

## 5 Ways to Leverage LinkedIn's Features

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*Maximize the Benefits of LinkedIn!*



Have you seen the new features at [LinkedIn](#) yet?

The professional social networking site has launched a number of **new "share" features**, allowing users to send images, article experts, blog posts, and other relevant content to connections in much the same way users would on Facebook.

But wait!

Given that a LinkedIn account does not function like a personal Facebook profile, keep in mind that some content is more appropriate than other information for sharing with your business contacts.

Here are five ways you can leverage LinkedIn's new features.

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## 1. Stay top-of-mind.

Make a point to **post at least once a day** and consider **syndicating posts to your business' Twitter and Facebook accounts**.

This will help you remain fresh in the minds of your connections and clients. As long as the content is relevant and valuable, it will be appreciated and re-shared.

## 2. Find new talent.

Expanding your firm? LinkedIn can help.

LinkedIn is one of the largest and fastest-growing resources for finding the perfect job candidate.

Write a brand-appropriate blog post giving very specific details on the kind of person you're looking for. Give your post a simple, sharable headline that contains the company name and position available. When you're sharing the link, be absolutely sure to include **a call to action for every connection to pass this information on to others**.

## 3. Get feedback.

**LinkedIn groups and Q&A are popular and effective ways to get feedback.** Sharing in these areas allows you to cross-post your query across multiple networks and include supporting data such as a picture or Web site link.

One of the best aspects of using LinkedIn for soliciting feedback is that the comments from your professional network will all be collected in a single thread in your LinkedIn profile.

## 4. Promote events.

Whether you're going to a charity dinner or hosting a meet-up for your clients, a string of well-timed LinkedIn shares can be great way to **raise community awareness, drive participation or solicit volunteers or donations**. Again, ask others to re-share the content across their own networks, particularly if it's a local event geared toward your own community.

## 5. Brag a little.

If you have an article in an online publication or a blog post you're particularly proud of, LinkedIn can be a great way to broadcast that content to your network.

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Be sure to **include a personal comment** on why you're sharing the link, and **tailor the excerpt section** to include something descriptive and appealing, such as a quotation. Shares on LinkedIn are also a great way to spread news items that are relevant to your peers and clients.

There has never been a better time to investigate all that LinkedIn has to offer.

Business professionals around the world are riding the social media wave.

If you're not on it - you are missing out!

*Adapted from article [5 Ways Small Business Can Leverage LinkedIn's New Features](#) by Jolie Odell.*

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