

My LinkedIn®



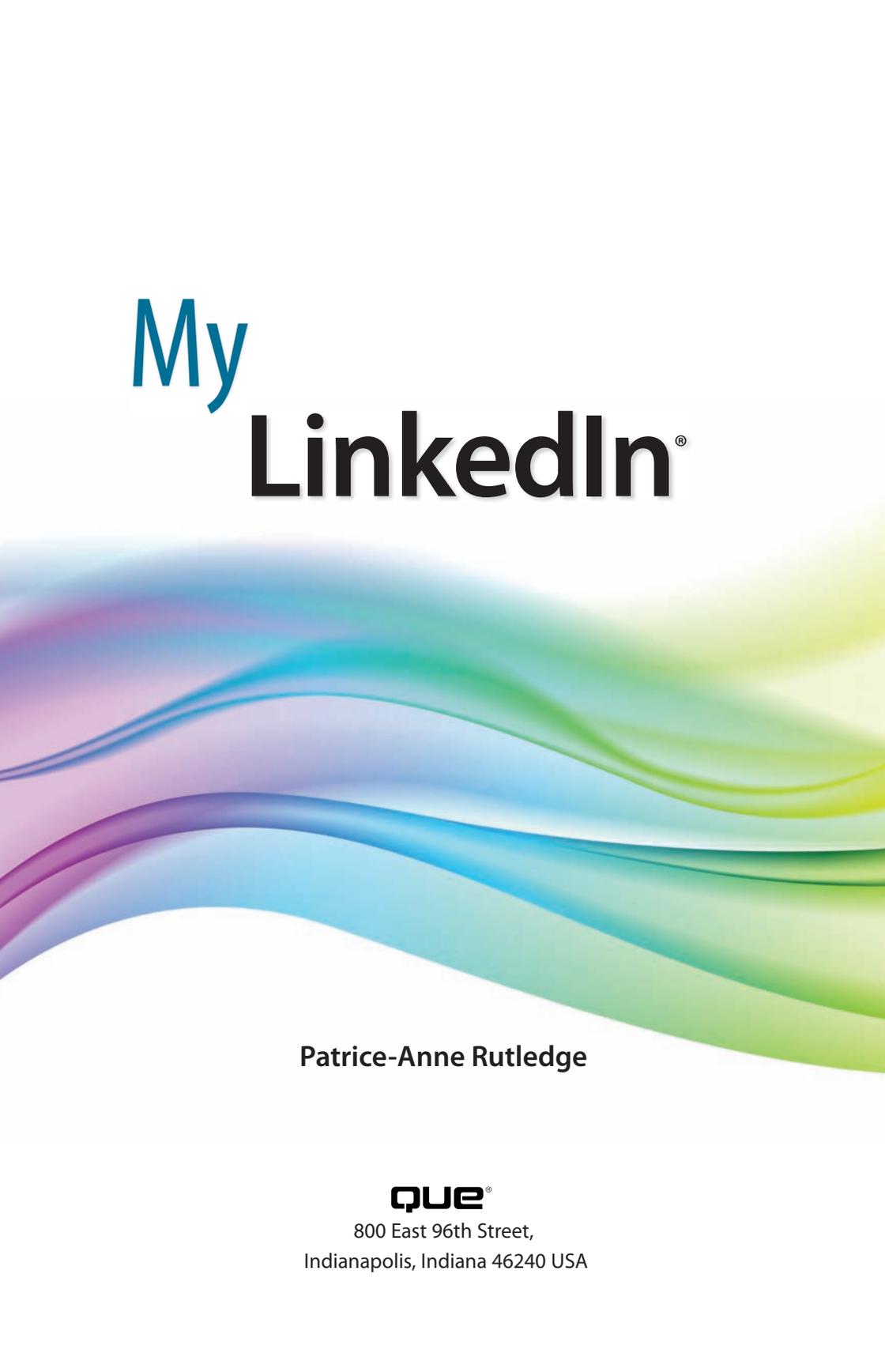
QUE®

Patrice-Anne Rutledge

FREE SAMPLE CHAPTER



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My LinkedIn®

Patrice-Anne Rutledge

que®

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My LinkedIn

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About the Author

Patrice-Anne Rutledge is a business technology author and journalist who writes about social media, web-based applications, and small business technology. Patrice is a long-time LinkedIn member and social networking advocate who uses LinkedIn to develop her business, find clients, recruit staff, and much more.

My LinkedIn is Patrice's fifth book about LinkedIn. She is also the author of *LinkedIn Essentials*, a video training series from Pearson Education. Her other books include *WordPress on Demand*, *Office 2013 All-In-One Absolute Beginner's Guide*, *Sams Teach Yourself Google+ in 10 Minutes*, *Using Facebook*, and *The Truth About Profiting from Social Networking*, all from Pearson. She is also the author of *LinkedIn Essentials*, a video training series. She can be reached through her website at www.patricerutledge.com.

