



Social Media Tactics for PR Professionals:

Leveraging LinkedIn

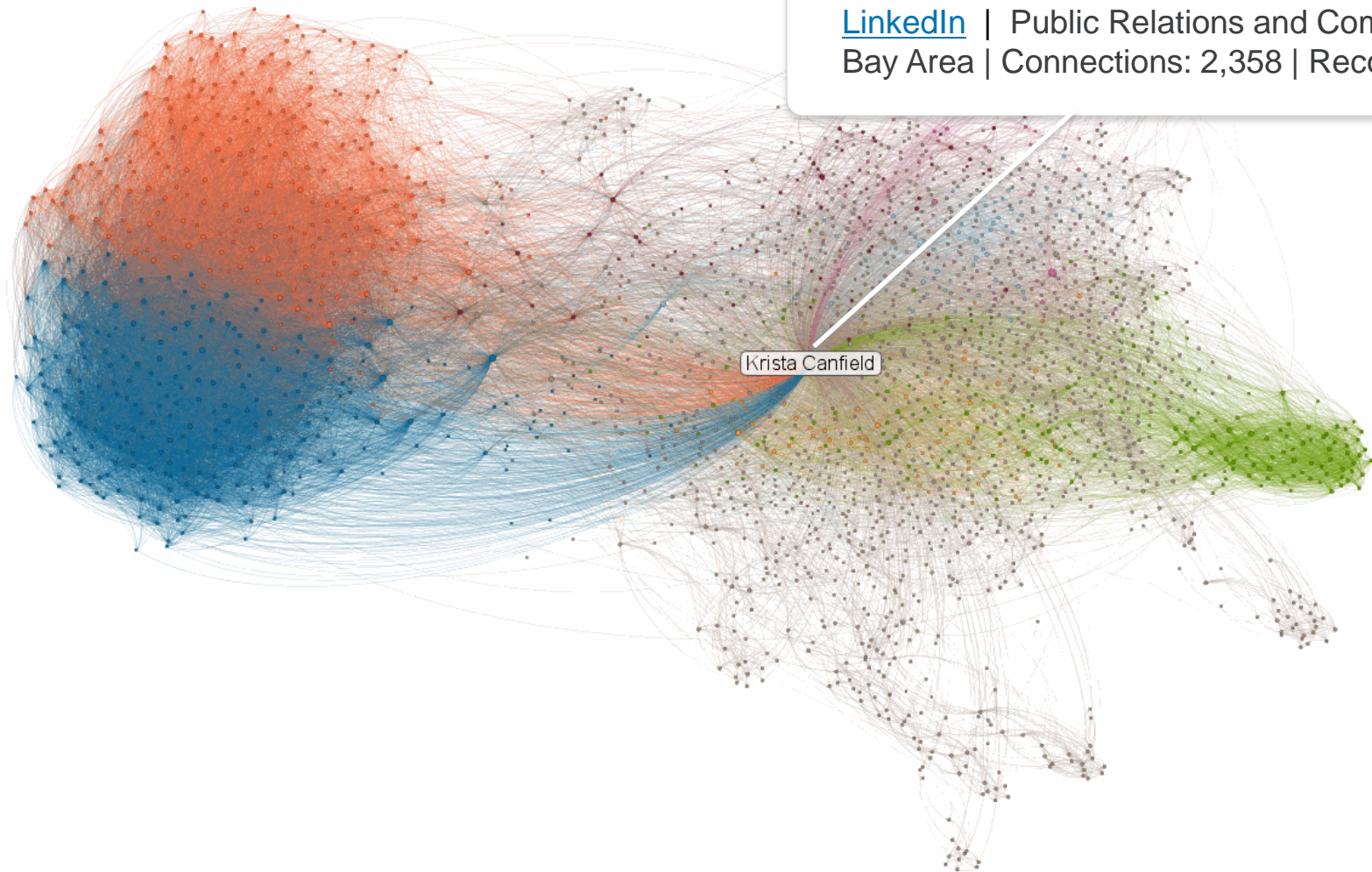


Krista Canfield

Senior Manager,
Corporate Communications
(Consumer PR)



