LinkedIn

www.linkedin.com

LinkedIn is considered the most professional of all social media networks. It is widely used, with membership growing, as reported by LinkedIn, by the second. It is primarily used to create and foster professional networking. Through LinkedIn you can connect to past and present colleagues, peers, and other professional relations. The site features groups, message boards contributed to by individuals with similar interests, job postings, company profiles and updates from individuals and organizations that range from notifications of a new job to interesting journal articles to interesting discussions.

LinkedIn also has a large variety of privacy controls that let you decide how much of your profile can be seen by people who do not know you. It is wise for providers to have at least general CV information available publically including your academic credentials, any published work you have, as well as a general outline of your professional trajectory.

At its core, LinkedIn is an interactive curriculum vitae. Getting started is easy. After sign-up you are prompted to list your current and past employments along with dates of employment. Completing this portion of your profile allows professional contacts to find you through your shared history. There is also an "about" section on LinkedIn. You can fill this out with a summary of your current professional duties or a brief overview of your skills. If you are not sure what to put here, please ask Daniayla (dstein@in-sight.net) to help you craft a bio for this space. If you already have an 'about me' section that you plan to use on your Inpathy directory listing, that would work as well.

How LinkedIn Can Benefit Your Inpathy Practice

LinkedIn provides an ideal space to share your virtual practice with peers, colleagues and a potential client base. You can explain your professional experience in the 'About Me' section and link to your Inpathy profile from it as well. You can also use LinkedIn to promote your thought leadership by sharing links to interesting content, including any content you curate on your own through a blog or website.

Because LinkedIn is often treated like a curriculum vitae or resume, consumers who are interested in your services may search for you on LinkedIn. In addition to the 'About Me' section they may find on other platforms, LinkedIn shows recommendations from colleagues and managers and a full list of your past work experience. A strong profile in this space tells potential clients that you are a trusted professional in your field.

Connections

LinkedIn builds networks through "connections." When someone who knows you finds your LinkedIn profile they can request to connect to you. When a connection is made you can see updates from that person on your home feed, which you can access from the Home tab on the top left of the screen.

Who should you connect to?

You should connect to colleagues, peers from your alma mater, and colleagues from your previous jobs. You can also connect to family and friends. LinkedIn has an interesting feature that tells you how you are connected to anyone's profile you view. You may be surprised to find that you went to school with your nephew's boss or that the Medical Director at the hospital where you did your residency knows the head nurse at the hospital where you currently work.

Endorsements

People who are connected to each other can endorse each other's skills. Essentially this serves as a verification of a resume point. Colleagues who know you are skilled in cognitive behavioral therapy can "endorse" that skill in a section of your profile. It is a courtesy to reciprocate endorsements with your own endorsements.

Recommendations

From LinkedIn: A recommendation is a comment written by a LinkedIn member to recognize or commend a colleague, business partner, or student. Viewers of your profile often view the recommendations you have received on your profile to see what others have to say about your work.

The best recommendations come from people who value your work, services or products, such as managers, colleagues, co-workers, customers, and clients. Hiring managers and people searching for new customers and business partners prefer to work with people who come recommended by someone they know and trust. There is no limit to the number of recommendations you can request or give.

Posting an Update

On your home page, there is a box labeled, "Post an Update." You can use this space to send a message to or share interesting content with your network. These can include:

1. News about a new job. For example, "I'm excited to announce I'm now offering behavioral health services through Inpathy! I'm now seeing clients online Tuesday and Thursday evenings. You can book an appointment with me here: www.inpathy.com."
2. Your carefully articulated opinion on a new development or controversy in your field. (Remember, if you wouldn't want a crowded elevator to hear you say it, do not post it!)

3. Links to interesting articles or outside content. LinkedIn allows you to share content from anywhere on the web. If you are familiar with extensions, you can download one to your browser for easy sharing. You can also share content by copy/pasting the link to the content in the "Post an Update" box. LinkedIn will automatically generate a preview and you can then replace the link with your thoughts about the content or an explanation of what it is.

You can like and comment on others' updates. They in turn can like and comment on yours.

LinkedIn Groups

LinkedIn supports the formation of interest groups. LinkedIn groups support a limited form of discussion area, moderated by the group owners and managers. You can join LinkedIn groups to participate in discussions about topics you are interested in or in which you are well-versed. Active participation in LinkedIn groups can lead to a wider professional network through LinkedIn connections.

Joining a Group on LinkedIn

(Adapted from LinkedIn Help Center)

You can find and join LinkedIn groups by searching for groups from the Groups You May Like page or the *Search* field at the top of your homepage. There may be multiple groups on LinkedIn for each interest, organization, or affiliation.

There are two ways to find groups you want to join:

1. In the search box at the top of any page, select *Groups* from the dropdown list on the left. Then type in your keywords or group name to search. On the search results page, you can refine your search using the checkboxes on the left.
2. Move your cursor over *Interests* at the top of your homepage and select *Groups*. Select the *Find a group* link on the right side of the page. Type in your keywords or group name to search. Choose the right group for you.

Following Organizations on LinkedIn

You can follow the company pages of business and organizations on LinkedIn. You can search for companies and organizations you like with the search bar on the top of your home page. Once you have found their pages, you can find a button that says "Follow" where you would normally see the "Connect" button.

If you have questions about how to use LinkedIn, you can try a google search for your query. Simply type your question into www.google.com and click search. LinkedIn's help center is robust and offers comprehensive user guides that show up with most google searches.