

New Mexico Broadband Program

Internet Tools for Small Business

Module 12

LinkedIn

Internet Tools for Small Business Success Class Series

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Intro to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Intro to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. LinkedIn

Primary Business Components

- Planning
- Operations
- Accounting & Finance
- Sales & Marketing
- Hiring



How This Class Works

Discussion



Demonstration

Hands-on Exercise



Class Framework

Divided into Core Business Elements

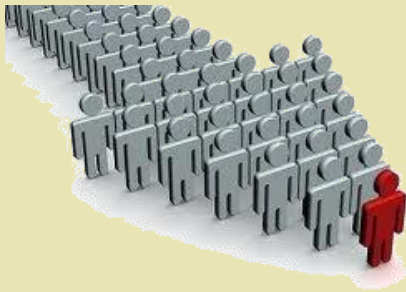
- Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting Started





Class Goals

- Understand the categories of social media tools and where LinkedIn fits into those categories
- Learn the benefits of using LinkedIn
- Understand the terms first-degree, second-degree, and third-degree connections
- Register for a LinkedIn account and set up profile

Terminology

Social Media

A suite of online services that facilitates two-way communication and content sharing





Types of Social Media

- **Blogs (Wordpress, Blogger)**
- **Microblogging (Twitter)**
- **Social Networks (Facebook, Myspace)**
- **Social Media Sharing: video (YouTube); photo (Flickr, Picasa); audio (podcast alley)**
- **Social Bookmarking (Digg.com, StumbleUpon.com)**
- **Professional Networking (LinkedIn)**



What is it?

- Considered the web's "professional social network"
- Also used to post jobs and search for jobs
- On average, 36.5 million people visit LinkedIn.com every month
- 25,000,000 users in USA



How it works

Create a professional profile – this is similar to a resume

Add a picture

Create a detailed biography

Add a link to your website, Facebook page, etc.

Have those who know you write recommendations



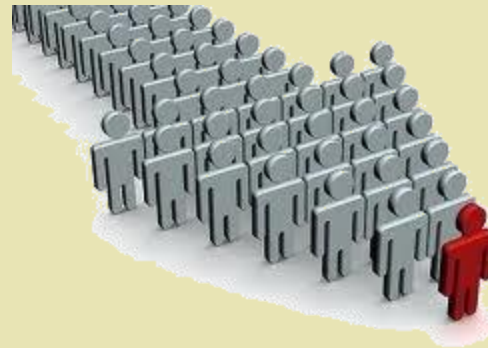
How it works

- **Begin creating connections with people you know**
- **Get introduced to second and third degree connections by the people you know**
- **Get recommended**
- **Find recommendations for filing open jobs**



How it works

<http://www.youtube.com/watch?v=IzT3JVUGUzM>





Other features

- Send an invitation to a colleague
- Ask for an introduction
- Ask for a recommendation
- Accept a recommendation
- Send and receive messages
- Join a group
- Start a group
- Establish yourself as an expert



Create an Account at www.linkedin.com



The image shows a screenshot of the LinkedIn registration page. At the top left is the LinkedIn logo. To the right are input fields for 'Email' and 'Password', with a 'Forgot your password?' link and a 'Sign In' button. The main heading is 'Be great at what you do.' Below this is a stack of three profile pictures of a man in a suit and glasses. The top picture has a quote: 'I make my living through the relationships garnered utilizing LinkedIn.' and identifies him as Kevin L. Nichols - Principal at KLN Consulting Group. To the right of the photos is the registration form with fields for 'First Name', 'Last Name', 'Email', and 'Password (6 or more characters)'. A yellow 'Join Now' button is below the password field, with a note: 'By clicking "Join Now" or using LinkedIn, you agree to our User Agreement and Privacy Policy.' At the bottom of the page is a search bar for 'Find a colleague' with 'First Name' and 'Last Name' input fields and a 'Search' button. Below the search bar is a link to the 'LinkedIn member directory' and a 'Browse members by country' link. The footer contains various links: 'Help Center', 'About', 'Blog', 'Careers', 'Advertising', 'Recruiting Solutions', 'Tools', 'Mobile', 'Developers', 'Publishers', 'Language', 'LinkedIn Updates', 'LinkedIn Answers', 'LinkedIn Jobs', 'Jobs Directory', 'Company Directory', 'Events Directory', 'Groups Directory', 'Skills Directory', 'Service Provider Directory', 'Title Directory', and 'LinkedIn Corporation © 2012 | User Agreement | Privacy Policy | Copyright Policy'.

Setting up your LinkedIn Profile

- Go to www.Linkedin.com and register for a new account
- Login to your new account and follow the instructions on your handout for creating your profile





Review of Class Goals

- Understand the categories of social media tools and where LinkedIn fits into those categories
- Learn the benefits of using LinkedIn
- Understand the terms first-degree, second-degree, and third-degree connections
- Register for a LinkedIn account and set up your profile

**We appreciate the time you spent with us.
We hope to see you at the next training!**

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