Dedication

To my family, with thanks for their ongoing support and encouragement.

Acknowledgments

Special thanks to Michelle Newcomb, Charlotte Kughen, Vince Averello, Seth Kerney, and Karen Gill for their feedback, suggestions, and attention to detail.

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As the reader of this book, *you* are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

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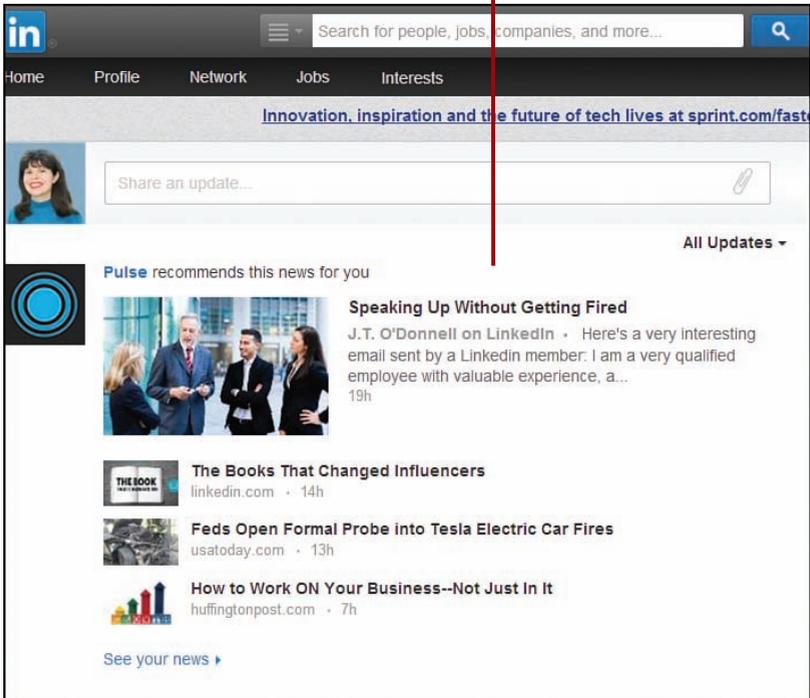
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LinkedIn home page



In this prologue, you learn about LinkedIn—the leading professional networking site on the Web:

- Exploring what you can do with LinkedIn
- Discovering what makes LinkedIn different
- Understanding the key to LinkedIn success

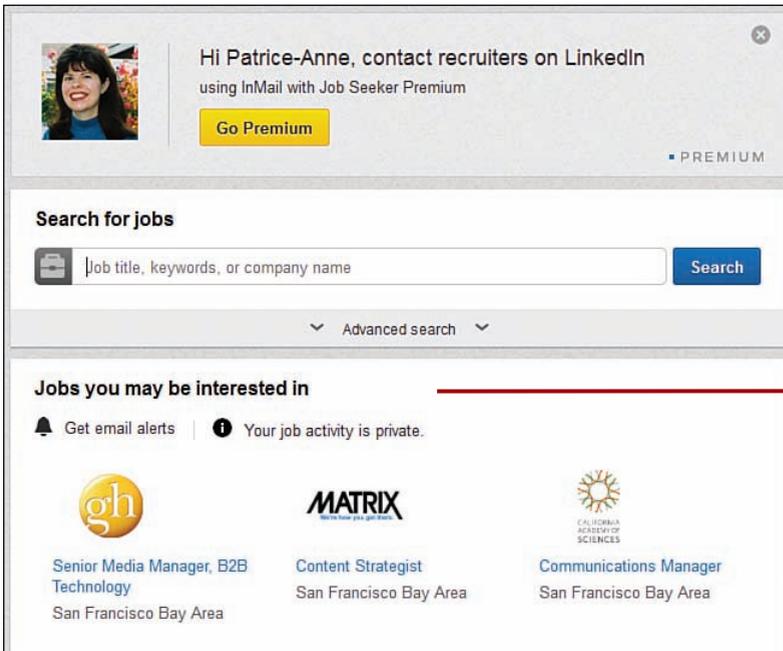
Getting to Know LinkedIn

LinkedIn (www.linkedin.com) is the world's leading social networking site for business, with profiles of hundreds of millions of professionals around the world. LinkedIn is also rapidly expanding: Two new members join approximately every second. The site is extremely active with recruiters from recruiting firms as well as from major companies such as Microsoft, eBay, Sony, Walmart, and PepsiCo, which makes it a prime hunting ground for job seekers. Everyone from top CEOs to President Barack Obama has a LinkedIn profile. If you want to network for business on just one social networking site, LinkedIn is the site to choose.