[LinkedIn](#) | Public Relations and Communications | SF
Bay Area | Connections: 2,358 | Recommendations: 77









Krista Canfield

Agenda

1. Differentiating Between the Social Networks
2. Snapshot of LinkedIn
3. Leveraging Your Professional Profile
Professional



The Three Classifications of Social Networks

	Identity	Relationships	Activities
	 Social Utility	Friends, Family & Colleagues	Status, Social Gaming & PhotoSharing
	 Public Communications	Fans & Followers	Real Time Micro-blogging
	 Professional Network	Colleagues & Business Contacts	Professional Identity, Connections & Insights

Agenda

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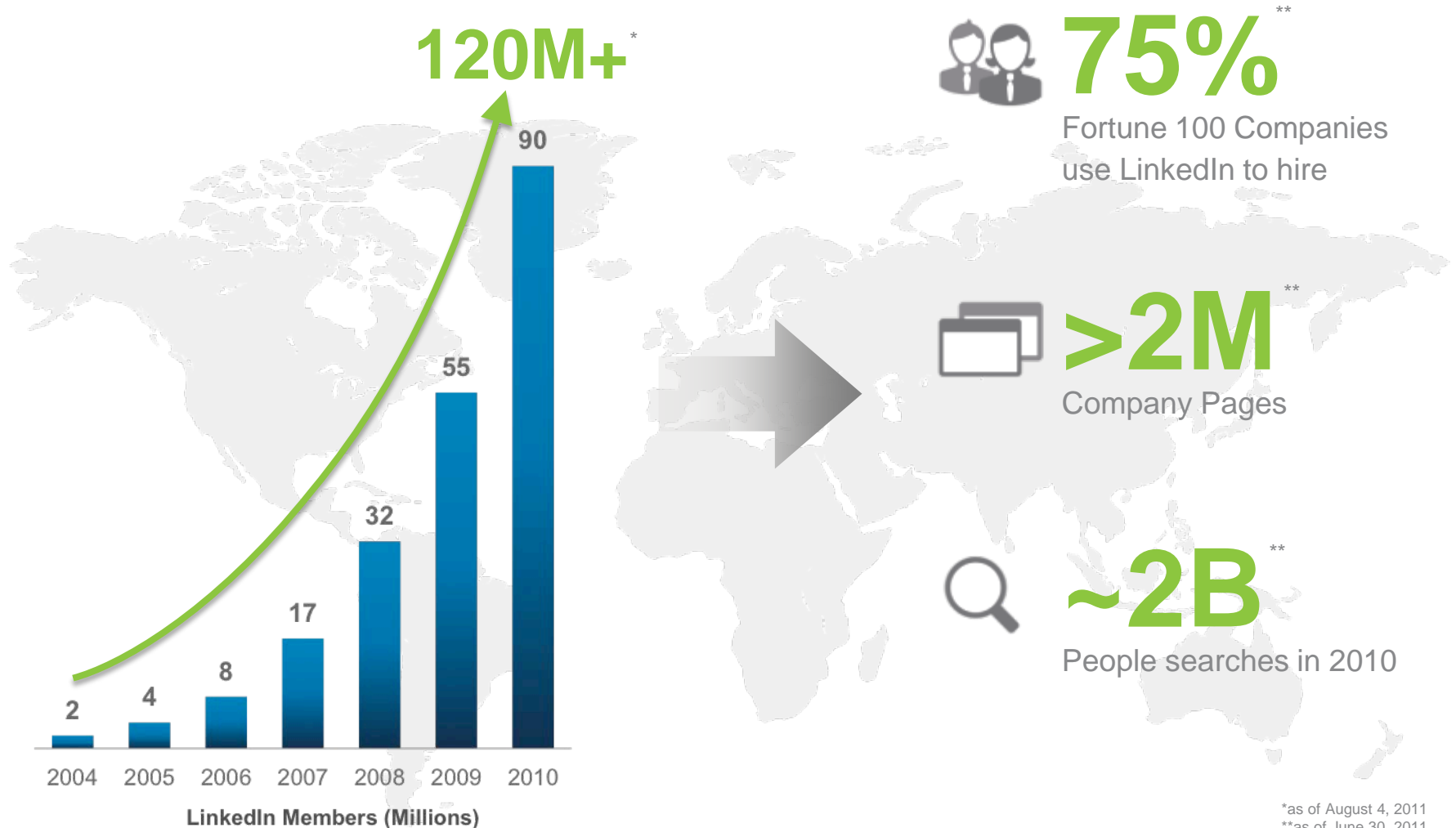
Where LinkedIn Fits

