

ALL THIS AND THAT INTERNET AND WEB SOLUTIONS

social media - social media coaching and training



## **Bonus Tips and Tricks**

Social Media Coaching and Training

*“LinedIn Business Platform 2011 Overview”*



Grow Your Business with Social Media 2011  
Series

October 6, 2011

# One

**Add the new “[Volunteer Experience & Causes](#)” field to your LinkedIn Profile now.** In the new “Volunteer Experience & Causes” field, LinkedIn members can add volunteer positions, causes they care about, and organizations they support. This ranges from [Big Brothers Big Sisters](#), and [DonorsChoose.org](#), to [American Red Cross](#), or [Teach for America](#).

## Volunteer Experience & Causes

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### **Mentor**

**SFCASA (San Francisco Court Appointed Special Advocate)**

Children

June 1998 – June 2004 (6 years 1 month)

Acted as mentor and legal representative for two sisters in foster homes.

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### **Causes I care about:**

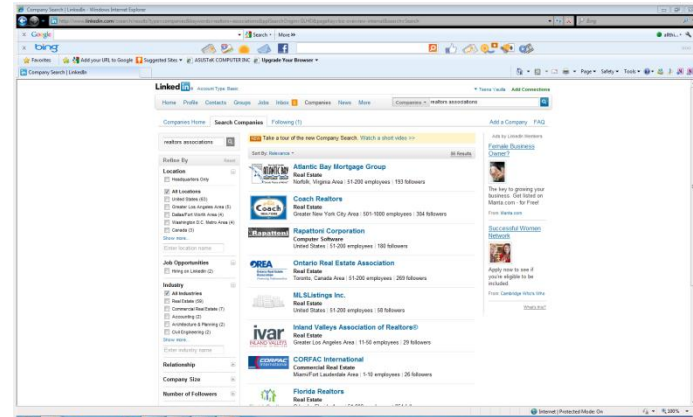
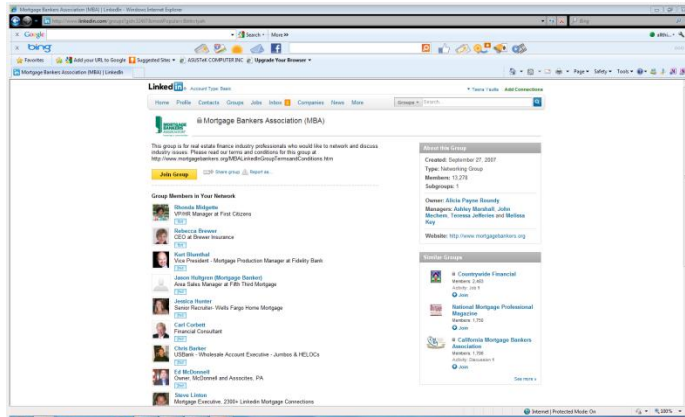
- Children
- Civil Rights and Social Action
- Economic Empowerment
- Education
- Environment

### **Organizations I support:**

- DonorsChoose.org
- VolunteerMatch
- Network for Good
- KIPP Foundation

# Two

**Network with peers in your industry for repeat business referrals.** LinkedIn Groups is a powerful medium to find peers in your respective industries to network with and to find complimentary businesses to share referrals with. **For example, mortgage brokers can find real estate agents to partner with on relevant groups and as most small businesses know, these partners are your best source of referrals that can turn into repeat business.** With over 2000 groups dedicated to small business topics, you're sure to find a relevant group to network.



# Three

**Connect your Twitter account to LinkedIn.** Just above the “Public Profile” link is the “twitter” link. When you let LinkedIn know what your handle is, every time you update your status on LinkedIn, a Tweet goes out. This can be a perfect way to streamline your use of social media to connect with customers.



# Four

**Find the right vendors to outsource services you're not an expert on.** Think of the number of times you've **asked your colleagues if they knew of a great** web designer or photographer. LinkedIn makes it easy for you to find and vet vendors through the network of your peers. Additionally, you can also trade services with your vendor connections on LinkedIn; sort of a mutual referral system.



# Five

**Add your blog to your home page or your profile.** Click on “Profile” scroll down to the middle of your profile. Click on “Add Sections” link. Look for the Wordpress application or the Blog Link. Follows the instructions.

