



LINKEDIN BEST PRACTICES

LinkedIn can be a great tool for your business. Here are some best practices to utilize the platform.



Craft your profile with care

Your brief description and longer summary are key branding opportunities. Include recommendations from past clients.

Keep connecting

LinkedIn allows you to reach out and ask others to “connect” with you on the platform. The site will continually suggest people who you may know, or might like to know, based on your existing contacts and their contacts. It’s a great way to reconnect with former clients and colleagues and build relationships.

Join groups

LinkedIn groups can be based on professional organizations, university affiliations, industry and subject matter. Joining groups helps you make more connections and stay-up-to-date because many groups post information about important events.

Build your reputation

You can build your reputation as a real estate expert by participation in group discussions.

Research

Before you meet with someone new, check out their LinkedIn profile to see what, or who, you may have in common.

Keep an eye on notifications

LinkedIn lets you know when someone in your network has a job change or work anniversary – great reasons to reach out.

See who has viewed your profile

Different LinkedIn membership levels will grant you various bits of information about who has looked at your profile.

Provide thought leadership

Try publishing content on LinkedIn that asks hard questions that revolve around your industry. Show your readers your “awareness” of the field and don’t be shy. Be willing to give insights into your industry or maybe try showing readers a little “behind the curtain” content.

