



LinkedIn Guide for Office Depot Web Café by Barbara Rozgonyi

For best search results, include keywords - such as your Industry, location, clients, or types of projects - in your headline, summary and position descriptions in your personal profile and your company profile, if you have one.

Name

First Name

Last Name

Display Name

Tip: For added privacy, you can display only your first name and last initial.

Professional Headline-Your Tagline

Industry

Professional Experience and Goals

Specialties in your Area of Expertise

Summary



Position One

Company Name

Title

Time Period

Description

Position Two

Company Name

Title

Time Period

Description

Position Three

Company Name

Title

Time Period

Description



Websites - List three

Twitter

Blog

Facebook

Your site

Public Profile

<http://www.linkedin.com/in/yourname> or redirect to www.yourname.com

Applications

Recommendations

Who can you recommend? Who can recommend you?

Questions and Answers

Choose the categories you want to follow and set up an RSS feed you'll check a few times a week.

Company Profile

Description

Specialties

Industry



Social Media Resources

LinkedIn

<http://learn.linkedin.com/entrepreneurs/>, <http://learn.linkedin.com/non-profits/>,
<http://learn.linkedin.com/new-users/>

Company Pages: <http://blog.linkedin.com/2008/03/20/company-profile/>

<http://learn.linkedin.com/company-pages/>

<http://learn.linkedin.com/company-pages/#components>

<http://mashable.com/2009/07/27/linkedin-personal-brand/>

<http://mashable.com/2009/08/03/linkedin-company-profile/>

<http://wiredprworks.com/2007/05/linkedin-pr-top-10-ways-to-become-a-subject-matter-expert/>

Facebook

http://www.facebook.com/help/new_user_guide.php Personal information:

Activities, interests, favorite music, favorite TV shows, favorite movies, favorite books, favorite quotations, about me. Create a facebook page guide for companies and groups: <http://www.facebook.com/FacebookPages>

Create a widget for your website: <http://www.facebook.com/facebook-widgets/>

Applications Directory: <http://www.facebook.com/apps/directory.php>

Twitter

<http://help.twitter.com/portal>

<http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/>

<http://wiredprworks.com/2008/03/twitter-guide-talking-in-140-spaces/>

RSS

<http://budurl.com/rssvideo>

<http://www.google.com/reader/>

<http://feeds.feedburner.com/wiredprworks>



Barbara Rozgonyi, Social Media PR Maven

Barbara Rozgonyi leads CoryWest Media, LLC, a strategic marketing consultancy founded in 1990. Clients include Fortune 500 companies, government agencies, nonprofits, global PR firms and small businesses. CoryWest's plans grow business, build brands, and connect communities with marketing, social media and public relations. Barbara publishes www.wiredprworks.com, a blog with over 700 posts that is listed on Alltop PR and AdAge Power 150. Founder of Social Media Club Chicago, Barbara/@wiredprworks was named a top 30 PR expert to follow on twitter by ereleases.com. A keynote speaker and an educator on the topics of leadership, social communication, PR, personal branding, creativity and change, Barbara speaks to corporations, entrepreneurs, job seekers and parents. A graduate of the University of Illinois and the mother of three, Barbara and her family live in Chicago's western suburbs. Follow Barbara @wiredprworks or check out what's new right now with the Wired PR Works iPhone app.



Connect with Barbara on these social networks

LinkedIn

<http://linkedin.com/in/barbararozgonyi>

Facebook

<http://facebook.com/rozgonyi>

Twitter

<http://twitter.com/wiredprworks>

please send an @wiredprworks message so I know you're following me

Flickr

<http://thesociallens.com>

Slideshare

<http://slideshare.net/wiredprworks>

Friendfeed

<http://friendfeed.com/wiredprworks>

Social Media Club Chicago

<http://budurl.com/smcchicagolinkedin>

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Social Media PR Updates <http://savvysocialmedia.com>