- The “professional profile of record”
- The power of a trusted network
- Leverage data & intelligence



The world's largest professional network

Over 50% of members are now international



Agenda

1. Differentiating Between the Social Networks
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LinkedIn Tips for PR Professionals

Do Journalists Use LinkedIn?

than LinkedIn. According to the 2011 Arketi Web Watch Media Survey, the number of journalists on LinkedIn has increased by 85% since 2009, and 92% of journalists are now on LinkedIn—more than any other social network.

The official group for professional journalists who want to learn how they can get the most out of LinkedIn. Group discussions focus on tips and tricks that reporters, editors, producers and freelance writers can use to help them find story ideas, sources and scoops via LinkedIn.

Group Members in Your Network



Jennifer Sangalang
Entertainment Reporter at Florida Today

1st



Dashiell Bennett
Sports Writer at The Business Insider

1st



Marshall Allen
Investigative Reporter at ProPublica

1st



Reed Abelson
Reporter at The New York Times

1st

About this Group

Created: January 20, 2011

Type: Other...

Members: 3,083

Owner: [Krista Canfield](#)

Managers: [Richard George](#), [Margie Cader](#), [Erin O'Harra](#), [Lainie Tanner DeCoursy](#), [Tara Commerford](#), [Patrick Gannon](#), [Hani Durzy](#), [Julie Inouye](#) and [Deepa Sapatnekar](#)

Website: <http://press.linkedin.com/>

This group has been verified by LinkedIn.

