

Tuesday, February 22, 2011

Note from Mike Fernandes: Due to time constraints and long-winded first speaker (that would be me in this instance), Deanna Waters was given just a brief amount of time to touch on how she uses LinkedIn for her business. Even so, Deanna used her own LinkedIn page as a backdrop while she shared valuable insights with the group. A few of these are summarized below:

Comments/Suggestions From Deanna Waters' "show and tell" presentation on using LinkedIn and Facebook for business.

- Use the same courtesy online as you do in your other business and professional interactions.
 - Thank people when they link to you, mention you and/or recommend/refer people to you
 - Be authentic, not fake (ex. don't trade recommendations just for the sake of it)

- Great 4-part series with 20 tips for using a Facebook page for business.
<http://www.roominatemarketing.com/>

- LinkedIn is for business connections and an excellent place for your business resumé. Keep this professional. Watch what others do to get a feel for the kind of communication that goes on.

- When you write a blogpost, you can link the title and comments to LinkedIn through: www.hootsuite.com, putting it on Twitter at the same time.

- At the top right of your LinkedIn site, three new names of business contacts appear. If you know them, invite them to join you on LinkedIn. Also, you can see names who are linked to others on your site. If you know them, invite them to be linked with you as well. This is advantageous for everyone. Also, as you make new business contacts locally, invite them to join you in LinkedIn.

- There are a variety of business groups which cover various topics for discussion. People are very open to share their ideas and expertise, and you can do the same. It's important not to be a "salesperson" in these groups. Business may happen within the members, but it is done in a courteous way. Participate with useful information.

- You can also start your own discussion group.