



LinkedIn Key Terminology Cheat Sheet (Glossary of Terms)

In this lesson, you will learn about:

- ★ Individual profile
- ★ Company page
- ★ Network
- ★ The LinkedIn feed
- ★ Connections
- ★ Invitations
- ★ Introductions
- ★ Recommendations
- ★ Experience, education and volunteering
- ★ Skills
- ★ Endorsements
- ★ All-Star profile
- ★ Posts (also known as updates)
- ★ Articles
- ★ Newsletters
- ★ Mentions
- ★ LinkedIn Messaging vs InMail
- ★ Influencers
- ★ Creator Mode
- ★ LinkedIn Live
- ★ LinkedIn Events

Individual Profile

- ★ Cover photo
- ★ Cover Story
- ★ Profile photo
- ★ Name
- ★ Headline
- ★ Featured

Company Page

- ★ Cover photo
- ★ Profile photo
- ★ Tagline

Network

- ★ Your network consists of connections, which also includes the connections of your connections.



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The LinkedIn Feed

- ★ The feed provides you with an opportunity to find out what your network is doing, saying and sharing.
- ★ You can comment, react to and share posts from the people in your network.
- ★ You may also see 'sponsored' posts (i.e. paid advertising targeting you).
- ★ You can create posts from here.

Connections

- ★ Connections are an indicator that you and a person are connected to each other.
- ★ Your network is made up of your 1st-degree, 2nd-degree, and 3rd-degree connections:
 - **1st-degree connections** are people who have accepted your invitation to connect or you have accepted their invitation to connect. You can send these people messages.
 - **2nd-degree connections** These are people you aren't connected to but are connected to people you know (1st-degree connections). You can invite these people to connect with you.
 - **3rd-degree connections** These are people you aren't connected to but who are connected to the 2nd-degree connections you are connected to. If their full name is displayed, then you can connect.

Invitations

- ★ Invitations are how you make connections on LinkedIn.
- ★ If one LinkedIn member sends an invitation to another person who then accepts the invitation, they become 1st-degree connections.
- ★ They are an important way of growing your business network.
- ★ You can (and should!) add a note when sending someone an invitation - this makes it more personal and can increase the chances of someone accepting it.

Introductions

- ★ With LinkedIn, it's all about professionally growing your business network.
- ★ You can ask your connections to make introductions by direct messaging them a link to the person you'd like them to introduce you to.
- ★ That person can then create a direct message to both you and the person you want to be introduced to.
- ★ People are more likely to engage with someone who shares mutual connections.

Recommendations

- ★ Recommendations are a way to recommend past colleagues, employees, managers or peers, based on their professional experience, to anyone who views their profile.

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Essential Foundations

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- ★ You can (and should) request recommendations for your own profile, particularly if you run a service-based business. Recommendations provide social proof of you and your business.

Experience, Education & Volunteering

- ★ Experience is the section of your profile where you list your 'experience'. Generally, this is paid experience, but it doesn't have to be!
- ★ Under experience, is the education section. This is where you would list your qualifications and link them to the school or college you attended.
- ★ Under education, is the volunteer experience section which is a perfect place to show the kind of volunteer work you've been doing (particularly if you've had a break!). That said, if you've had a BIG career break, we would recommend you put your volunteer experience under the main experience category.

Skills

- You can include specific skills on your LinkedIn profile which highlight your skills and abilities to other LinkedIn Members.
- You can have up to 50 skills on your profile, and you can pin three skills to the top of this section. These top three skills should tie in with the work you are looking for or want to be known for.

Endorsements

- ★ People can endorse you, and you can endorse others. Endorsed skills add to the strength of your profile.
- ★ You can endorse skills already listed on someone's profile if you have a first-degree connection with them.
- ★ Be proactive about endorsing others, and they may reciprocate!

All-Star Profile

- ★ If all sections of your LinkedIn profile are fully completed, LinkedIn will automatically award you an All-Star profile status.
- ★ Having an All-Star profile means you are likely to be easily found if someone searches for someone just like you.
- ★ This means your profile is much more likely to appeal to people and make them want to connect with you.
- ★ Your personal dashboard on your profile will tell you what status your profile is at and prompt you to complete the extra areas needed.

Posts (also known as updates)

- ★ Posts are a way of sharing with others what you are doing or involved in from a business or career perspective.



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- ★ Use posts to share content (for your own or a third party article).
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- ★ Document posts are posts where you can share pdf's, PowerPoint or Word documents.
- ★ You can also post videos.

Articles

- ★ Articles on LinkedIn are the equivalent of blog posts on your website.
- ★ They are ways of illustrating expertise within your field or sharing your thought leadership on topics relevant to your area of business.
- ★ Articles can also now be written by companies and shared on their LinkedIn company pages too.

Newsletters

- ★ This is a new functionality on the platform, however they have only been rolled out to a very limited group of users only.
- ★ Newsletters enable you to invite your network to subscribe to a newsletter that you write. Subscribers get a notification about them on LinkedIn, and it also gets sent to their email inbox as well.
- ★ Newsletters are effectively an email marketing tool to your LinkedIn network, and a brilliant way to communicate with your connections and share your content.

Events

- ★ Just like the other social networks, LinkedIn also has a functionality for you to create Events and invite your network to them.
- ★ Events can be organised from a personal profile for your network, and as the Organiser of the event you have the option to host it as your personal profile, or if you are an admin on a Company Page, as that Company Page.
- ★ Events can be public to the LinkedIn network or private.
- ★ If you accept an invite to an Event you can access a list of the attendees who are also going to be at the event and start connecting and interacting with them.
- ★ You can also post and join conversations within the Event feed.

Mentions

- ★ Just like Instagram and Twitter, you can mention others in your LinkedIn updates.
- ★ If someone mentions you in a post, your username is visible, allowing others to click/tap on it and go to your profile.

LinkedIn Messaging vs InMail

- ★ You can send a message to your connections directly from the LinkedIn messaging page or from your connections profile page.



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- ★ You can message your connections for free.
- ★ OR you can pay to send InMails (which means you can message people you aren't connected to), using the Premium version of LinkedIn (See Lesson 1).

Influencers

- ★ Are influential people on LinkedIn that have huge followings.
- ★ It may be hard to connect with Influencers directly, but you can follow them to keep up with what they post about.
- ★ It is worth noting that these are 'official' influencers. You may very well find smaller, influential people in your network that aren't recognised officially. It is worth connecting with them as they may be able to help endorse you and your brand.

Creator Mode

- ★ Turning on this feature more prominently displays your content and encourages people to follow you rather than connect with you. This is a new feature for LinkedIn and is still being tested and rolled out.
- ★ Creator mode prioritizes content over work experience and displays your follower count in your intro.
- ★ You can add hashtags to your profile to show which topics you post about.

LinkedIn Live

- ★ You can [apply](#) to go live from your profile, page or event if you have at least 150 followers.
- ★ LinkedIn Live allows you to build deeper connections and drive more engagement. Live videos get, on average, 7x more reactions and 24x more comments than native video.

Key Takeaways

- ★ LinkedIn enables you to have either a personal profile or a company page, or both.
- ★ If all the sections of your profile are complete, LinkedIn awards you an All-Star profile, which means more people are likely to connect with you.
- ★ You can have first, second and third-degree connections on the platform.
- ★ You can post updates on LinkedIn, just like the other social networks.
- ★ You can follow influencers on this platform just like the other networks, and you can mention and tag people in your posts too.
- ★ LinkedIn also has a LIVE function just like the other social networks.