

50 Great Ideas: LinkedIn for Business

Do them now									
Idea #	Idea	How often	Ease	Effect	Done?	Ongoing dates of completion			
1	Use a professional headshot	ASAP, then every few years	3	5					
2	Ensure you're connected to everyone in your existing network.	ASAP, then as required	4	3.5					
3	Use the LinkedIn app to search your phone contacts.	ASAP	4.5	3.5					
5	Write your summary from the heart	ASAP, then update as needed	2.5	4					
6	Take control of your public profile	Once	3	3					
7	Change your profile URL	Once	4	2					
8	Add files to your summary	Now and then every few months	3.5	5					
9	Choose 6-8 skills to be endorsed for	Choose them now	5	4					
10	Complete your profile	Now, once	2	5					
11	Ensure your contact information is up to date	ASAP	4.5	4					
36	Make your company profile exceptional	View, plan and edit it now.	2.5	5					
37	Ensure your employees have updated LinkedIn profiles	Create a process for when new people join	2	3					
49	Add to your email signature and website	Ensure your link is on there for visibility (after doing idea 7)	3	3					

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Ongoing and very frequent actions				
Idea #	Idea	How often	Ease	Effect
12	Engage with your network	Daily	4	4
13	View the profiles of people you are meeting	Before you meet anyone		5
19	Use 'reply but don't accept yet'	Every few days, to filter your connection requests	3	4
20	Tag your important connections	Whenever you add an important connection	3	3.5
21	View someone's recent activity	Before you get in touch	4	4
26	Add value in your updates	In everything you post	3	3
38	Post regular updates to your company page	Use a scheduling tool to save time	2.5	4
47	Tag others in updates asking for more information	Whenever the opportunity arises	4	4
Misc				
4	Be selective with connecting	Don't link in with just anyone!	4	2
17	Send a personal introduction when connecting	Whenever requesting a connection, always add a message	3	4
18	Try out LinkedIn premium once you're confident in your lead-generation activity.	Sign up for the 30 day free trial	4	5
28	Make your content clear	Whenever you post links within your content	4	4
33	LinkedIn isn't Facebook	Never confuse the two!		
42	Post your vacancies on LinkedIn	Whenever you have a role available	2	3-5
46	Create and run your own LinkedIn group	Resources permitting	1	<5



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<http://jcsocialmedia.com/great-ideas>

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Weekly actions					Done this week?					
					1	2	3	4	5	6
14	View your profile stats	Once per week	4	4						
16	Lead-generation	As often as you have time for!	2.5	4						
24	Interact with your collaborators	Made easier if you have tagged them like idea 20	3	3						
27	Share industry facts and figures	Portray yourself as an expert every week	2.5	3						
30	Share your press coverage	Whenever you get coverage in magazines or newspapers	4.5	5						
31	Showcase your work	When you have completed a project or achieved great results for a client	3	5						
39	Encourage team members to engage with company updates	Whenever you post one out	3	4						
40	Share company blogs on your company page	Link back to your website, whenever you post one	3	3						
43	Send company posts to 'targeted audiences'	Depending on your page's follower numbers	3	2-3						

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Monthly tasks					Done this month?					
Idea #	Idea	How often	Ease	Effect	1	2	3	4	5	6
15	Use LinkedIn advanced search to find prospects	Monthly at first then more often	3	4.5						
22	Give genuine recommendations	Find some to give now, then a few per month	2	3						
23	Ask for recommendations	As many as possible, you can't have too many!	1.5	5						
25	See the breakdown of your followers	Every three months, for interest and guidance	5	2						
29	Share original images and infographics	Whenever resources permit creating or outsourcing the creation of them	2	4						
32	Ask for opinions from your audience	When you're making a decision on branding or designs	3	5						
34	Write longer pieces in a LinkedIn post	When you have an interesting story to share	1.5	<5						
35	Share 'today's office'	When you are somewhere interesting	3	3						
41	Try sponsored updates or advertisements	Monthly or more often if they work well	2	2-4						
44	Build your email database	Monthly, make it regular but don't go too hard on it	4	4						
45	Use LinkedIn analytics on your company page	Analyse monthly to inform future posts	4	4						
48	Export your LinkedIn contacts' email addresses	Quarterly to keep updated, but after idea 2	3	3.5						
50	See what your classmates are up to.	Every few months, look for an excuse to get in touch	4	3						