

How Professionals Can Benefit From LinkedIn

Professionals turn to LinkedIn as a method of communication. By creating relationships and sustaining those relationships, they can enjoy the full benefit of LinkedIn. LinkedIn builds credibility, which in turn provides networking opportunities to professionals.

Referrals that are obtained through a professional LinkedIn network offers a number of opportunities. These referrals are also more qualified and because LinkedIn offers a very efficient method to build your referral base, it's extremely popular. LinkedIn is an excellent forum to network and to build referral systems that are strong and reliable.

When you connect with individuals on LinkedIn, you then are able to take advantage of what are referred to as second and third tier contacts. You can take advantage of these levels in order to further build your referral base. It can quickly gain momentum and before long, it will be growing rapidly.

Quality not quantity are the best motivators. When you are connecting with individuals on LinkedIn, it is more important that you look for quality connections. Qualify your connections before you start sending out he invites. When you are communicating with any of the referrals, you should reference "LinkedIn Today." The news section will provide you with relevant industry news that can help you determine quality and relevance.

LinkedIn continuously adds new products and apps that help to improve the professional lives of those using LinkedIn, which is more than just a place people go when they are looking for jobs. LinkedIn focuses on building relationships through groups and by using "LinkedIn Today."

Other like-minded professional contacts, which was made so that you can communicate freely. You will be updated with industry news that is relevant, so you will be prepared and ready.

LinkedIn is able to use a vanity URL specified for the business, which can be more professional and easier to find on LinkedIn. LinkedIn offers job postings and it offers tracking of information such as when individuals leave a company, along with day-to-day tasks.

Groups are one of the most powerful tools that LinkedIn offers. Not only should you join relevant groups, you should participate in those groups. Doing so can be far reaching and it can lead to new business, which translates to more jobs, and increased revenues.

When you use all or some of the tools that LinkedIn has to offer you can create a profile that can have maximum impact. As a professional, you'll discover opportunities you never dreamed of.

Improve Web Traffic Combining LinkedIn and Facebook

Many have willingly dove into using Facebook, but those same people are often hesitant to try LinkedIn. That's mostly because they do not really understand what LinkedIn is. Let's look at the difference between these two, and why it is important to actually use both.

It was on September 26, 2006 that Facebook went public. Anyone that was age 13 or older was allowed to join the site. Since then, teens, moms, dads, young adults, grandmas, grandpas, and adults alike have arrived in droves at Facebook so that they could stay in touch with friends and family. The site has few restrictions and is all about personal social networking. You post you landed that new job, you tell your friends that your boy just scored the winning goal, or you post pictures of your kid's birthday party.

This is where LinkedIn differs. There's really no place for children's sporting events, or birthday parties here. LinkedIn is a social network for professionals. On LinkedIn, you can connect with coworkers, colleagues, and professionals and others that you meet while you are networking. It's an excellent place to connect with others that like-minded, gather ideas, and find career opportunities with potential.

Resume is setup rather like a resume that's professional and polished. Make sure you take advantage of all the features on the site. The LinkedIn groups are of great value and an excellent way to network and meet others.

LinkedIn is not just for you to connect with those you know or with people from within your own industry. Make sure to think outside the box. Think about what industries might compliment your own. Then connect with individuals from those industries. Join groups and then seek out those with the same professional interests you have. Then you can connect with them.

On Facebook, find people you know and people who share your interests or your profession. Join groups and pages, then reach out to those individuals within the groups or pages, and connect with them.

So let's recap what each has to offer.

Use Facebook to:

Connect with friends and family

Reveal your personal feelings and thoughts

Keep up-to-date with friends and family

Chat with friends

Post personal photos and videos

Share fun information

Follow brands you like

Participate in groups

Connect with professionals, colleagues, and coworkers

Post your online resume

Connect with like-minded people

Find potential career opportunities

Share your expertise

Learn from others

To keep up-to-date with your professional networks.

When you understand the differences between Facebook and LinkedIn, you can use both to bring traffic to your site. Both are very valuable tools to bring traffic to your site.