Understanding What You Can Do with LinkedIn

Creating a professional profile and developing a solid network of connections on LinkedIn can help you meet many goals. For example, participation on LinkedIn can enable you to do the following:

- Find a job or recruit quality job candidates
- Brand yourself online with a professional presence that demonstrates your expertise
- Develop your business by creating a Company Page and connecting with potential clients and partners



The screenshot displays a LinkedIn interface. At the top, a banner for Patrice-Anne features her profile picture, a greeting, and a 'Go Premium' button. Below this is a 'Search for jobs' section with a search bar containing the placeholder text 'Job title, keywords, or company name' and a 'Search' button. An 'Advanced search' dropdown menu is visible below the search bar. The 'Jobs you may be interested in' section includes a notification bell icon, a 'Get email alerts' link, and a privacy notice. Three job recommendations are shown, each with a company logo and details:

Company Logo	Job Title	Location
	Senior Media Manager, B2B Technology	San Francisco Bay Area
	Content Strategist	San Francisco Bay Area
	Communications Manager	San Francisco Bay Area

Finding a job on LinkedIn

LinkedIn Company Page



LinkedIn History

LinkedIn was established in May 2003 when the five company founders invited 350 of their closest business contacts to join. By the end of that first year, LinkedIn had reached 81,000 members.

Discovering What Makes LinkedIn Different

It's clear that today's technology has forever changed the way people find a job, promote their businesses, foster strategic partnerships, and develop their professional networks. But technology is just the enabler. The fundamental concepts of professional networking remain the same both online and off. Building relationships through mutual connections and trust is the foundation of networking on LinkedIn, just as it is in the real world.

Focus on Strategy, Not Filling Out Forms

At first glance, LinkedIn appears deceptively simple. Its true power, however, comes from employing the strategic best practices of online networking, not on your ability to enter your professional data in a form.

Before getting started with LinkedIn, however, you need to understand its unwritten rules that distinguish it from other social networking sites. LinkedIn's focus is on developing a mutually beneficial online business network. With LinkedIn, you can stay in touch with your existing contacts and connect with other professionals who share your goals and interests. LinkedIn is not the place to amass thousands of "followers," engage in heavy sales tactics, or send spam-like communications. Keeping these rules in mind can help you develop a LinkedIn strategy that generates positive results in your professional career.

Understanding the Key to LinkedIn Success

The key to success on LinkedIn is to establish clear goals and ensure that all your actions on the site work to achieve those goals.

For example, if your goal is to find a job on LinkedIn, you want to create a strong profile with keywords that attract recruiters. You also want to develop a solid network of professional contacts in your industry—the type of people who might hire you or who might provide relevant job leads.

On the other hand, if your goal is to find business leads and develop your platform as an expert in your field, you could use a different approach. A strong profile and network of connections are still important, but you might also want to post informative status updates and participate in LinkedIn Groups to promote your expertise among LinkedIn's millions of members.

My LinkedIn is designed to get you up and running on LinkedIn as quickly as possible. This book focuses on standard LinkedIn functionality. LinkedIn rolls out beta functionality and new features on a regular basis, so the features available to you might vary at any given time. For now, turn to Chapter 1, "Creating Your LinkedIn Account," to get started with this powerful networking tool.

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View messages View invitations Filter your messages

Search Inbox

Compose Message

Inbox

Sent

Archived

Trash

Messages 2 Invitations 5

Archive Delete Mark Read Mark Unread

Select: All None All Messages Newest

Sara Wretstrom
Sara Wretstrom has forwarded you Carina Olson's...
Reply · Forward · Archive · Delete

Patrice-Anne Rutledge
Happy Birthday!
Reply · Forward · Archive · Delete

Aug 20

Aug 20

Response options

In this chapter, you learn about the LinkedIn network and the many ways to communicate with other LinkedIn members.

- Sending a message from the inbox
- Sending a message from a profile
- Sending InMail to an OpenLink Network participant
- Managing your inbox
- Requesting introductions

6

Communicating with Other LinkedIn Members

LinkedIn is based on connection and communication between its members. Fortunately, you have several options for staying in touch with the people you know and reaching out to new people, including messages, InMail, and introductions.

Understanding LinkedIn Messages, InMail, and Introductions

LinkedIn offers several ways to communicate with other members. The type of communication you can send depends on how you're connected to these members. Your choices include the following:

- **Messages**— Messages are the primary form of communication on LinkedIn. You can send messages only to your 1st degree connections or to group members (directly from a group, not from their profiles). See the “Sending Messages” section later in this chapter for more information. Although you often see the

term *message* used generically to refer to all items in your inbox, it is a specific type of communication in itself.



