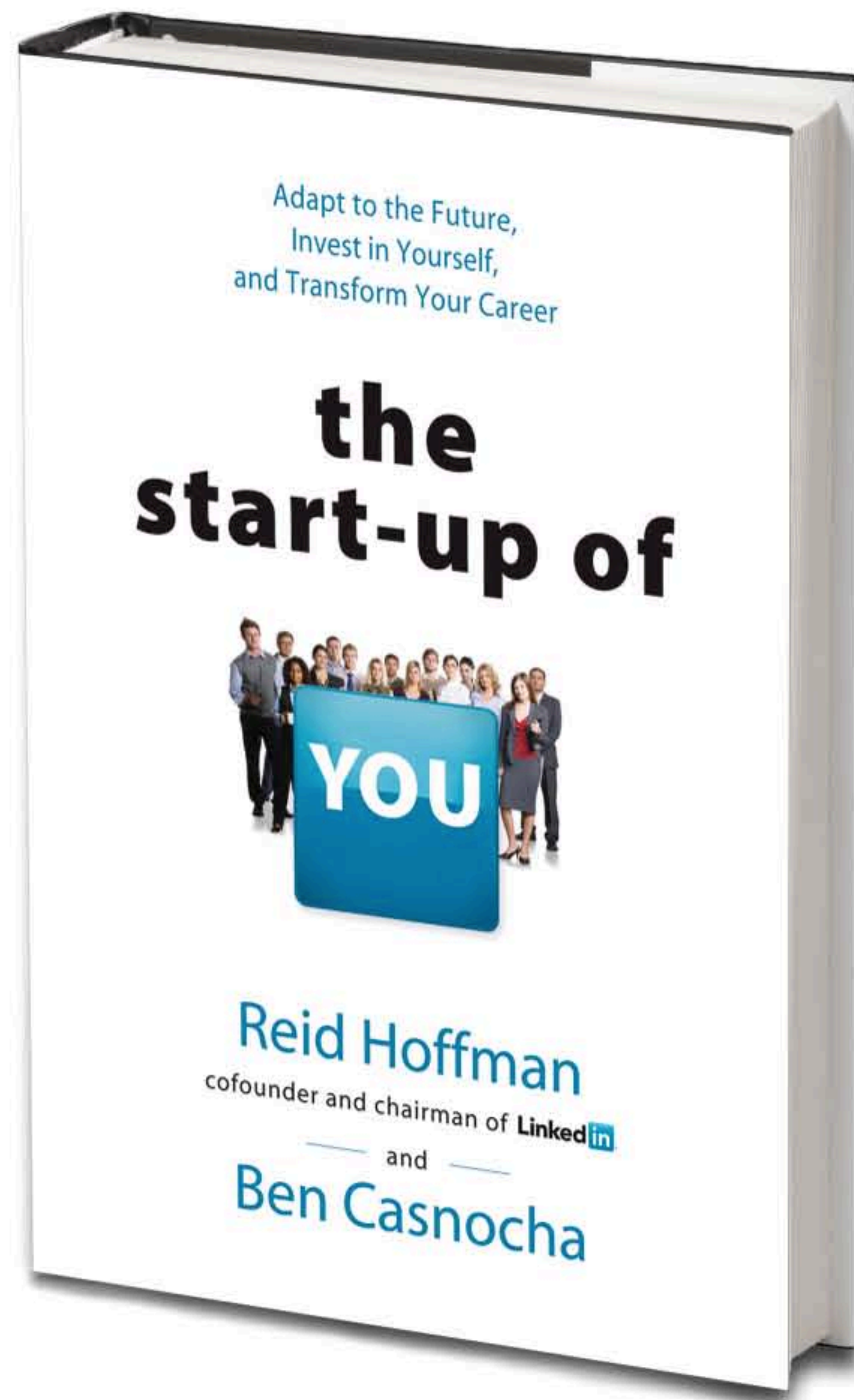


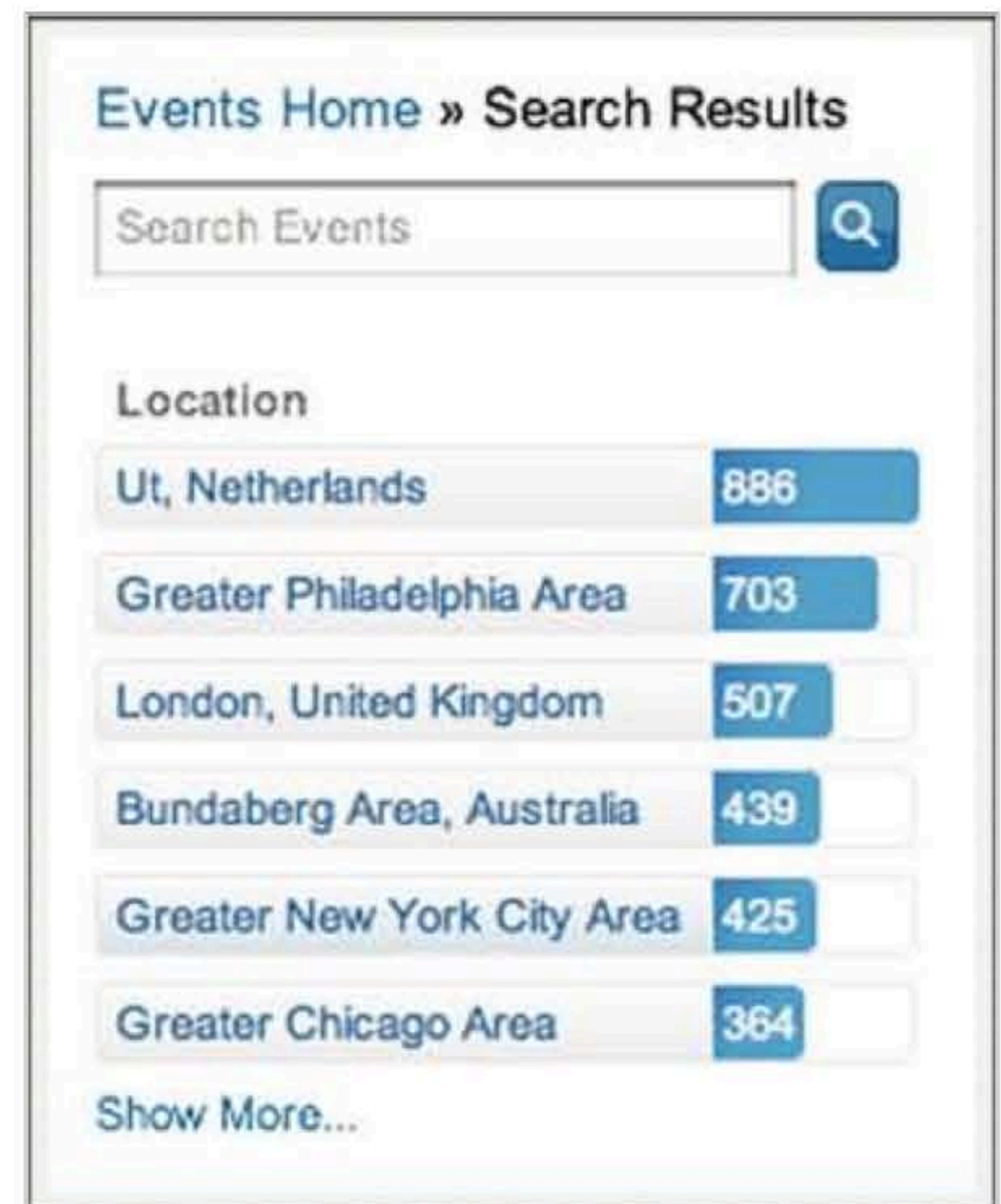
Advanced Tips for Using

Linked

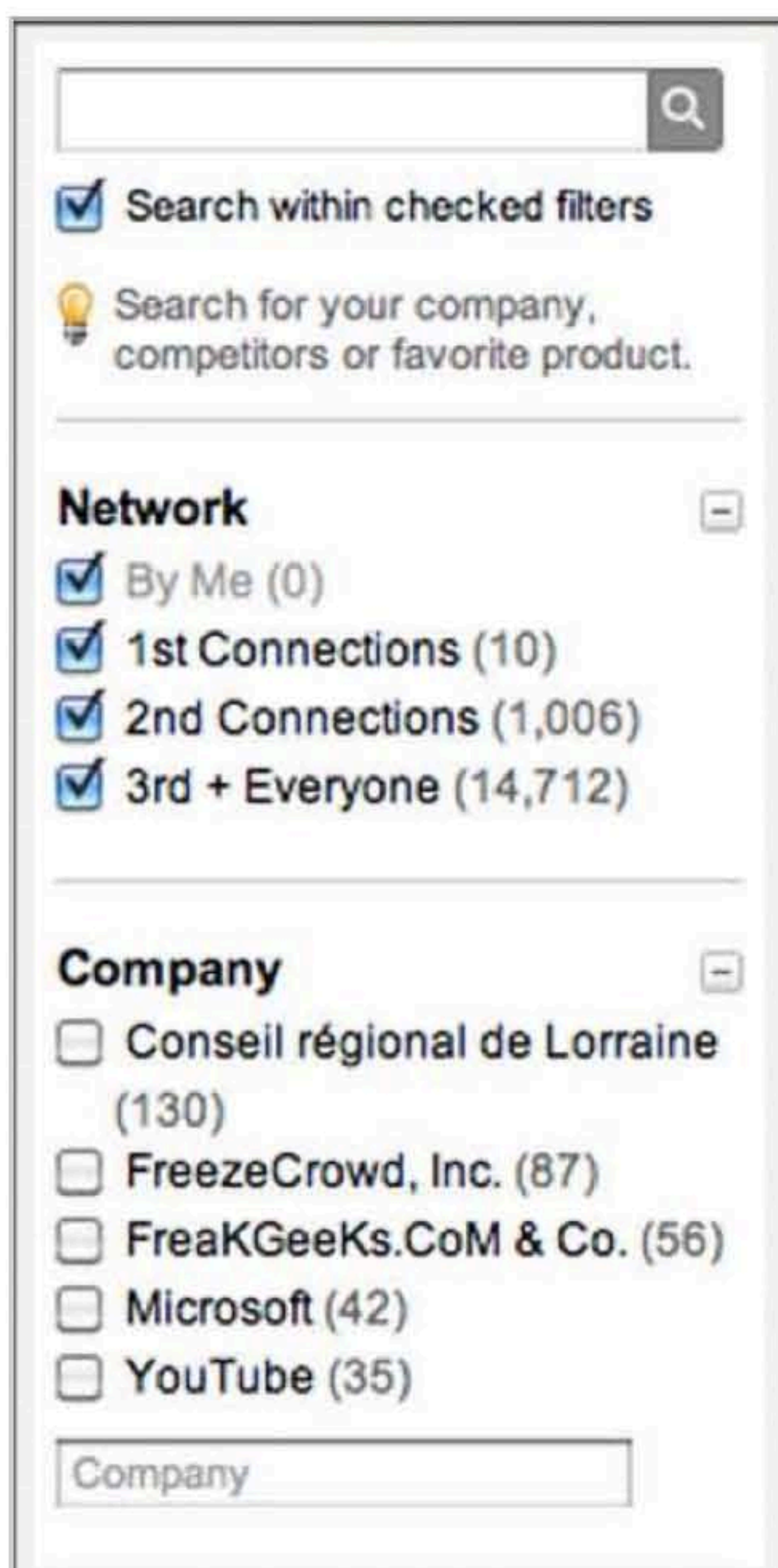


Reid Hoffman and Ben Casnocha

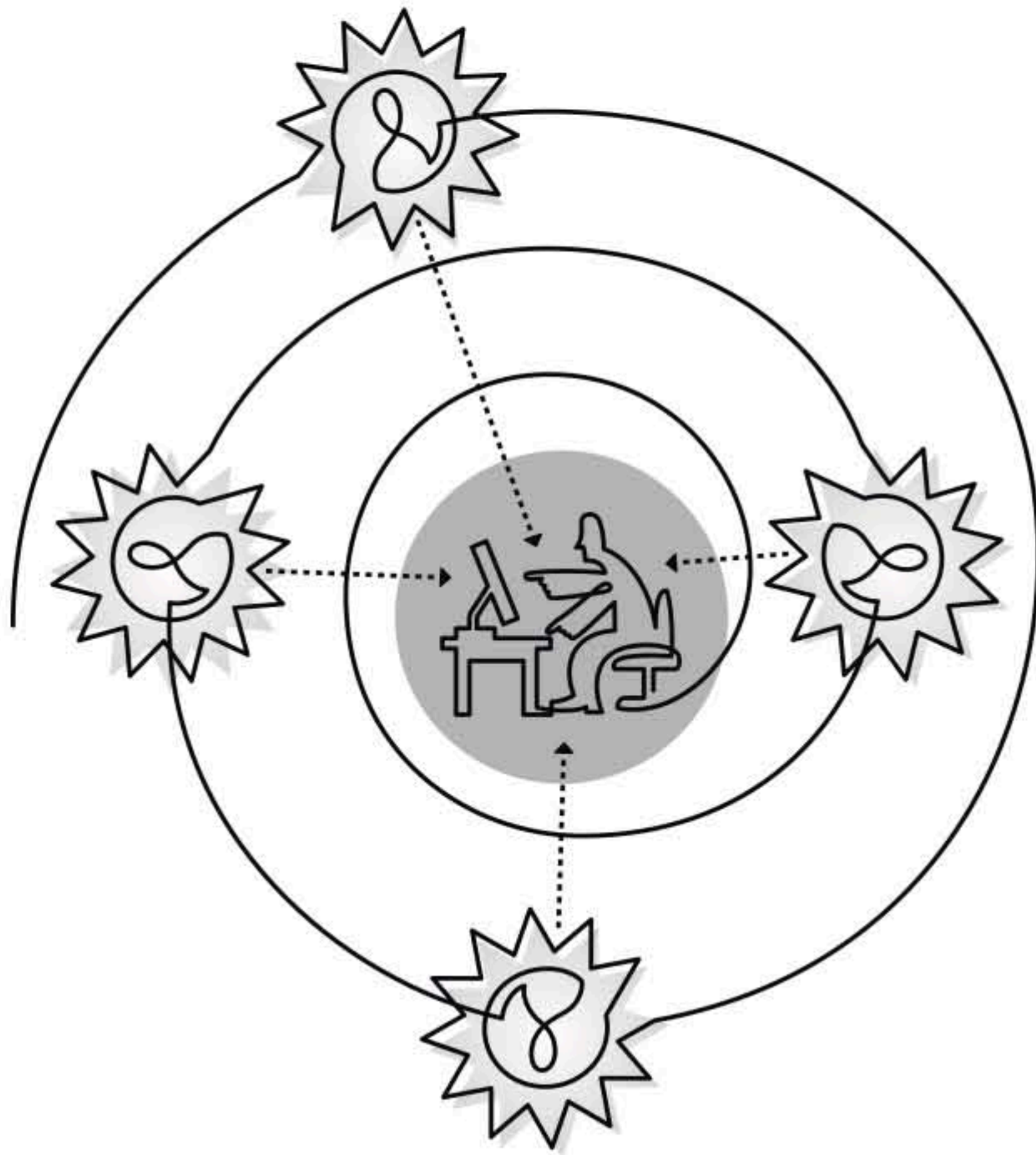
1. Use LinkedIn Events to find events and actually see people who will be attending.
2. Find and join LinkedIn groups that are interesting and relevant to you. For example, join your college's alumni group, those for former employers, or one focused on your industry or profession.



3. Do some personal benchmarking. Search LinkedIn for your peers at other companies in the industry and study their profiles to look for areas of differentiation.



4. Study the LinkedIn Company Page of the companies relevant to you to gain insight on the people the company has recently hired (and who have left) to see the types of skills that in demand.
5. LinkedIn data refreshes in real-time, so check back to see the latest company insights, updates from your network, and other sources of information to prepare you when it's time to take action.



6. Look at Annual Company Growth on a LinkedIn Company Page to understand if a company is growing, is flat, or shrinking in terms of employees. Seeing trends in any of these directions early can give you an edge in making your career plans.

7. Update the Skills area of your profile with your key areas of expertise and talents so new opportunities can find you.

8. Post career-related questions on LinkedIn Answers. You might get a response from a domain expert, or from someone outside the industry who's approaching the question from a different angle.

9. Create a poll on LinkedIn to gather network intelligence. Try a question that's relatively broad to get a wide range of viewpoints.

10. Add descriptive Tags to your connections' profiles so you can easily identify people with specific expertise.

