

# 7 THINGS TO AVOID ON LINKEDIN



LinkedIn is a social site – the more you put into it, the more you will get out of it. Avoid these pitfalls to ensure you are using it successfully.



1

## DON'T DISMISS IT

The best time to build your LinkedIn profile, connect with people, and participate on LinkedIn is before you need it. Don't dismiss the site as something 'only for job seekers'. If you find yourself suddenly unemployed and decide to start using the site, you're going to be playing catch up.

2

## DON'T SET IT AND FORGET IT

Your profile is an evolving snapshot of you. Update it regularly. If you get a new job, earn a new certificate, or secure a special award – add it to your profile.

3

## DON'T JUST LURK

LinkedIn is most effective when you engage with it. Follow thought leaders in your industry. Comment on posts of interest. Curate and share content well-aligned with your expertise. Get visible!

4

## DON'T BE SELFISH

You will get more out of LinkedIn if you focus on how you can help others, not how they can help you. Earn respect by helping others, encouraging others, or offering your expertise on the site.

5

## DON'T CONNECT HAPHAZARDLY

One of the strengths of LinkedIn is the connections you make, but it's not a race to get to a certain number of connections. Have a reason for each of the people you connect with. If you don't know someone, get to know them a bit before sending a personalized connection request.

6

## DON'T FORGET TO EXPLORE CONNECTIONS

One of the most powerful functions of LinkedIn is the ability to connect you with people who are connections of the people you know. Explore your 2nd and 3rd degree connections and reach out if reasoning allows.

7

## DON'T NETWORK ONLY ONLINE

Use LinkedIn to connect with people but request in-person get-togethers, when possible. Meet for coffee, or lunch, to catch up.