

LINKEDIN – UPDATES

It goes without saying your LINKEDIN profile should always be current and up to date but it's easy to overlook a very important part of this networking site, the "Update" section. You can't miss it. Updates comes up at the top of your home page on LinkedIn. The beauty of updates, they can be anything you want or need them to be. Following are a few guidelines for using updates.

1. Remember Updates go out to **all** your contacts. Keep updates to no more than 2 a week. We all get more email than we can handle. If your updates pop up on a daily basis people will be more likely to ignore them.
2. Keep updates professional. LinkedIn is primarily a business networking site. Save the info on the successes of your kids for your facebook page.
3. When you post an update, remember the KISS principle (Keep It Simple S*****). Two lines at most, you're not writing the great American novel here.
4. What are good topics for posting?
Information on any volunteer activities you are involved with. Are you running in "Race for the Cure", post it. Is your group having a fund raiser, post it.

Interested in a specific company? Post an update requesting information on the company.

Interview successes