

MEMORANDUM

To: Team 'AJAR', ENGL 301 Technical Writing Team Members

From: Ayaka Matsuno, ENGL 301 'AJAR' Technical Writing Team Members

Date: June 22, 2021

Subject: Summary of Research for Ten Best Practices for Professional Networking on LinkedIn

I am writing to inform you the importance of my research and findings of the ten best practices for using LinkedIn as a professional networking site. Here is the list for the ten best practices to use LinkedIn, which includes the summary of my findings:

- Creating a sophisticated and comprehensive LinkedIn profile to provide a good first impression (Rosen).
- Checking out who viewed the LinkedIn profile to know whether the profile attracts the targeted readers (Cooper).
- Connecting the LinkedIn profile with the social networking sites such as Twitter, Facebook and Instagram (Below).
- Starting contacting and connecting with other LinkedIn users to share the information in a special field (Rosen).
- Giving and receiving comments to share various perspectives and think flexibly (Rosen).
- Posting your education and career, which may provide some opportunities to meet experts and enterprises in the specialty (Below).
- Posting visual contents with captivating headlines to grab readers' attention. The posts including a video is often retweeted 20 times more (Kearns).
- Joining some LinkedIn groups to establish meaningful connections with desirable industries (Rosen).
- Creating a group which positions oneself as a leader in order to show one's strong sense of responsibility and increase one's ability to make a decision (Rosen).
- Finding networking events to socialize with other users and get more information (Rosen).

Overall, by using these ten LinkedIn practices, people can create strong connection with companies and professionals, which leads to successful job hunting.

Thank you so much for taking time to read the summary of my research concerning best practices for professional networking on LinkedIn. Please let me know if anything is unclear and requires additional information for this summary.

Work Cited

- Belew, Shannon. *The Art of Social Selling: Finding and Engaging Customers on Twitter, Facebook, LinkedIn, and other Social Networks*. New York: Gidan Media, LLC, 2014. Digital.
- Cooper, Greg. "Who Viewed My Profile? What should I do about it?" *LinkedIn*, 31 Mar. 2014, LinkedIn. <https://www.linkedin.com/pulse/20140331122411-5981155-who-viewed-my-profile-what-should-i-do-about>. Accessed 22 June. 2021.
- Kearns, Steve. "How to Grow Your Brand's Organic Following on LinkedIn." *LinkedIn Marketing Solutions*, 13 Aug. 2020. LinkedIn. <https://business.linkedin.com/marketing-solutions/blog/best-practices--social-media-marketing0/2019/how-to-grow-your-organic-following-on-linkedin->. Accessed 22 June. 2021.
- Rosen, Viveka Von. *LinkedIn Marketing: An Hour a Day*. New Jersey: Wiley, 2012. Digital.