

LINKEDIN ETIQUETTE

TIPS FOR ENTREPRENEURS



- 1** **Optimize** your Profile by having a customized URL. First AND last name.
- 2** **Complete** your Profile as much as possible. Omissions create questions!
- 3** Post **consistently**. Get in the habit of posting daily if possible.
- 4** **Comment** on other people's posts! Share their posts, too!
- 5** **Grow** your network. Make it a goal to add one new connection per day.
- 6** **Create Pages** for your business or businesses...even if they're closed.
- 7** **Get** - and give - Recommendations. Enhance your professional credibility.
- 8** Download the **LinkedIn app** for your Smartphone. Connect on the go.
- 9** **Follow** leaders in your industry. Share their posts!
- 10** Always remember that it's about *building relationships* with others.