

Appendix A

Reasons to be on LinkedIn

(Dr Joy Madden, reprinted with permission)

There are many reasons why people choose to be on LinkedIn. These are a few of them.

Promoting yourself and your activities:

- To house a succinct professional profile
- To establish a digital reputation (who you are and what you do)
- To develop and/or improve your web presence
- To build a personal reputation (expertise, authority)
- To show what you can offer (products, services, etc.)
- To publicise your awards, honours and certifications
- To get found for your specific knowledge and skills
- To become a LinkedIn thought-leader or influencer
- To share with others how you can help them achieve what they want
- To create content (articles, blogs, publications, etc.) that others might be interested in
- To highlight your personal assets (achievements, creditability, ethics, personality, etc.)

Connecting with others:

- To connect with new people to build relationships
- To connect with people before meeting them
- To get found by people looking for you
- To meet people with similar interests, e.g., via groups
- To meet people with different interests, again, via groups
- To get endorsed for specific skills
- To request testimonials that give you greater credibility
- To connect with influencers, thought-leaders and other 'experts'
- To connect with anyone you wish in the world with no real barriers
- To get introduced to people you may never have thought of contacting
- To connect with people who you could never meet in person (due to distance, disability, etc.)

Acquiring or accessing information:

- To find someone you know
- To find influencers to follow
- To find out what groups people belong to
- To search for people you have lost contact with
- To find people who can address your specific needs
- To find out who might be interested in what you can offer
- To access new tools, and training and development programmes
- To seek people for referrals, endorsements, recommendations, etc.
- To find out about someone before you contact them or meet in person

Businesses and companies:

- To advertise new products
- To create new partnerships
- To grow a business or company
- To find a new job or change careers
- To find further business opportunities
- To promote a business or company
- To increase a network of business contacts
- To acquire strategies for developing a business or company
- To find prospective candidates to join a business or company

Personal development and intellectual stimulation:

- To develop your creativity
- To help create your brand
- To liaise with kindred spirits
- To learn from other members
- To join groups that capture your interest
- To find mentors for your various activities
- To develop your personal growth in new areas
- To experience (and develop) new ways of thinking
- To act in an advisory or mentorship capacity to help others

Keeping in the know:

- To learn about new trends
- To find local events and activities
- To keep up to date with industry news
- To keep up to date with current affairs

- To keep up to date with general news (local, regional, global)
- To keep in touch with developments in your field
- To keep in touch with what your connections are doing
- To share information (knowledge, experiences, ideas, concerns and other issues)

Financial:

- To seek financial support for your activities
- To show others how to make some money
- To show others how they can save money
- To develop partnerships (joint venture, B2B, etc.)
- To generate new leads to ultimately make money
- To send traffic to your website with the view to selling something

Appendix B

Account set-up checklist

Set up your LinkedIn account in your own name, not your company's.	
Display your legal name on your profile, not any other moniker you might go by unless you have an Anglicised version of your birth name that you are known by.	
Add any academic letters you normally use such as MD after your surname.	
Claim your personal LinkedIn URL so that it reads www.linkedin.com/in/yourname rather than www.linkedin.com/in/yourname-23063587 .	
Include your business email rather than your personal one in the Contact section.	
Set up notifications so you receive emails detailing activity you want to know about. Hint: notifications of birthdays and job anniversaries might not be at the top of your list of priorities.	
Set your privacy settings so your profile is open to anyone on or off LinkedIn who wants to view it.	

Appendix C

Personal profiles – an overview

To effectively implement the strategies in this book, you will first need a fully complete and attention-grabbing personal profile. If your profile is poor, any other activity will merely draw attention to that fact, reflecting badly on you. While people may be interested in what you write or post on LinkedIn, those who are interested in *you* will look at your profile. So, if your posts are interesting and intelligent but your profile is incomplete and doesn't tell your story or is riddled with mistakes, you will not stand out in a positive and professional light.

Another significant reason to have a high-quality profile is that whenever someone Googles your name, one of the top search results will be your LinkedIn profile – no matter how good or bad it is! LinkedIn is where every member of the business community goes to check out those they have met, are thinking of doing business with or just because they're interested in that person's background. With so many people now on LinkedIn, it is no longer good enough to have an incomplete or CV-style profile. If you want to know more about how to create a profile that stands out, download my free e-book at wordwizard.co.nz/book-resources.

Appendix D

How to comment/engage from a company page

In chapter 3 I wrote about commenting from personal profiles. However, this isn't the only option. It is also possible to comment as a company, from the company page if you are an admin. (If it is your own business this is perfectly feasible and legitimate but if you are an employee, get permission first.)

Engaging with a post has particular merit if the post is directly relevant to the company doing the commenting. An example might be a digital marketing company commenting on a post by a business owner who is discussing the difficulties of keeping up with technology changes.

If the company page that is commenting has a strong following (most don't), it can help viewership significantly both for the writer of the post and the company which is commenting. I advise discretion when using this tactic, not least because it is rather a fiddle although once practiced a few times becomes easy.

Here's how to comment from a company page:

- Go to your company page and find and copy the unique identifier (the set of numbers in bold in the example)

in the URL bar that looks like this: www.linkedin.com/company/14404785/admin/

- Go to the post you want to comment on and copy its URL using the ... menu at the top right of the post.
- Paste the post URL into your browser.
- At the end of the URL add – ?actorCompanyId=xxx – (with xxx being the unique identifier of your company page, copied previously).
- The finished URL should look like this:

www.linkedin.com/posts/lynnajohnston_announcing-the-best-linkedin-pages-of-2019-activity-6604462282594455552-zSwG/?actorCompanyId=14404785

Go to the comments section of the post, and you'll see the company logo to the left of the comment box rather than your photo. But just for this post. You will become you again on the next post unless the same process is followed. The relentlessly helpful copywriter John Espirian has a very good video about it at <https://tinyurl.com/raus7d3>