

5 tips to help you use LinkedIn better

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LinkedIn is a great place to connect with people who can support you, help you professionally, and vice versa. Whether you are a job-seeking or creating a networking.



1. Who should use LinkedIn?

If you are working in environments related to health care, finance, marketing, event organization, law, technology, consulting, human resources, sale or a non-profit organization, ' *LinkedIn is a great place for you to connect with people who can support you professionally and vice versa. Whether you are a job-seeking or building relationship* , Victoria IPRI, CEO of IPRI International said.

According to a CareerBuilder study in 2013, about 26% of companies research their potential employees on LinkedIn.

2. Only connect with close friends?

What about a complete stranger to you? Your college roommate is a nurse, and you are an accountant. Therefore, two people cannot support each other at work, is this true? *'You need not only connect with someone, but also connect with their network. They can 'connect' you to people who can help you , 'said Viveka von Rosen, author of LinkedIn Marketing.*

For this reason you may consider accepting a request from someone you don't know. *' When you receive a random invitation, consider the sender's profile and determine if it is a' quality connection 'that fits your needs and circumstances before accepting or refuse the request , 'Ipri said.*

3. What is the best way to grow your network?

Use the site's 'People You May Know' tool (located on the right side of the page) to reach out to experts and similar platforms and connections.

If you are interested in the work of a specific company (IBM or Procter & Gamble), visit the company's website then click on Follow and follow the list of people working there.

The next step is to find an employee who has the same 'path', then send an invitation for them to connect to your network, Nicole Williams, an expert at LinkedIn said: *' To prove that you will Having a meaningful connection, write a note that conveys the information you make about your personal achievements '.*

4. How to check regularly?

Spend a few minutes every day, and a weekday takes about 30 minutes. It is about time you should devote to writing a new connection and participating in a group discussion.

Remember : *"Employers will probably spend more than 10 times to review your profile if you send them something every week," Williams said.*

5. Present detailed and complete profile

Better than all profiles should be written and presented in detail. *'Think that the profile is like your resume, plus some other things such as the speech video you gave and the details of your work, your level . ' Rosen said.*

Then the opportunity for your LinkedIn to be found by employers will be much higher.

Good luck!

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