

Upload a good photo.

Complete your entire profile, including previous jobs and other activities

Provide as much searchable keywords and linkable detail as possible

Make content visible content for personal/company promotion

- Descriptions, Links, Recommendations, Group Listings

Personalize your preferences

Communication options, info sharing

- Personalize your preferences
- Communication Options, Info Sharing

Link to Blog RSS Feed

Create status updates and change them frequently to stay top of mind

Activate LinkedIn applications and connect to content you or your company creates

- WordPress, Bloglink, SlideShare, Google Presentation, Company Buzz

Search to see who's already LinkedIn and connect with them

Invite your business colleagues and anyone you interact with in a business context

Invite from your personal address book; import contacts from Outlook and other web email accounts.

View connections of new contacts. See who you know and connect with them directly

Seek out connections with active networkers to expand reach

Always customize your invitation requests unless you know the person very well.

Provide and request recommendations (Best to initiate first)

Become an expert by participating in LinkedIn Answers Section

Join Groups. Listen, then participate. Share your opinions not just facts.

Meet people through Group discussion and connect

Consider creating your own group

Use search to find appropriate contact people at target companies

Use search to find background information on potential job candidates