OFFICIAL

Similar Groups

Your LinkedIn Profile

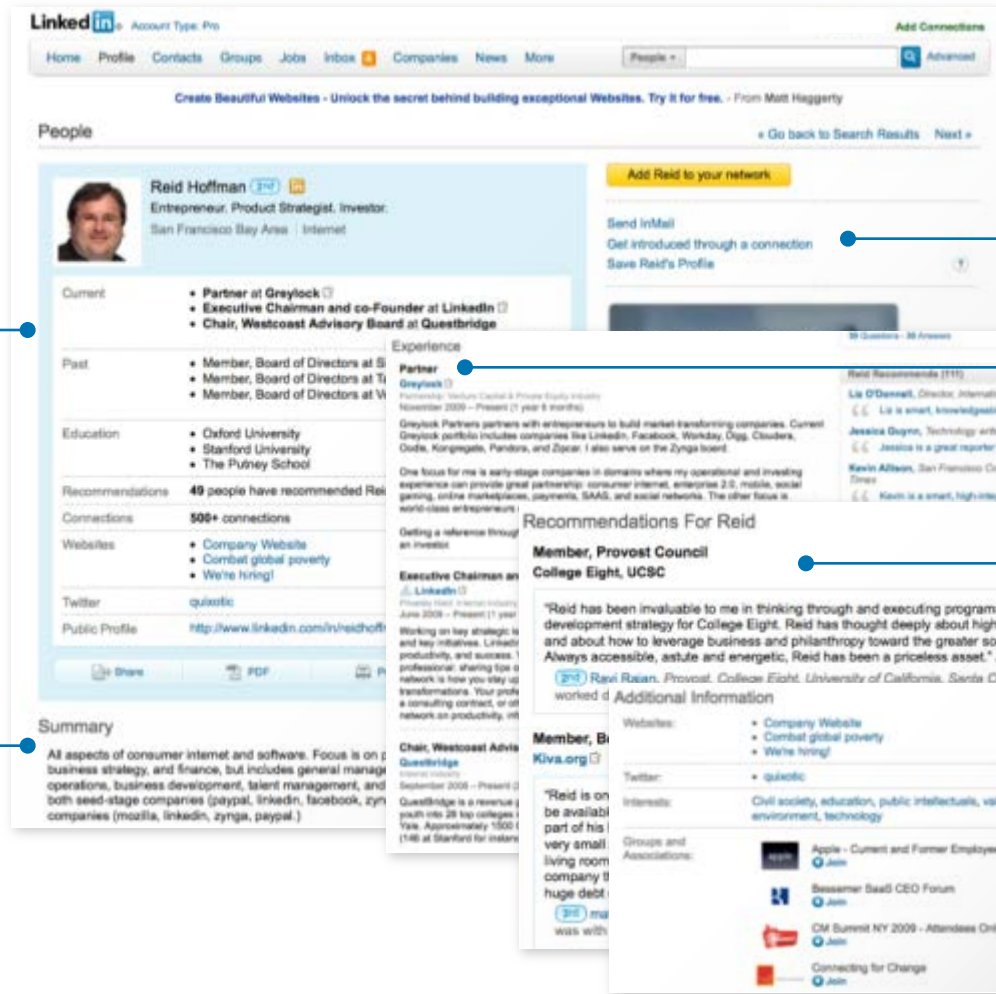
Professional Identity Ecosystem

Claim your piece of digital real estate

The image displays a collage of overlapping browser windows illustrating a professional identity ecosystem. The primary window is a Google search for 'steve sordello', showing approximately 28,600 results. A green box highlights the top result: 'Steve Sordello | LinkedIn', with a description of his professional profile and a link to his LinkedIn page. Below this, other search results are visible, including 'LinkedIn Names Steve Sordello as Chief Financial Officer', 'Steve Sordello | CrunchBase', 'Patrick Crane, Steve Sordello', and 'Steve Sordello | Facebook'. Overlaid on the right is a LinkedIn profile page for Steve Sordello. The profile header shows 'LinkedIn Account Type: Basic' and navigation links like 'Home', 'Profile', 'Contacts', etc. A search bar at the top of the profile contains 'steve sordello'. A green box highlights the profile card, which includes a photo, the name 'Steve Sordello' with a '1st' badge, and his current role: 'Chief Financial Officer - LinkedIn, San Francisco Bay Area | Internet'. Below the profile card, it shows 'In Common: 244 shared connections'. Further down, another entry for 'Steve Sordello' is listed as 'Owner, Interstate Fence Company, San Francisco Bay Area | Construction'. A 'Refine By' section on the left of the LinkedIn page shows 'Current Company' with 'All Companies' selected and 'LinkedIn (1)' unselected.

Your LinkedIn Profile

Your professional profile of record



Experience /
Education

Summary:
Career and
Professional
Highlights

Connect

Professional
Details

Recommendations

Groups /
Associations

Get Recommended by Former Colleagues and Clients

If you've added value to others, they will reciprocate.

- Request with a Soft Approach
- Suggest Different Points Where Appropriate
- Request Specifics

"I have used Brian for numerous business transactions ranging from contract review, lease review, and even real estate negotiations. During difficult times, I depended on him heavily for his expert advise and competency. His results always exceeded my expectations. Needless to say, I will return to Brian when seeking professional advice."

December 24, 2008

Top qualities: Great Results, Expert, High Integrity

1st Lance Nakamitsu,

hired Brian as a Attorney in 2001, and hired Brian more than once

Your LinkedIn Homepage

LinkedIn Homepage

Your professional dashboard

Context

Connections

The screenshot shows the LinkedIn homepage layout with several key sections:

- Update Input:** A text box for sharing an update, with an "Attach a link" button and a "Share" button.
- LinkedIn Today:** A section with three featured articles: "LinkedIn Surpasses 100 Million Users", "Women Hold Fewer Than a Third of Top News Media...", and "Will Social Media Replace Surveys as a Research...".
- All Updates:** A feed of updates, including a notification that "DJ Patil is now connected to Craig Katz and Joe Fernandez" and a post from "LinkedIn" about 7 new hires and 23 new job opportunities.
- People You May Know:** A list of suggested connections, including Louis Willacy, Brian Pane, and Craig S. Nakano.
- Who's Viewed Your Profile?:** A section showing profile views (84) and search results (29).
- Your LinkedIn Network:** A section showing network statistics: 1,281 connections and 14,525 new people in the network since March 20.

