

HOW TO USE LINKEDIN TO ATTRACT OPPORTUNITIES

THE KEY TO USING LINKEDIN
SUCCESSFULLY:

make connections

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GROW YOUR CONNECTIONS. LinkedIn is a numbers game. Search results are ordered by degrees of separation so, if you share a connection with someone conducting a search, you'll appear at the top of the search results ahead of the competition. The more connections you have, the greater the likelihood is that you'll be connected to someone conducting a search. When requesting to connect with someone, consider writing a thoughtful, personalised message, it will resonate much more.

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ENGAGE. The more you like, share, comment or post, the more visible you will be. More than 90% of people trust recommendations from individuals (even if they don't know them), so engaging on the platform is a valuable opportunity to generate business leads and strengthen your personal brand.

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PROMOTE YOUR BRAND. There are 675 million users on LinkedIn, with 47% active users making it a great opportunity to get noticed. Consider publishing your own articles, blog posts, videos and mini-posts. It's worth remembering that you don't need a large following to get noticed, but you do have to post content to get noticed.

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NETWORK. If you have the right strategy, LinkedIn enables you to cultivate a powerful network. By taking 10 minutes out of your day to engage in relevant posts in your newsfeed and group discussions, you'll increase your exposure and position yourself as a thought leader. To extend your reach in quality and meaningful interactions, join appropriate LinkedIn groups.