



LINK UP ON LINKEDIN

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LinkedIn is a social network for professionals and companies who are interested in finding new opportunities to seriously grow their business.

The main features of LinkedIn are very like Facebook and include:

- Home
- My profile

The professional uses of LinkedIn are many and include:

- Using your profile as your resume
- Finding and applying for jobs

LinkedIn was founded by Reid Hoffman, Konstantin Guericke, Jean-Luc Vaillant, Allen Blue and Eric Ly and has become a recognised, valuable business tool for companies, as Chris Bolman, VP of Marketing at Percolate, confirmed.

“LinkedIn is one of our most valuable channels for qualified leads,” Bolman said. “We can access the broadest possible

community of professionals, and target them with precision.”

Business-to-business social networking is a key use for LinkedIn, with over 450 million business professionals and companies, including IM Advertising, using it worldwide.

Ways to help your strengthen your business profile on LinkedIn include:

- Posts
- Videos/Presentations
- Publications
- Projects

A valuable business tool to help you grow your business connections and networks, LinkedIn also has sponsored advertising available to deliver content to your key audience and provides a lot of ‘bang for the buck’. As you build your network and become more active, you could find that marketing on LinkedIn is a very smart thing to do.

LinkedIn caters to those in the business community who want to create shareable business-related content.

More than one million companies now have LinkedIn Company Pages, as they offer benefits such as:

- Creating and managing your reputation
- Introducing new products or services you’ve developed
- Increasing credibility
- Differentiating yourself from your competitors
- Attracting new business
- Checking on what your competition is doing
- Recruiting employees
- Keeping up-to-date with trends



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