

LinkedIn Weekly 10 in 10

LinkedIn can be a powerful tool in your professional career and is essential to building your professional brand. Used correctly it can help you build and maintain relationships as well as build your industry knowledge. To capitalize on the power of LinkedIn take 10 minutes each week to complete these 10 simple steps.

1. **Review Your News Feed** – Get all the latest information and insight curated just for you.
2. **Promote your network** - Like or re-post content posted by at least 2 contacts.
3. **Post an update** – Update your network on a successful project, pitch or presentation. If nothing else share a motivational quote.
4. **Post an article of interest** – Chances are if you found an article that was interesting or informative others will find it beneficial as well. Simply click the LinkedIn share tab on the article.
5. **Check your Notifications** – Send a note to contacts that are celebrating an anniversary, birthday or have changed jobs.
6. **Check your Messages** – Reply to anyone who has reached out to you on LinkedIn.
7. **Click “My Network”** – Review and accept or decline invitations to connect.
8. **Send invitations to connect** – Go through your calendar and send a LinkedIn invitation to anyone you met with.
9. **Research Meetings** – Look over the LinkedIn Profiles of those anyone you are meeting with in the coming week. Review the company page for upcoming client meetings.
10. **Follow Companies & Influencers** – Did you hear about an interesting company this week? See a great article from an industry expert? Follow the company or influencer on LinkedIn to get more great content on your feed.



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