You can send a message to this
1st degree connection

- **Invitations**—An invitation is a request to connect with another LinkedIn member. Refer to Chapter 3, “Developing Your LinkedIn Network,” for more information about sending invitations.
- **InMail**—An InMail is a private message to or from a LinkedIn member who is not your connection. You can receive InMail if you indicate that you are open to receiving InMail messages on the Account & Settings page. In general, sending InMail is a paid LinkedIn feature unless the recipient is a premium member who belongs to the OpenLink Network. See the “Sending InMail” section later in this chapter for more information.

You can send free InMail to this
OpenLink Network participant



- **Introductions**—An introduction provides a way to reach out to the people who are connected to your connections. By requesting an introduction through someone you already know, that person can introduce you to the person you’re trying to reach. You can contact your 1st degree connections to request introductions to members who are 2nd and 3rd degree connections. Members with free accounts can have up to five introductions open at a time. See the “Requesting Introductions” section later in this chapter for more information.

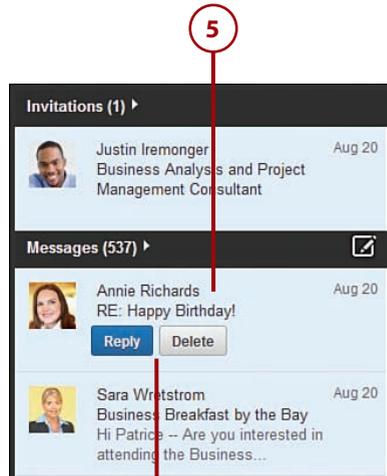
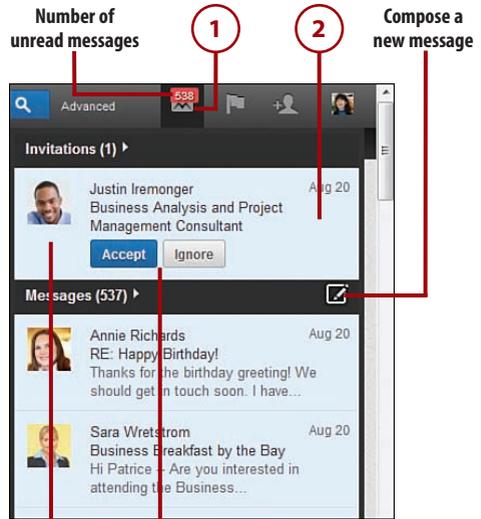
Managing Your Inbox

Your inbox is the focal point for all your direct communication on LinkedIn.

Preview Your Inbox

LinkedIn makes it easy to preview what's new in your inbox from anywhere on its site.

1. Pause over the Inbox button on the navigation bar.
2. LinkedIn displays a list of your most recent invitations and messages.
3. Click an invitation to view the sender's profile.
4. Pause over an invitation to accept or ignore it.
5. Click a message to open it.
6. Pause over a message to reply to it or delete it.



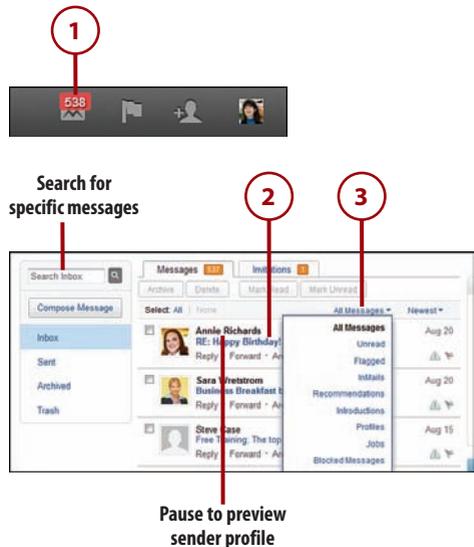
View Messages in Your Inbox

The default view of your inbox is the Messages tab, which displays all the messages you've received. If you have a lot of inbox messages, you can filter what displays: only unread messages, flagged messages, InMails, recommendations, introductions, profiles, jobs, or blocked messages. By default, LinkedIn displays your messages in order from newest to oldest.

Viewing Invitations

The inbox also includes another tab: Invitations. This tab displays all open invitations you need to respond to. Refer to Chapter 3 for more information about responding to invitations to connect.

1. Click the Inbox button on the navigation bar.
2. View a message by clicking its subject line.
3. Click the All Messages link and choose one of the available options from the drop-down menu to filter your messages by topic.



