

LinkedIn launched in 2003 and is currently the third most popular social network in terms of unique monthly visitors – right behind Facebook and Twitter. Think Facebook, but with a more professional feel. With more than 347 million users, LinkedIn is the most popular social network for professionals – primarily centered around careers. If you're a business on LinkedIn, it can also be a fantastic marketing tool, but do you know how to use LinkedIn to its fullest potential? Here's our top tips to optimize your LinkedIn presence.

## Top 9 LinkedIn Tips

1. Make sure you have a professional profile picture and use high quality images to make a good impression.
2. Include keyword rich details in your summary, (e.g. job title, fields of expertise, recent qualifications etc.
3. Include your business details in your personal profile.
4. Make sure your C.V is up to date.
5. Endorse your connections and ask for endorsements and recommendations.
6. Update your profile/ company page frequently (e.g. share company news, blogs, etc....
7. Start a group / join other groups – this is a great way to promote your interests while creating exposure.
8. Take LinkedIn very seriously. Treat it as your company website ( *this is not Facebook* )
9. Make sure you profile is All-Star. To accomplish this, all sections must be fully completed.

### And our top bonus tip...

Write intelligent and smart! This may be obvious but our most important tip, which is sometimes overlooked. Spelling and grammar must be correct, professional and to the point.