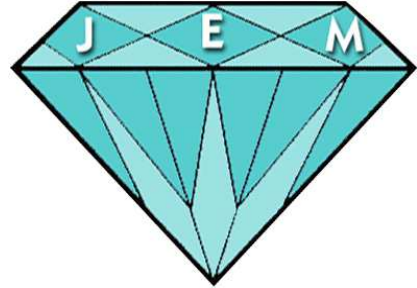


LinkedIn Glossary of Terms (Rev. 01)



Connections

First-level connections – other registered users who have accepted an invitation (or you have accepted from them) to “connect” with you on LinkedIn. You can invite anyone with an email address to be a connection, they do need to be a registered user or set up an account to accept and use the site. LinkedIn recommends you ask those you know and trust. You can reach 1st levels by sending a direct message through LinkedIn.

Note (BIG Benefit): You can export your connections (.CSV or .VCF files).

Second-level connections – first level connections your first-level connections have. For example, you are connected to Sally, who is directly connected with Bill, her boss (who you are not connected with). Bill is therefore a second-level connection for you. You can see others (some may be your first level connections) who Sally connects with on her profile.

Third-level connections – connections you are not connected to from your second-degree connects are third-degree connections. Therefore, Bill's connections would be your third-degree connections, although you cannot see them on Bill's profile.

General – when you connect with someone, his/her first-levels connections become your second-level connections; second-level connections become your third-level connections.

Profile

Profile page – your personal page (also referred to as a curriculum vitae) on LinkedIn. All registered LinkedIn users can view all or some parts of it (if you set it to be a private page). Your profile page comes with default sections where you can list your name, upload a photo, current and past (work) experience, education, interests, etc.

Profile Highlight Box – default top portion of your LinkedIn profile. Currently contains your name, photo, headline, location, industry, current and immediate past experience and last education.

Headline (a.k.a Slug, Tag) – 120 characters of available space to display your 'pitch'. Too often merely displays someone's title without reference to your skills and expertise.

Applications – eliminated although Creative Portfolio Display (artists) and SlideShare (PowerPoints) for prior users were incorporated into the Summary Section. Google Presentation, blog interfaces, Amazon Reading Lists, etc. are now gone and polls were moved to Discussion Groups. Events (posting of) was also eliminated.

Summary – before this section was immediately below your profile highlight box. Approximately 1,500 characters of space to present your brand and any action steps. Suggest you write in first person rather than as a narrative. (This is, after all, social business.) No longer includes 'Specialties' as a separate section within.

Skills & Expertise – Allows you to select and display your skills (options as listed). Also provides information regarding suggested related skills, discussion groups centering on the skill, other professionals displaying the same skill and analytics indicating whether it is a growing or declining skill.

Sections – free add ons to your LinkedIn profile that allow you to expand your credentials and embellish on your skills and expertise. Can drag and drop most sections (except top two and bottom four).

Appears in "Edit Profile" to the right of your profile highlight box:
Certifications, Courses, Honors and Awards, Languages, Organizations,
Patents, Projects, Publications (links allowed for Web sources), Test Scores
and Volunteer Experiences & Causes

WordPress blogs – (for those who indulge) can be integrated into your Activities section using JetPack plugin.

Misc.

Company Page – broadcast your company's brand to visitors. Display your products and services, job opportunities (fee based) as well as news updates and other helpful information. Can now upload media files from your computer directly to updates.

Drag and Drop – the ability to move or reposition sections of your LinkedIn profile or information within specific sections (i.e. recommendations).

Discussion group - Special interest groups a very wide range of topics are covered mainly around professional and career issues LinkedIn members can now discover, share and participate in a number of professional conversations happening in their industry and areas of interest. Includes alumni groups, organizations, industries, professionals, job hunting. One of the biggest benefits is to be able to send messages to people you share a group with.

Endorsements – new one click feature where your connections can recognize or acknowledge your skills and expertise.

InMails – are internal LinkedIn emails. You need a premium service to send unless the recipient allows anyone to use their service. Cost for InMails is currently \$10 each.

Introductions – when a third party introduces two people who weren't currently connected. For instance, your colleague Sue and your client Dan don't know each other. You think Sue could help solve a problem that Dan is having with one of his projects, so you introduce Sue and Dan through LinkedIn. Introductions are simply a way to bring people together on the site. You can request an introduction between a first-level connection and a second-level connection he/she is connected to.

Pulse – news and updates from influencers, channels and publications.

Recommendations – anyone can write recommendations (or testimonials) for inclusion on your profile. These can be powerful testaments to your business and professional skills. You can easily request a recommendation from a connection, make topic suggestions, accept or reject, or ask for modifications. Non-connections can become connections by writing a recommendation. (Can drag and drop recommendations – with new profile).

Rich Media Files – Documents, pdf's, videos, audio files, etc. which can be added to three sections of your LinkedIn profile to embellish your brand and professionalism. Add to summary, experience and education sections. Caution: You need a URL (Web address) and cannot upload directly from your computer (as you can for company pages).

Status updates – a way to share information and news with your first level connections. Can also Tweet the update, share with groups or send to individuals.

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