Data

Critical Mass

Become a Professional Worth Following


Ensure Your Desired Audience will “follow” you

- Prove that you’re adding value
- Show you know key people: connect and like / comment
- Ask your network industry questions via your LinkedIn Status Update

Hugh Frey Fitzgerald ^{2nd}



Recruiter

San Francisco Bay Area | Staffing and Recruiting

Current	• Recruiter at LinkedIn 
Connections	1 connection

Experience


Recruiter

 **LinkedIn** 

Privately Held; Internet industry
February 2008 – Present (2 years 7 months)
In charge of hiring for my internet company

Additional Information

Groups and Associations:

 [Twitter for Sourcing and Recruiting](#)

LinkedIn Today

LinkedIn Today: Public Relations

News for specific industries

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Updates Search...

PUBLIC RELATIONS TODAY · SEPT 9

The most shared news by people in the Public Relations Industry. [Take the tour »](#)

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FRONT PAGE ADAGE.COM TECHCRUNCH.C... FT.COM IT INTERNET **PUBLIC...** MORE FOLLOWING - SAVED (0)

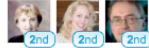
3 PR-related infographics worth checking out

Top news



prdaily.com

How three brands responded to PR crises; why people follow brands online; and what the experts have to say about social media.



Public Relations has 30,643 followers

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- prdaily.com »
- socialmediatoday.c... »
- mediapost.com »
- imediaconnection.c... »
- prweb.com »
- adage.com »

[See all »](#)

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Popular on LinkedIn
- Telecommunications »
Popular on LinkedIn
- Higher Education »
Popular on LinkedIn

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Timeless insights

ged the way newsrooms

ional about how newsrooms work. The full transcript of the speech is...

Trending in Online Media and Public Relations and Communications

How PR can flourish for another 100 years

The debate is over. Social media has transformed the media landscape and practice of PR.



New-Form Press Release, in Blog, Tweet and Haiku

Some companies find that the standard

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The Language of Advertising: Products and adjectives

83K+ views · stanford.edu

A Marketers Guide to the Daily Deal Market Beyond Groupon and LivingSocial...

415 views · marketingvox.com

Flying Social: How Virgin America's First-Class Marketing Fuels Brand Awareness

49 views · mashable.com

Experts: Best jobs plan is to keep status quo | The Montgomery Advertiser |...

13 views · montgomeryadvertiser.com

13 Creative Ways to Use QR Codes for Marketing | Fast Company

90 views · fastcompany.com

NOVEL & NEWSWORTHY

Why Businesses Must Adopt a Multi-Channel Messaging Strategy

151 shares



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LinkedIn Groups

LinkedIn Groups

Join Groups to expand your network, learn about specific topics and uncover new clients

The screenshot shows the LinkedIn Groups search interface. On the left, a search box contains the text 'mom', with a green arrow pointing to it. Below the search box is a 'Search' button. To the right of the search box is a 'Create a Group' section with a 'Create a Group' button. The main area displays 'Search Results (281)' with a list of groups. The first group, 'Moms Extraordinaire', is highlighted with a green border. Other groups include 'MOM - Manufacturing Operations Management', 'Enterprise Systems Management', 'MES EMEA', 'Moms on the Job', and 'Executive Moms!'. Each group listing includes a logo, name, description, activity, and owner information, along with 'Similar groups' and 'Join Group' links.

LinkedIn Go to LinkedIn Recruiter »

Home Profile Contacts Groups Jobs Inbox 999+ Companies News More

Groups Search...

Search Groups

mom

All categories

Choose...

Search

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

Create a Group

Search Results (281)

Moms Extraordinaire
me (moms extraordinaire) is a resource for working mothers; featuring working moms and ensuring the mom that she can pursue all of her dreams while still being a great mom. me informs, supports, encourages and inspires women to be their best in the constant balance b/w family & personal fulfillment.
Yesterday's Activity: Discussions (7)
Owner: [Erica M. B. Oliver](#) | 4,162 members | [Share](#)

Similar groups »
[Join Group](#)

MOM - Manufacturing Operations Management
This is a group for Manufacturing Operations Management professionals to expand our network of people and ideas.
Owner: [Henry Costa](#) | 4,136 members | [Share](#)