Pause to preview sender profile

Searching for Specific Content

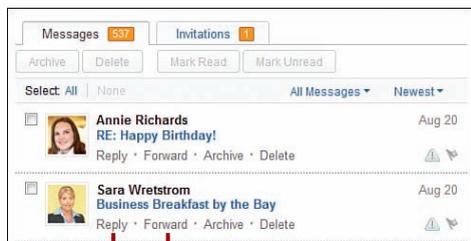
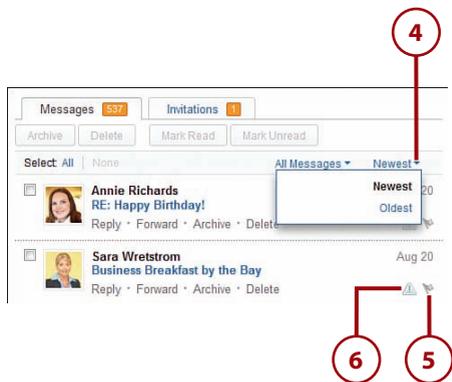
In addition to filtering inbox items, you can search for a specific message. Enter a keyword in the Search Inbox box on the left side of the page and click the Search button (the button with the magnifying glass). LinkedIn displays all messages containing that search term. For example, you could search for a person's name or a word or phrase in the subject line or message text.

- By default, LinkedIn displays your messages in order from newest to oldest. To reverse this order, click the Newest link and select Oldest.
- Click the Flag icon, which acts as a toggle, to flag or unflag a message for follow-up.
- Click the Report Spam icon to notify LinkedIn of a spam message.

Reply to a Message

In addition to replying to messages from the inbox preview, you can send replies directly from the inbox.

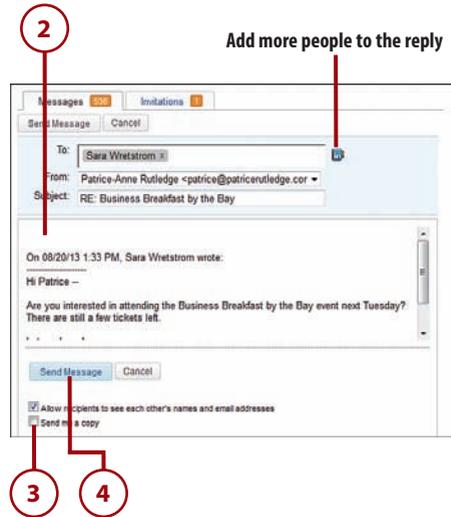
- Click the Reply link below the message to which you want to reply.



1

You can also forward a message

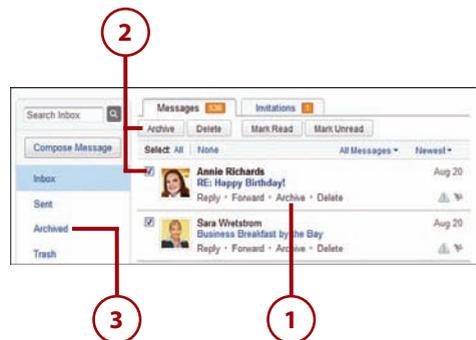
2. Enter your response in the text box.
3. Select the Send Me a Copy check box if you want LinkedIn to email you a copy of your message.
4. Click the Send Message button.



Archive Messages

It's a good idea to archive old or resolved messages to keep your inbox focused on your current action items. When you archive a message, LinkedIn moves it the Archived folder.

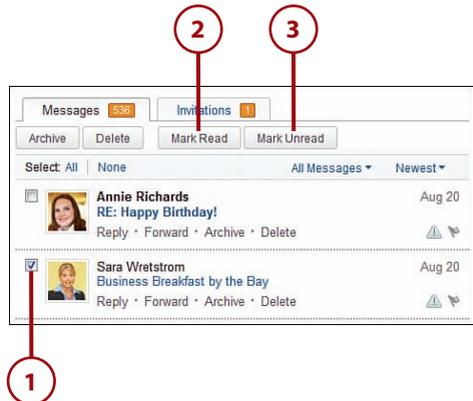
1. Click the Archive link below the message you want to archive.
2. To archive multiple messages, select the check boxes to their left and click the Archive button.
3. Click the Archived tab to view archived messages.



Mark and Unmark Messages as Read

LinkedIn marks messages in your inbox as read or unread so that you can keep track of what needs your attention. By default, new messages appear in bold text to signify that you haven't read them (unread status). After you read a message, the message no longer is boldfaced in your inbox (read status). You can change the status of messages manually if you prefer.

1. Select the check box to the left of the messages whose read status you want to change.
2. Click the Mark Read button to change the message status to read.
3. Click the Mark Unread button to change the message status to unread.



Delete Messages

You can delete unwanted messages from your inbox and move them to your Trash folder. In this folder, you can choose to empty your trash, undelete a message you deleted by mistake, or delete messages permanently.

1. Click the Delete link below a message you want to delete.
2. To delete multiple messages, select the check boxes to their left and click the Delete button.
3. Click the Trash tab to view deleted messages.



- Click the Undelete link below a message you want to undelete. LinkedIn returns it to your inbox.
- Click the Delete Permanently link below a message you want to delete permanently.

