

LinkedIn Social Media Marketing Cheat Sheet

Company		Individual	
Static Content	Dynamic Content	Static Content	Dynamic Content
<p><u>Content</u> Company Intro Company Banner Services / Products Listings (by Audience) Product/Service Photographs Product/Service Videos Recommendations (by Service)</p> <p><u>Links To...</u> Company.com Pages Posts on Company.com Videos on Company's YouTube Channel. Slideshows on Slideshare.com Blog and News Posts on Company.com</p> <p><u>Company-Owned LinkedIn Group</u> Set up Company Owned Group</p>	<p><u>Headline Updates (automated)</u> News Items on Company.com Blog Posts on Company.com</p> <p><u>Profile Updates</u> "Stir" Profile – Updates are Sent to Followers anytime you update profile.</p> <p><u>Company-Owned LinkedIn Group</u> Post Content Post Polls on Group Email Group Members</p> <p><u>Recruiting</u> Post a Job Contact Candidates</p>	<p><u>Content</u> Employer Link Position Description Tagline / Headline (critical) Position Description Project Lists Personal Photograph Recommendations Skills Portfolio Patents Owned Publications Certifications Held Languages Spoken</p>	<p><u>Network Updates</u> Status Updates Share / Like Content ...When Possible, Link to Supporting Content on Company.com Twitter #in method Wordpress Application Post Polls</p> <p><u>Group Posts</u> Start / Engage in Discussions "Emails" to Group Members ...When Possible, Link to Supporting Content on Company.com</p> <p><u>LinkedIn Answers</u> Questions / Answers (with Links to Supporting Content on Company.com)</p> <p><u>Other</u> Box.net File Sharing Set up/promote Events Amazon Reading List Slideshare PPT / Google Presentations</p>

LinkedIn Networking and Connecting

Company	Individual
<p><u>Awareness</u> Encourage "Following" Company Add Recommend Button on Company.com website pages Regularly Update Company Services Profiles (this sends an update) Regularly Update News/Blog Feed (2-3 times weekly or more) Publish Promotions and New Hires (by asking individuals to change profile on promotion) Publish LinkedIn "Share" button on company.com blog posts LinkedIn Ads</p>	<p>Advanced People Search Following Companies (note: anyone can see that you are.) Sending Network Invites Introductions via Existing Connections Strategic "InMails" (Asking Questions, Giving Compliments) Group Messages</p> <p><u>Awareness (Prelude to Network Invites)</u> Group Participation (Community Involvement, Reputation) Event Management (Webinars, etc.) Sharing Others' Content via "Like" Answering Questions</p>