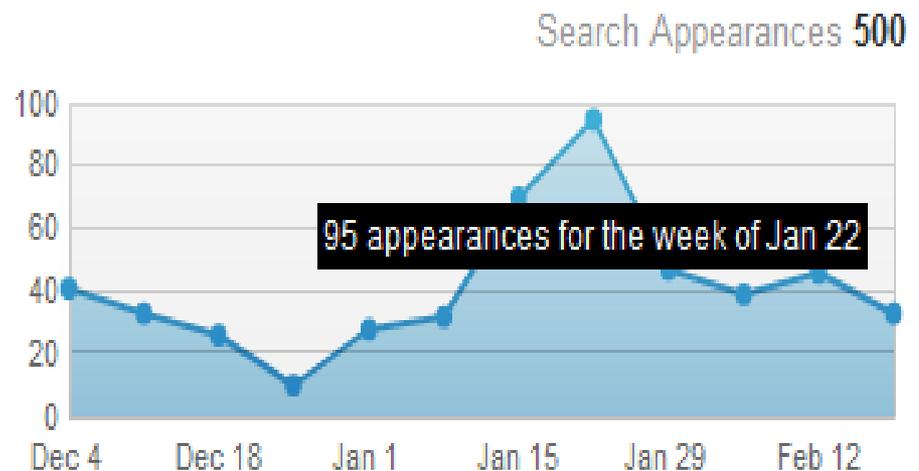
136 Connections link you to 4,654,524+ professionals

20,683 New people in your Network since February 24

[Add Connections](#)

Trends

Views **Appearances in Search**





In summary:



- Remember that Linked In is a professional networking site
- Keep tweaking your profile
- Ask your self why someone would want to connect to you, as well as why you want to connect to them
- Review your networks regularly

In summary:



- Research your groups before joining them
- Join groups to gain direct access to key individuals
- If you don't know someone, don't approach them direct, ask for an introduction from a mutual contact
- Make Linked In part of your routine; it takes time to build working and useful networks