

Tips on Maintaining your LinkedIn Account

- 1. Search for contacts relevant to your organization and request to join their network. You can also upload your organization's email list to invite your contacts to connect on LinkedIn.
- 2. Check the Q&A section to see if you can offer a few expert responses. This will help build your organization's credibility.
- 3. Respond to any messages or network requests promptly. Add only those networks that make sense to your organization.
- 4. Check the applications available and add the ones that are appropriate for your organization. One application, Slideshare, allows you to upload PowerPoint presentations for your networks to view.
- 5. Provide interesting and informative topics and conversation starters in the "Discussion" section of your organization's profile. This will allow members to interact with you and with one another.



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