

LINKEDIN BEST PRACTICE AND BASIC ETIQUETTE CHECKLIST

DO'S

1 UPLOAD A PROFESSIONAL PROFILE PHOTO

- Let people see who you are.
- Ask someone to take the photo for you. Stay away from selfies and group shots.

2 USE THE NAME FIELD CORRECTLY

- Enter your name in this field, and any professional titles or suffixes such as ACCA, MBA or PhD, etc.
- Don't put anything else in this field.

3 PERSONALISE YOUR CONNECTION REQUESTS

- When you reach out to someone, tell them your reason for connecting.
- You have a 300-character limit. Use it wisely.

4 SEND A WELCOME MESSAGE TO NEW CONNECTIONS

- Send a nice welcome message to your new connection.
- Offer something of value – a link to your site, article, or a discount code, for example.

5 RESPOND PROMPTLY AND PROPERLY

- Try to respond to all messages
- Aim to reply to messages within 1-2 days.

6 CHECK YOUR PRIVACY SETTINGS

- Turn off notifications for your network when you update your profile.
- Set your contact list as visible to your connections.

7 OFFER TO INTRODUCE CONNECTIONS TO OTHERS IN YOUR NETWORK.

- Ask your connections what their work priorities are and introduce them to people you think could help them.
- Most likely, others will repay the favour in the future.

8 NURTURE YOUR RELATIONSHIPS

- Like, comment on and share posts by your connections.
- If you enjoy a connection's content, thank them for posting it. Tell them how it's helped you.

9 SHARE CONTENT YOU THINK CONNECTIONS WILL FIND INTERESTING

- Posting articles, tips and case studies keeps you in the public eye.
- Share with your whole network by posting links from your profile. Share with individuals by direct message.

10 FOLLOW AND INTERACT WITH RELEVANT INDUSTRY INFLUENCERS

- Influencers publish interesting content that you can share with your network.
- Interacting with leading names in your industry shows passion for what you do.

The SME Strategist

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DONT'S

1 SPAM YOUR CONNECTIONS

- Sending self-promoting messages to your connections will put them off engaging with you.
- Avoid posting too regularly. Once a day is good.

2 ANNOY PEOPLE

- Avoid posting self-serving content in groups. Only share posts that add value for other members.
- Don't criticise or comment negatively on posts in groups.

3 TREAT LINKEDIN LIKE FACEBOOK OR INSTAGRAM

- Keep it professional, only share information relevant to business. Save the food pictures for Instagram.
- Post content that will promote your personal brand.

4 ASK FOR ENDORSEMENTS FROM PEOPLE YOU DON'T KNOW.

- Only ask for endorsements from people you know professionally.
- When asking for an endorsement, send a personalised message. Offer to write a review in return, if possible.

5 SEND MESSAGES STARTING WITH "I SEE YOU VIEWED MY PROFILE..."

- This opener is too forward. The person may not even have intended to view your profile.
- Instead of mentioning your profile, tell the person why you would like to connect with *them*.

6 VENT IN PUBLIC

- Remember, LinkedIn is a public, digital representation of your personal brand.
- Keep your posts classy. Don't publicly trash employers, clients or recruiters – it will come back to bite you.

7 FORGET TO ADD CONTACT DETAILS

- Make sure potential clients can get in touch with you outside LinkedIn by including your email address or phone number on your profile.
- Overlooking this can cost you business opportunities. Clients want easy ways to contact you.

8 BOAST TOO MUCH

- Sharing your successes on LinkedIn is great, but make sure that's not the **only** content you post.
- Another way to engage your network is by starting discussions – ask people to share their expertise.

9 FORGET SPELLING AND GRAMMAR

- LinkedIn is unforgiving with grammar and spelling mistakes – check your post before submitting!
- **Never** use text speak like 'u' 'ur' and 'm8'.

10 CLAIM TO BE SOMETHING YOU'RE NOT

- Embellishing your profile with untrue details will eventually catch up with you.
- List all of your employment history – it's all part of your professional brand.