

Why you should use using social networking for business

Social networking can seem like a dirty word - or two dirty words - in business. Surely it is all about employees frittering away their time on your dime as they poke friends on facebook or twitter?

Well, actually, that is a whole different argument and not as clear cut as you might think, with such activities having the potential to promote and guide your business both online and in the real world. However when it comes to Morgan PR's preferred social network, you are either LinkedIn, or you are left out.

LinkedIn is social networking for professionals, where the focus is on business and just how focused you are on getting the most from this website will determine how much you can benefit from its growing popularity.

Let us begin by assuming that you already have or indeed plan to sign up for a profile at www.linkedin.com. It really is simple and the site is very helpful.

Fill in your profile! This sounds simple, but you'll soon see how few people do and leaving this job half finished will speak volumes about your approach to business. Settle for no less than the 100% that LinkedIn encourages you to use - and create a friendly link for your LinkedIn page using their guide. It makes it far more likely people will click on it when you give them the chance.

Of course you need to let everyone in your traditional network know that you are now LinkedIn. It is possible to automatically compare your own contacts within Outlook with the names and matching email addresses on LinkedIn, so almost straight away you are likely to start off with plenty of Links. There is also a toolbar that allows you to invite people who email you who are not part of the website - but also, do add your LinkedIn link to your email signature - many of our contacts have been made this way.

Recommendations are the equivalent of testimonials and we think these are a key part of your presence on LinkedIn and are visible to your network. They can be reciprocal and don't fall into the one-liner trap - spend time giving great, descriptive and passionate recommendations and you will surely be the delighted recipient of similar recommendations.

Everything you do to your profile is automatically sent around your network, encouraging them to invest time in checking out the latest recommendation or updated details. Better still there is the option to regularly send profile updates out and we use these to promote our offline activities and to alert people to new blog postings, the distribution of our newsletter and anything else likely to boost our reputation among our network.



Another part of LinkedIn that helps your reputation is the Q&A; through answering questions posted by other users you can raise your status as an expert - not least as the person posting the question will choose the best answers and those who earn this accolade are recommended to people asking similar questions. It also appears on your profile and your network will get to know about it too.

There are many different groups on LinkedIn and it is worth joining relevant groups as this broadens your network and can lead to collaborative projects, but as ever, only link with people you would be happy to recommend as this is effectively what you do when someone joins your network - everyone else in the network will think you hold them in the same regard you do themselves!

Like any networking, the real treasures are not those in your network, it is who they know! It is possible to hide your network from people you are linked to, but in reality you can see most people's and from this you are able to seek introductions even more efficiently than you can in the real world.

Don't forget, you can also leverage LinkedIn as a powerful research tool, from spotting churn within companies to examining the interests of a prospect in order to better match your offer or approach to their needs.

Contacting **morgan pr** :

Morgan PR can be contacted in the following ways:

Telephone: **0845 00 33 666**

Email: **info@morganpr.co.uk**

Website: **www.morganpr.co.uk**

Blog: **www.morganprblog.co.uk**

Morgan PR is the trading name of Parlabane Limited of 7 Priory Avenue, Hungerford, Berkshire RG17 0BQ. Registered in England & Wales, No: 6364835. Registered Office: 7 Priory Avenue, Hungerford, Berkshire RG17 0BQ. VAT No: 921 0033 87