



LinkedIn Action Guide

Simple Actions You Can Take Daily, Weekly & Monthly

For corporate professionals, business owners, as well as career changers, LinkedIn can be a powerful tool to keep in touch with your professional circle and expand your own online credibility and presence. But in many ways, it's still underutilized because we fear sharing too much or sharing the wrong things about our professional lives.

I've created this overview of how I currently use the free version of LinkedIn each day, week, and month. This guide doesn't attempt to be comprehensive or tap into every single one of LinkedIn's tools, such as groups, InMail, or company pages. It's simply a list of what I've found works for me using the basic platform.

Many people tell me they keep up with all I'm doing on LinkedIn, and I'm often surprised at how a short investment of time here creates greater awareness and understanding of my own superpowers at work. Try some of these actions yourself and see how they work to help increase others' awareness of your great work.

Always, Darcy

*Connect with me on LinkedIn at
<http://www.Linkedin.com/in/DarcyEikenberg>*

P.S. I'm not affiliated with LinkedIn in any way, and all of the tips I share are based on using the free version. When you're ready for more or even want to review the basics, there are thousands of articles and videos available offering points of view and often promoting paid training or tools. I haven't used any of these and so don't currently endorse any, but am always interested to hear about your experiences. LinkedIn itself offers these support resources:

- LinkedIn Help Center: <http://help.linkedin.com/app/home>*
- LinkedIn's YouTube page, with videos walking you through certain actions:
<https://www.youtube.com/user/linkedinhelp/videos>*

P.P.S: LinkedIn, like all social media platforms, changes all the time. But documents like this can float out on the interweb forever. While we'll do our best to keep this updated, if you find something that no longer works the way it's described, let us know at info@RedCapeRevolution.com. Thanks!

What to Do Every Day (Time: 1-2 minutes)

>>>>Action 1: Log in to LinkedIn and scan 3-4 screens of your newsfeed.

Hey, I know you're probably already checking Facebook; so just scan LinkedIn at the same time. If you're worried about spending too much time on social media, good for you! It can be a time sucker. Try setting the timer on your phone for 2 minutes, and when it buzzes, move on to other things!

What's the newsfeed?

It's the main list of content from and about your connections so you can keep up with what they're sharing and talking about. When you post updates or articles, you show up on the newsfeed of your connections so they'll see the same about you.

Here's mine in spring 2017 (and of course, it does change, but the concept of a newsfeed is likely to remain the same):

The screenshot shows a LinkedIn newsfeed interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below the navigation bar, there is a search bar and a link to a board position. The main content area is divided into three columns. The left column shows the profile of Darcy Eikenberg, PCC, with 138 profile views and 22 post views. The middle column shows a post by Sharon Hunter, liked by Nikki Edwards, with a red arrow pointing to the text 'Your newsfeed'. The right column shows an advertisement for a LinkedIn Learning course. The bottom of the page has a footer with links for About, Help Center, Privacy & Terms, Advertising, Business Services, and More, along with the LinkedIn logo and copyright information.

>>>>Action 2:

As you scan down the newsfeed, like, comment, and share generously.

Likes, comments, and shares aren't just fluff. They're a way to get noticed by others and to increase the number of times you are appearing in your connections newsfeeds—without having to create all your own content or write daily updates.

Generosity pays off. People appreciate—and notice—people who take the time to react to what they've shared. Plus, when you like, comment, or share, your face shows up on the newsfeed again.

Don't get intimidated by leaving a comment. It could be as simple as:

- Thanks for sharing, David!
- Interesting piece, Nancy.
- Good for you, Angela!

When you share, acknowledge the person who shared it first. Use the @ sign before their name and/or company name, and LinkedIn will typically contact the person or company page to let them know they were mentioned.

- Interesting reading. Thanks, @Sandy Beach for sharing!
- Powerful video from @Larry Light and the team at @XYZ Company.

You don't have to comment or share everything, but think of it as a vote of confidence or support for your connection—and the opportunity for you to be seen as a generous, visible connector.

Job Changes & Work Anniversaries

As you're scanning the newsfeed, you'll have ample opportunities to like or comment on content like job changes, anniversaries, and other career milestones. LinkedIn keeps changing how they treat these, but currently, if you don't catch them in your newsfeed, they're appearing under "Notifications."

Job Changes

Think about the last time you changed jobs. It was a big deal, right? So if someone has updated their LinkedIn profile to share their new position, you should at least say congratulations.

I like to click through to the person's profile and double check that it's truly a new job and not just an update of their description. Especially for people you know, it looks bad to be a robot and congratulate someone on their year anniversary when they actually just clarified their title on their profile.

