

LinkedIn's Role in Public Relations

■ LinkedIn & You

- **Fill out your profile so that journalists can easily find you**
- **Develop your company's profile**
 - Set company updates via RSS
- **Use groups to build credibility in certain topics via Q&A**
- **No Group? Create your own!**

Journalist Relations

- LinkedIn is not a pitching platform
- Keep track of journalist job changes
- Find out about job openings in newsrooms and share
- Find and qualify outreach targets