

LinkedIn Do's and Don'ts!

A busy person's guide to making
a great impression on LinkedIn



Do's!

- ⦿ Personalize connection requests.
- ⦿ Have a profile picture – recognizable head & shoulder image cropped to fit.
- ⦿ Have an attractive header graphic that is relevant to your profile.
- ⦿ Personalize your recommendation requests, keeping it professional at all times.
- ⦿ Turn off notifications when updating your profile.
- ⦿ Send a welcome message that provides value.
- ⦿ Regularly nurture relationships.
- ⦿ Your connections are precious, please keep them private.
- ⦿ Introduce your connections to each other.
- ⦿ Think about your connections when seeing jobs posted. They may qualify.
- ⦿ Respond promptly to messages.
- ⦿ Participate in group discussions.
- ⦿ Check your profile regularly.
- ⦿ Find meaningful groups to join.

And let your personality shine through!

Don't

- ⊗ Send spammy messages to your connections.
- ⊗ Over post (no more than 2x/day!).
- ⊗ Ask people you haven't worked with for recommendations.
- ⊗ Criticize or comment negatively in groups.
- ⊗ Discuss religion or politics.
- ⊗ Post self-serving content in groups.
- ⊗ If you are going to send a single message to reach multiple people, you need to ***unselect*** the option that says, "Allow recipients to see each other's names and email addresses".
- ⊗ Ask people to like your Facebook page.
- ⊗ Ask new connections or people you don't know to endorse you.
- ⊗ Send messages with, "I see you viewed my profile..."
- ⊗ Treat LinkedIn like Facebook or Twitter.
- ⊗ Use your business or organization name for your personal profile. Just like Facebook - personal profiles must use a real "human's" name.



Vicky

About VK Productions

I created this guide to help professionals new to LinkedIn understand the "do's" and "don'ts".

In today's online world, we get judged by our acumen in using different social media platforms. Making a great first impression is just as important here as it is in person. Sometimes more so, as often your actions on social media are there for everyone to see and can be shared.

Although this list doesn't include every rule to follow, it will give you a great start and lead to, hopefully, a successful and enjoyable experience.

For more tips on business, social media, as well as the occasional "life in general" comment, connect with me on your favorite Social Media platform!

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