

## LinkedIn Lingo

**Profile** – Your profile is where you build your personal brand, showcase your “why” experience, education, skills and more. Your profile is your professional story not necessarily your online resume.

**LinkedIn Headline** – Your headline is your lead and the first area to add keywords and your value proposition. Just below your name, you can add immediate relevance even though you only have a 120 characters for this area. Get creative.

**LinkedIn Recommendation** – A recommendation is written by a LinkedIn member to recognize a colleague, business partner, or student. The recommendations are displayed on your LinkedIn profile and can be organized according to previous positions and activities. More substantive than an endorsement, recommendations are great testimonials. Ask for them and give them.

### Skill + Endorsements

Skill endorsements are a great way to recognize your 1st-degree connection's skills and expertise with just one click.

**Network** – You connect with people, join Groups and follow companies and people.

**1st Degree Connections** – 1st degree connections are direct connections on LinkedIn. You can interact with and message these connections as you like.

**2nd Degree Connections** – 2nd degree connections are your 1st degree connection's connections.

**3rd Degree Connections** – 3rd degree connections are connected to your 2nd degree connections.

Whether 1st, 2nd or 3rd degree, you will see the respective number next to their name in search results and on their profile.

If you are connected to someone you are automatically following them. If you are following them, they are NOT automatically a 1st level connection.

**Follow members of your LinkedIn Groups** – These people are considered part of your network because you're members of the same group. You'll see a group icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn or using your group's discussion feature.

**Introduction** – A way to introduce yourself to those you are not currently connected to.

**Influencers** – Key and influential people in your industry that can provide you with great content.

**LinkedIn Today** – A source for all of your industry news in one place.

**Advanced People Search** – This is where you go to find the people, companies, Groups, universities, content.

**Search** is where you begin to leverage 2nd and 3rd level connections. This tool is valuable when doing research on the best ways to reach your ideal prospects.

**Inbox | Messaging** – Similar to your email inbox, your inbox on LinkedIn is where you can send, view, and receive messages. You will also see who has recently connected with you in your Messaging area.

**InMail** – These are private messages that allow you to contact anyone on LinkedIn without an introduction or contact information. If you have a Basic (free) account, you must upgrade to a Premium account to use InMail. You receive a specific number of InMail credits based on your subscription type. If you send an InMail and someone accepts it, you receive a credit back from LinkedIn.

### Message

Unlike InMail, it is free to message your first degree connections and fellow group members. This is a much more efficient and cost effective method of reaching out. you can directly message anyone you share a group with.

### Company Page

The area on LinkedIn for companies to showcase their brand by bringing their employees together, posting and sharing content, talking about their employment brand. Consider it a company micro-site.

### Company Page Followers

LinkedIn members that follow your company page. Posts from the Company Page will go to their followers' Home Page feed.

### Mention

Use an @mention (person or company page) to directly tag a company or person in your post. They will be notified that you have mentioned them in your status. This is great for acknowledging and give a shout out to clients prospects, referral partners, employees and your Centers of Influence.

## Hashtags

Add hashtags to help surface your article to members who may find it relevant. Hashtags act as keywords that help people know what kind of article you've written. You can [add hashtags](#) to the commentary about your article before you publish.

**Use the following tips to ensure that you're using hashtags to their maximum advantage in your articles:**

1. Include the hashtag symbol "#" before a relevant keyword or phrase.
2. Eliminate spaces and punctuation in each hashtag.
3. There are no limits to the number of hashtags that can be added to each article, but you should choose your hashtags wisely, so they reach the most suitable members for that article.
4. Type a hashtag in the LinkedIn homepage search bar to discover content based on your interests. For example: #OutofOffice
5. Editing your [public profile settings](#) to **Make my public profile visible to everyone** will enable anyone who searches for that hashtag to find your article.

## Like

To like a post or comment, click the Like icon below the item. Posts and comments that you "like" will be shared with your network, and the link below it will now display a Like icon. To undo this action, move your cursor over the Like icon, and click it again.

## Comment

Comment on posts in your feed, as well as on other members' comments.

1. To comment on a post, click **Comment** beneath the post, fill out the **Add a comment...** field, and click **Post**.
2. To comment on a comment, click **Reply** beneath the comment, fill out the **Add a reply...** field, and click **Reply**.
3. To add a photo to a comment or a reply, click the **Photo** icon in the comment field, and select the picture. Then fill out the comment field and click **Post** or **Reply**.

### **Sponsored Posts**

Ads on LinkedIn in the form of page posts. The ads show up in the activity feed of their targeted prospects. The degree of specificity determines the CPC (cost per click) or CPM (cost per 1000 impressions). These are handled by your Company Page admin. You will see ads that are Sponsored Posts in your Home Page Feed

### **LinkedIn Groups**

LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts. Joining Groups provides you greater access to LinkedIn's network without connecting with everyone in the Group. These can be public or private, and can be created by an individual or company.

### **Group Announcement**

A group announcement is sent to the email inbox of every member of the group. They can only be sent every 7 days and must be sent by a group admin.

### **Social Selling**

Social Selling Glossary from [LinkedIn](#)