





LinkedIn® at a glance

- Over 39 million business professionals worldwide
- Proactive and creative effort is required to achieve maximum benefit
- Online personal network begins to mirror real world network

	Action	Value
 Communicate	<ul style="list-style-type: none">■ Complete a detailed professional profile	<ul style="list-style-type: none">■ Actively maintained so always current■ More detail enables better search ability, more interest to viewers■ Recommendations, status updates add value, credibility and show active participation
 Connect	<ul style="list-style-type: none">■ Invite / Link to people to create your personal network	<ul style="list-style-type: none">■ Request introductions through trusted connections■ Connect with active networkers to create exponential reach
 Search	<ul style="list-style-type: none">■ Conduct detailed search for people, companies, jobs, answers, groups	<ul style="list-style-type: none">■ Research partners and clients; find new employees■ Ask, answer, browse member questions
 Engage	<ul style="list-style-type: none">■ Join / Create special interest groups	<ul style="list-style-type: none">■ Ability to connect with people outside your personal network■ Monitor discussions; engage in dialogues; create/nurture business relationships■ Use applications for sharing information