



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.