

Top 5 Things to Make LinkedIn Work for You

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1. **Have a complete profile** - You wouldn't invite people over to your house if it wasn't finished being built. So before you do anything else fill out your ENTIRE profile and make sure to include a picture of yourself smiling.
2. **Build your network through adding connections** - Make sure to connect with only people you know, trust, and can recommend. You are only as strong as your weakest connection so make sure you maintain the integrity of your network.
3. **Status Update** - This is a great way to contribute and provide value to the people you are connected with.. Remember content is still king so make sure whatever you post is poignant and relevant. No updates about going to the bathroom.
4. **Join Groups** - This is a great way to meet new people and contribute to bigger conversations within your industry or sector. You can also find experts within your field to ask questions of and gain expert insights.
5. **Answer questions** - The section on LinkedIn call "Answers" enables you to ask a question to over 100 million people. Anyone on LinkedIn can participate in answers regardless of industry or job. Make sure you craft your response to help answer the question and not just pitch your product. This whole "social" thing is all about contributing to the greater good, so jump in.