You Can Archive or Delete Multiple Messages

To undelete or permanently delete more than one message at a time, select the check boxes to the left of all targeted messages and then click either the Undelete or Delete Permanently button at the top of the inbox.

- Click the Empty Trash button to delete all messages permanently.



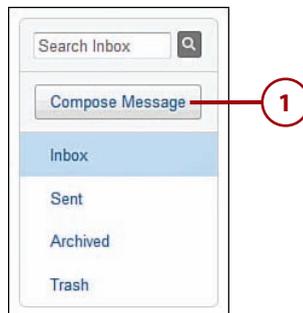
Sending Messages

LinkedIn offers numerous ways to send messages, including sending messages from the inbox or from a member's profile.

Send a Message from the Inbox

One way to send a message to one of your 1st degree connections is from your inbox.

- Click the Compose Message button.

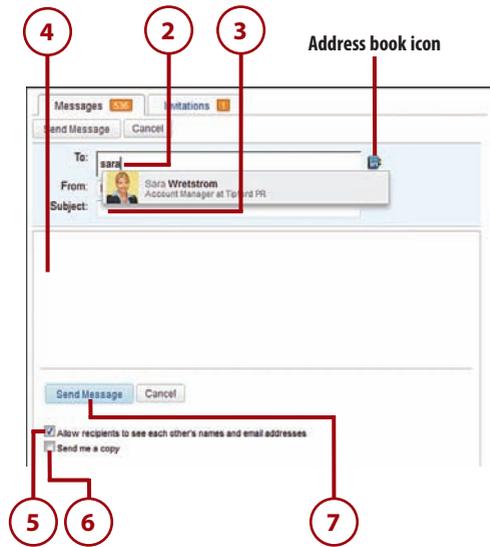


2. Start typing the name of the person you want to message. As you type, LinkedIn displays potential matches you can select.

Send a Message to Multiple Connections

Alternatively, click the address book icon to open your connection list. With the address book, you can search for the person you want to reach or select multiple recipients for your message. LinkedIn enables you to send a message to up to 50 connections at one time.

3. Enter a subject for your message.
4. Enter your message in the text box.
5. If you're sending a message to multiple recipients and don't want to disclose this information, remove the check mark before the Allow Recipients to See Each Other's Names and Email Addresses check box (selected by default).
6. To email yourself a copy of your message, select the Send Me a Copy check box. Your message already appears in your Sent folder by default.
7. Click the Send Message button.



Send a Message from a Connection's Profile

You can also send a message to your 1st degree connections from their profiles.

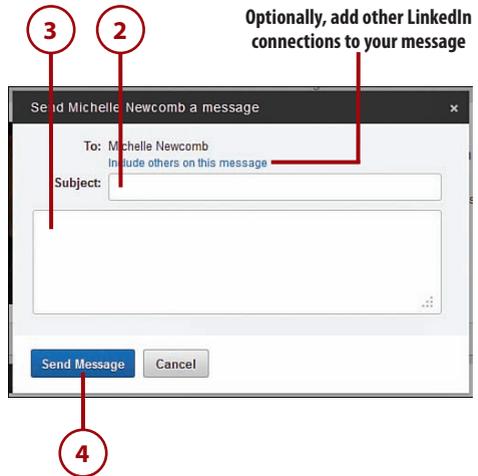
Finding a Profile

The easiest way to find someone's profile is by using the search box at the top of the LinkedIn screen. See Chapter 7, "Searching on LinkedIn," for more information about the search box.

1. Click the Send a Message button.
2. Enter a subject for your message.
3. Enter your message in the text box.
4. Click the Send Message button.



1



3

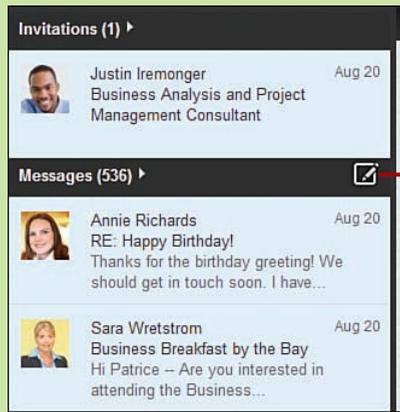
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Optionally, add other LinkedIn connections to your message

4

OTHER WAYS TO MESSAGE YOUR LINKEDIN CONNECTIONS

Although sending your connections a message from your inbox or from their profiles is common, LinkedIn offers several other ways to message your connections. You can also do the following:



Compose Message button

- Pause over the Inbox button on the navigation bar and click the Compose Message button.



Message a 1st degree connection from the people search results page

- Click the Message button in people search results. This button displays only next to people who are your 1st degree connections. See Chapter 7 for more information about people search results.



Message a connection from your home page

- Pause over a connection's name on your home page and click the Send a Message button in the profile preview.