Similar groups »
[Join Group](#)

Enterprise Systems Management
If you have experience with MOM, Tivoli, Netcool, BMC, CA or HP why not join this group? Sales or Technical, this group can be used to connect to old colleagues, network or even get technical advice.
Yesterday's Activity: Jobs (1)
Owner: [Phil Chandler](#) | 3,643 members | [Share](#)

Similar groups »
[Join Group](#)

MES EMEA
MES, MOM, SCADA, Historians, Tracking, Downtime, OEE, Track and Trace, Web Reporting, Links to ERP, MRP, SCM, the list of middleware is extensive. If these are your interest then join up and link with me. If you feel you could create a Group message board then do contact me. I welcome links.
Owner: [Cevn Vibert](#) | 1,915 members | [Share](#)

Similar groups »
[Join Group](#)

Moms on the Job
A place for working moms to share ideas, tips, and mom-to-mom advice in the continual challenge of balancing a career and kids. Blog about work, home, business ideas, ask questions of the group, and share relevant news articles in an international forum. Join now to share, support, listen and laugh.
Yesterday's Activity: Discussions (7)
Owner: [Kara Lamb](#) | 1,649 members | [Share](#)

Similar groups »
[Join Group](#)

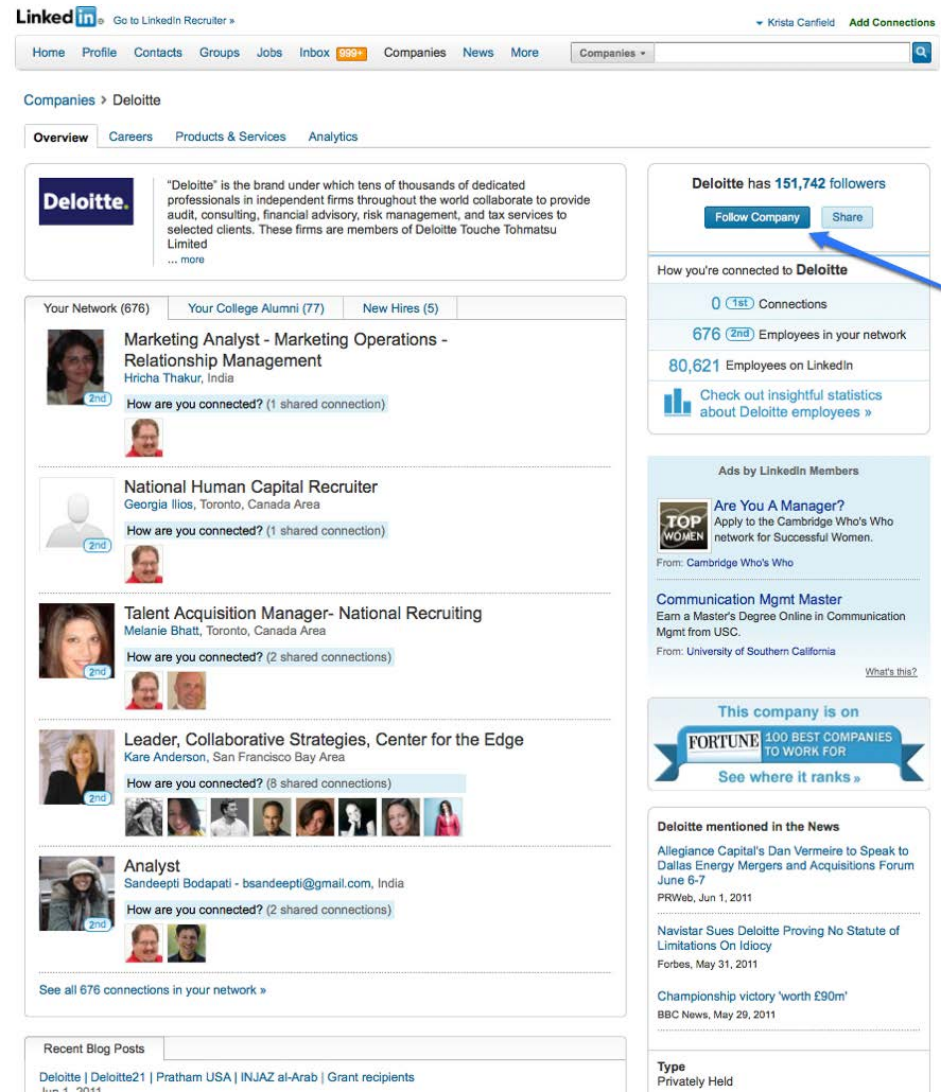
Executive Moms!
Busy working moms who are committed to doing it all and enjoying life along the way, without giving up what is important to them and their families. Group members are invited to join discussions and receive resources from led by Professional Certified Coach (and busy working mom) Jamee Tenzer.
Yesterday's Activity: Discussions (6)
Owner: [Jamee Tenzer](#) | 1,079 members | [Share](#)