Bonus strategy: don't be a lemming and just click the pre-written "Congrats" message that LinkedIn serves up to you. Click through to the person's profile, read a little more about what they're doing now, and write a quick message such as one of these:

- All the best to you in your new position!
- [XYZ Company] is lucky to have you!
- Good for you! Best of luck!
- If you know someone at their new company, say "My friend @NAME works there—I'd be happy to introduce you."

Anniversaries

LinkedIn tracks an anniversary based on the data you put in your profile. So it's not perfect. But as successful professionals get better and better with keeping data current on LinkedIn,

For an anniversary, you can write:

- Best to you on another successful year!
- Congratulations on this milestone.
- Happy work anniversary!
- [Company name] is lucky to have you—congrats!

Don't just click the pre-filled "Congrats!" message. Be a human and write something!

>>>>Action 3: Share an article, photo or update.

Don't think you don't have anything to share? Think again.

- Read an interesting article in your professional journal? Post it here.
- Something cool happen in your company? Post it here.
- Have a question your community might help with? Ask it!
- Have a great meeting with a client or at a professional organization? Say so.
- Appreciating someone in your life at work today? Say so (and remember, the @mention is a way to give them an extra boost of thanks!)

Examples

- This article in the @Harvard Business Review really hit home with me today. [link]
- Thought-provoking discussion at the @IABC Dallas meeting today. Thanks all who came!
- Question for my IT friends: what percent of your team works virtually than in the office? Thanks!
- Grateful for my amazing teammate @Alice Wonder today!
- [Photo] Good to see my @XYZ colleagues from our Bangalore office in town today!

What to Do Every Week (3-5 minutes)

>>>>Action 1: Review any invitations you haven't accepted. Accept ones from people you know or are interested in knowing.

- I tend to only accept invitations from people I know UNLESS they've written a note in the invitation telling me how they found me (for example, they heard me speak or read my blog).
- The exception is If I get an invitation from someone who I think I might have met or may be getting my regular career & success info (I can't keep track of all of you but I do peek at your names from time to time)

After accepting, send a **personalized** reply. Do NOT simply hit "Accept." LinkedIn is getting better about not tricking you into sending a generic message, but when in doubt, go to the person's profile and connect from there.

>>>>Action 2: If you have fewer than 500 connections, send at least one personalized invitation to connect to someone you know.

The magic of LinkedIn is its power to connect you to people who know who you know.

If you're stuck to think of anyone to invite, review this list:

- People you've met recently (review your calendar for past meetings),
- Current colleagues or clients,
- Vendors or support team members,
- Neighbors (yes, they work too—don't dismiss how connecting professionally with someone you know personally can extend your network and make a huge difference)
- People you volunteer with, exercise with, or do anything else non-work related with;
- Past colleagues

The secret of LinkedIn's power is in the people who know people you know. The more connections you have, the more you are seen and the easier it will be for you to find people you may want to know in the future.

If you haven't talked to the person in a while, personalize your invitation with something simple such as:

- "Hi [NAME]! I saw your profile out here on LinkedIn and wanted to connect. It's been a while since we [worked at XYZ together/met at our trade association/etc.] and I'd like to keep in touch. Hope all is well with you and if I can do anything for you, please just ask."

Depending on the person, I sometimes also start a conversation, adding "I'd love to hear what's new with you. Would you have time for a quick catchup call in the next few weeks? Let me know what may work for you." Or, I say "I'd love to hear what's new with you if you get a few moments to drop me an email."

What to Do Every Month (5-10 minutes)

>>>> Action 1: Review your profile and make updates.

Our social profiles can get old, fast. Mark a date on your calendar each month for a quick update. Here's a list of things to review and consider.

- Does it still sound like you?
- Does your picture still look like you?
- Does your headline still reflect you in your superpower space?
- Does your summary show you at your best and highest use?
- Does the description of your current experience show you at your best and highest use?
- Is your contact information up-to-date?
- Are there new accomplishments to add to your experience? New skills? New volunteer boards or other organizations that should be on your profile?
- Are there new tools LinkedIn has rolled out you're not using?
- Are you posting updates regularly? If not, do you need to schedule time on your calendar to do that until it becomes a habit?
- If you're actively exploring what's next, have you made sure your profile is visible to recruiters and that you're following companies you're interested in?

If your profile is in good shape, congrats! Keep repeating these actions on a regular basis.

Your small investments in using LinkedIn over time will pay off in greater visibility for you that leads to more opportunities and support when you need it.

Questions? Email me at Darcy@RedCapeRevolution.com.

For more career & success tools, visit www.RedCapeRevolution.com.

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