A connection's external contact information

Contacting people off of LinkedIn is another option. The profiles of your 1st degree connections display their external email addresses in the Contact Info tab below their headlines and photos. In addition, some members include their email addresses directly on their profiles for the entire LinkedIn network to see.

Sending InMail

As mentioned earlier in this chapter, InMail enables you to contact LinkedIn members who aren't in your network. In an effort to manage spam, LinkedIn requires members to pay to send InMail. InMail is most useful for members who want to contact a wide variety of people, such as recruiters or individuals using LinkedIn for business development.

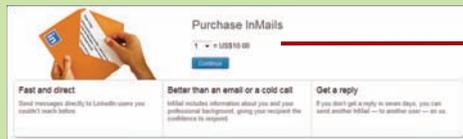
There is one exception in which you can send InMail for free, even if you don't have a premium account: You can send InMail at no charge to members who participate in the OpenLink Network. LinkedIn identifies these members with the OpenLink icon on their profiles or in search results. To enable other members to send *you* free InMail, you must specify that you want to participate in the OpenLink Network when you sign up for a premium account.

INMAIL UPGRADE OPTIONS

LinkedIn premium accounts, including Job Seeker premium accounts, enable you to send a fixed number of InMail messages per month. To learn more about LinkedIn premium accounts and InMail, click the Upgrade link on the navigation menu.

You can also purchase individual InMails at \$10 each by pausing over your photo in the upper-right corner of the screen and selecting Review. Then click the Purchase link below the InMails field on the Account & Settings page. This is cost-efficient only if you want to contact just a few people by InMail.

Refer to Chapter 1, “Introducing LinkedIn,” to learn more about premium account options. See Chapter 10, “Finding a Job,” to learn more about Job Seeker premium accounts.



You can purchase individual InMails

Send InMail to an OpenLink Network Participant

You can send free InMail to participants in the OpenLink Network directly from their profile. If the recipient doesn't respond to the InMail within seven days, the message expires.

1. Verify that the person you want to contact is an OpenLink Network participant.



Why Can't I Send InMail?

Remember that you can send free InMail only to OpenLink Network members. If you click the Send InMail link on the profile of another member, LinkedIn prompts you to sign up for a premium account if you don't already have one.

2. Click the Send InMail link on the profile of the person you want to reach.
3. Enter your email address and phone number if you want to share contact information.

Hiding Contact Information

If you don't want to share your contact information with the person you want to reach, remove the check mark from the Include My Contact Information check box (selected by default). In general, it's a good idea to share contact information.

4. Select the reason for your InMail, such as job inquiry or business opportunity.
5. Enter the subject of your InMail.
6. Enter your message. To increase your chances of a positive reply, be as specific as possible.
7. Click the Send button to send your InMail.

2

Send InMail ▾

Deselect to hide your contact information

4

3

Compose your OpenLink Message

To: Ann Smith
From: Patrice-Anne Rutledge

Include my contact information

Enter the contact information you would like to share

Email: patrice@patricerutledge.com

Phone:

Category: Choose... ▾

Subject:

Your message to Ann:

Ann is interested in:
career opportunities,
expertise requests,
reference requests,
getting back in touch

Ann's contact advice:

Note: You have no introductions en route. You can send 5 out at a time with your current account.

6

5

7

Send or Cancel

Consider Alternatives to InMail

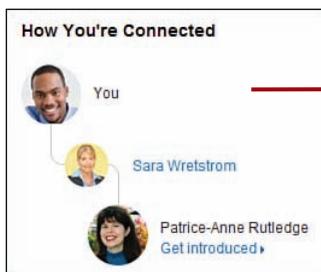
Although InMail is an effective LinkedIn communication tool, it comes at a price. If you want to contact someone you don't know and don't want to pay to send InMail, you have several other options. You could join a group that this person belongs to and then send a message or invitation to connect as a fellow group member. You could also request an introduction through a mutual connection. Alternatively, you could choose to contact the individual outside LinkedIn by accessing the website links and external email information that individuals provide on their profiles.

Requesting Introductions

Requesting an introduction is a good way to connect with people in your network with whom you don't connect directly. Although you can send an invitation to someone you don't know, you might want to consider requesting an introduction through a shared connection for important communications. An introduction can carry more weight than a cold contact.

For example, let's say that you're connected to your former manager, Felice (1st degree connection), who is connected to Dalton (2nd degree connection), a manager at another local company. You're interested in working in Dalton's department, but you don't know him and haven't seen any posted job openings. Rather than sending Dalton an email and resume as a cold contact, you could send an introduction request through Felice.

Often you already know how you're connected to the person you want to reach, but you can also determine this by viewing the How You're Connected section in the right column of your target contact's profile. If you don't already know of a common connection, this section could list a name you recognize.