Similar groups »
[Join Group](#)

LinkedIn Company Pages

LinkedIn Company Pages

- Create a company page to increase your visibility and make your company easier to find.
- Follow other companies to keep up-to-speed on clients, partners and competitors



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Deloitte has 151,742 followers

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How you're connected to **Deloitte**

0 (1st) Connections

676 (2nd) Employees in your network

80,621 Employees on LinkedIn

Check out insightful statistics about Deloitte employees »

Ads by LinkedIn Members

Are You A Manager?
Apply to the Cambridge Who's Who network for Successful Women.
From: Cambridge Who's Who

Communication Mgmt Master
Earn a Master's Degree Online in Communication Mgmt from USC.
From: University of Southern California
[What's this?](#)

This company is on
FORTUNE 100 BEST COMPANIES TO WORK FOR
[See where it ranks »](#)

Deloitte mentioned in the News

Allegiance Capital's Dan Vermeire to Speak to Dallas Energy Mergers and Acquisitions Forum June 6-7
PRWeb, Jun 1, 2011

Navistar Sues Deloitte Proving No Statute of Limitations On Idiocy
Forbes, May 31, 2011

Championship victory 'worth £90m'
BBC News, May 29, 2011

Type
Privately Held

Your Network (676) Your College Alumni (77) New Hires (5)

Marketing Analyst - Marketing Operations - Relationship Management
Hricha Thakur, India
How are you connected? (1 shared connection)

National Human Capital Recruiter
Georgia Ilios, Toronto, Canada Area
How are you connected? (1 shared connection)

Talent Acquisition Manager- National Recruiting
Melanie Bhatt, Toronto, Canada Area
How are you connected? (2 shared connections)

Leader, Collaborative Strategies, Center for the Edge
Kare Anderson, San Francisco Bay Area
How are you connected? (8 shared connections)

Analyst
Sandeepi Bodapati - bsandeepi@gmail.com, India
How are you connected? (2 shared connections)

See all 676 connections in your network »

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LinkedIn LinkedIn takes your professional network online, giving you access to people, jobs and opportunities like never before. Built upon trusted connections and relationships, LinkedIn has established the world's largest and most powerful professional network. Currently, more than 90 million ... more

LinkedIn has **27,144** followers

Following

How you're connected to **LinkedIn**

People that follow LinkedIn

- Quality & Management Consultants
Onyx Inc
- Computer Software Professional
Tony Wei
- Programmer/Linux Systems Administrator
Richard Wang
- Sales Development Specialist at LinkedIn
Krista Cagney
- Partner - Deloitte & Touche LLP (Internet-Media Industry Leader)
Tim de Kay
- Business Manager at KnowledgeWoods Consulting Pvt. Ltd.
slay joseph
- student at LinkedIn
Jeff Adams

Your Network (698) New Hires (5) Employees (1,629)

Sr. Director, Marketing, Recruiting Solutions

What LinkedIn employees are saying...

It's all about impact for me. What I build is used by millions of people around the world, and we're delivering features in teams of 2 or 3 at a pace that most companies can't match with teams ten times that size. Best of all though, I've never felt limited by my job description or title. I can have an impact anywhere I want to. Everyone - every engineer, product manager, and exec - wants to build a great product and a great company, and every idea, suggestion, and contribution is...

Jobs you may be interested in...

