

How LinkedIn can Maximise Business Benefits

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Although LinkedIn is the most commonly used business network site, it appears to be an underrated social media platform and consequently is under utilised. However, it has potentially immense benefits for business. As it works as an electronic resume, it is a live document that potentially taps into a vast network.

Here are 5 benefits from using LinkedIn:

Increase Your Credibility

A LinkedIn profile lists your current role, past jobs, qualifications, achievements and anything that is relevant to the work you do. This promotes your credibility as someone who is experienced and knowledgeable. Recommendations are a valuable endorsement and work the same as testimonials.

Increase your Visibility

As you connect with others, you increase the possibility that your profile will be seen. As you participate in the LinkedIn network, you extend your network and improve your chances of creating business opportunities.

Improve Your Google Ranking

Having a LinkedIn profile puts you quite high up in a Google search. Thus when people look you up via a search engine anyone can easily find you and connect with you.

Integrate with Other Social Media

If you have a business Facebook page or a blog, link it to your profile. Add your company profile and other relevant information. Having your social media platforms means increasing your network of people.

LinkedIn as a Recruiting Tool

As LinkedIn acts as an electronic resume it can be used to source talented professionals. Many headhunters now use LinkedIn as one of their primary tools to search for talent. You may not be looking for employment, however, opportunities to connect, share and develop can be just as significant.