Discover how you're
connected to someone

MAKING THE MOST OF LINKEDIN INTRODUCTIONS

Here are several tips for making the most of LinkedIn introductions:

- **Talk to your 1st degree connection before sending an introduction request on LinkedIn**—Your connection might have information that's pertinent to your request. For example, if you're trying to reach someone about job opportunities, your connection might know whether your target is hiring or whether there's a more suitable person to contact.
- **Make your introduction request concise and specific**—A vague request to “get to know” someone isn't nearly as effective as stating your specific purpose, such as seeking employment, recruiting for a job, offering consulting services, and so forth.
- **Keep in mind that LinkedIn provides only five introductions per month with a free basic account**—You can find out how many introductions you still have available on the Account & Settings page (pause over your photo on the navigation menu and select Review from the menu). To increase your number of open introductions, you need to upgrade to a premium account. LinkedIn recommends using introductions judiciously rather than as a tool to contact hundreds of members.

It's Not All Good

FOCUS ON INTRODUCTIONS TO 2ND DEGREE CONNECTIONS

Although a 2nd degree connection can request an introduction to a 3rd degree connection, this requires two intermediaries. In many cases, the second intermediary (your 2nd degree connection passing on your request to your 3rd degree connection) probably doesn't know you and could be less inclined to forward your introduction. For best results, focus on introductions to 2nd degree connections rather than 3rd degree connections.

Request an Introduction

The easiest way to request an introduction is through your target contact's profile.

1. Click the down arrow to the right of the Send InMail button and select Get Introduced.

Where's the Get Introduced Link?

Remember that the Get Introduced link displays only for people who are your 2nd or 3rd degree connections. If someone is outside your network, you can only send that person InMail or invite him to connect.

2. Select the person from whom you want to request the introduction. If you have only one connection in common with the individual you want to reach, only that connection displays in this box.
3. Enter the subject of your request.
4. Enter a message to the person you want to be introduced to. It's also a good idea to add a brief note to the person you want to make the referral (your 1st degree connection).
5. Click the Send Request button to send your introduction request.



Another Way to Request an Introduction

You can also request an introduction by clicking the down arrow to the right of the Connect button in people search results and selecting Get Introduced. See Chapter 7 for more information about searching for people.

What Happens Next?

Your 1st degree connection receives your request and can choose to forward it to your target connection with comments or decline your request. If your request wasn't clear, your connection might ask you for more information. See the following section, "Manage Introduction Requests," for more information about the next step in the process.

Manage Introduction Requests

In addition to requesting your own introductions to others, you might receive introduction requests in your inbox. For example, LinkedIn members might ask you to facilitate an introduction to one of your connections or might ask your connection to facilitate an introduction to you.

1. Click the All Messages link in your inbox and select Introductions from the drop-down menu.



Request an introduction from people search results



1

- Click the subject line link.
- Click the Forward button to forward the request to your connection.

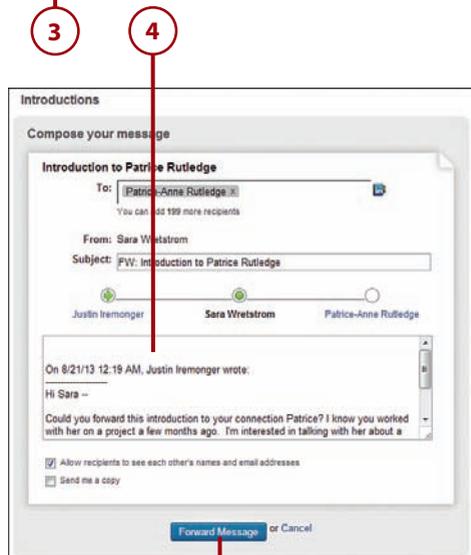
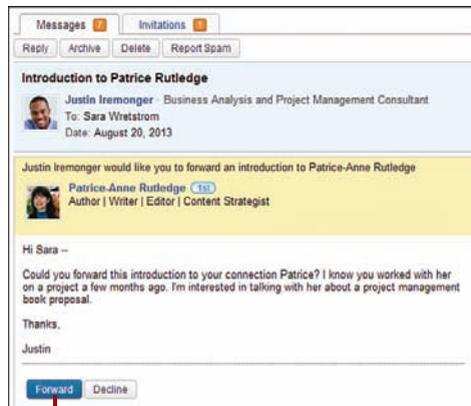
Declining an Introduction Request

If you don't want to make the introduction, click the Decline button, select a reason why you feel the introduction isn't a good fit, and click the Send button. The person who requested the introduction receives your feedback on why you declined the introduction.

- Enter any additional comments about this introduction request.
- Click the Forward Message button.

What Happens Next?

The target recipient receives your forwarded introduction request and can accept or decline it. Accepting the introduction enables the requestor and target to communicate with each other, but they still need to send an invitation request to become connections.



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