- SME Sales Manager - Hiring Solutions, LinkedIn - Melbourne
I. GENERAL SUMMARY: The primary responsibilities for the Sales Manager are to: - Drive revenue through new client acquisition - Invest in the team ... more
- Enterprise Sales Manager - Hiring Solutions, LinkedIn - Melbourne
I. GENERAL SUMMARY: The primary responsibilities for the Enterprise Sales Manager are to: - Drive revenue through new client acquisition - Invest in... more
- Malay Localization QA - Bahasa Malaysia (Contractor Assignment - Mt View, CA USA), LinkedIn - Mountain View, CA
- Malay Localization QA - Bahasa Malaysia (Contractor Assignment - Mt View, CA USA) LinkedIn is looking


LinkedIn Advanced People Search

LinkedIn Advanced People Search

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GROUPON
Collective Buying Power

[389 >](#)

Microsoft unveils Windows 8

Start

[931 >](#)

Can Todd Park Revolutionize the Health Care Industry?


[24 >](#)



 **Krista, a new business deal for you!** ✕

From Danwei (Chloe) Zhang - Hello from Chloe

People You May Know

-  **Wendy Hynes**, vice president/managing consultant at Text [Connect](#) ✕
-  **Felicia McDuffie**, Assoc. Manager at Genentech, Inc [Connect](#) ✕
-  **Hana Mandapat**, Senior Account Executive at OutCast Communications [Connect](#) ✕

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Cara Dorgan recommends [Brittany Paris](#), "I have been working with Britt since she started at LinkedIn and from the start it has been an amazi..."

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Sharon Chan Brier Dudley covering D9 today for Seattle Times. 1st up this am: Disney on opportunity in digital media <http://ow.ly/58EKC> via Twitter

[Brier Dudley's Blog | Seattle Times Newspaper](#) seattletimes.nwsource.com



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Country:

Postal Code:

Within:

Title:

Company:

School:

Industries: All Industries Accounting Airlines/Aviation Alternative Dispute Resolution Alternative Medicine

Groups: All LinkedIn Members She's Geeky: Connecting Women in Tech Syracuse University Alumni Network SI Newhouse School of Public Communications Alumni Group Dog Lovers

Relationship: All LinkedIn Members 1st Connections 2nd Connections Group Members 3rd + Everyone Else

Language: All Languages English Spanish German French

Function: All Functions Academics Accounting Administrative Business development

Company Size: All Company Sizes 1-10 11-50 51-200 201-500 501-1000 1001-5000 5001-10000 10000+

Seniority Level: All Seniority Levels 0 Unpaid Training Entry Senior Manager Director VP CXO Partner

Interested In: All LinkedIn Members Potential employees Consultants/contractors Entrepreneurs Hiring managers Industry experts Deal-making contacts Reference check Reconnect

Years of Experience: All Durations Less than 1 year 1 to 2 years 3 to 5 years 6 to 10 years More than 10 years

Recently Joined: Any Time 1 day ago 2-7 days ago 8-14 days ago 15-30 days ago 1-3 months ago

Fortune 1000: All Companies Fortune 50 Fortune 51-100 Fortune 101-250

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Ask a Question

Thousands of professionals are available to give you an answer.

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Answer Questions

Recommended categories for you

- Using LinkedIn
- Career Management
- Job Search
- Public Relations
- Business Development

New Questions From Your Network

- Does anyone have any suggestions regarding a good device for a remote while using Keynote on an iPad for presentations?**
1 answer | Asked by Janet Brown (1st) | 23 hours ago in Computers and Software
- Which airline is best to fly from Barcelona to Paris? (ie no luggage fee, price, etc)**
2 answers | Asked by Monique Yao (1st) | 23 hours ago in Air Travel
- The debut of the MLK memorial in Washington DC begs the question: Is King's vision of an inclusive America — where people are "judged by the content of their character" — a reality or not in Big Business?**
7 answers | Asked by Roger Crockett (1st) | 1 day ago in Organizational Development
- With a \$9.2 billion deficit in tow, should the U.S. Postal Service be bailed out by Congress?**
28 answers | Asked by Jon W. Hansen (2nd) | 11 minutes ago in Government Services, Corporate Debt
- Is it possible to create a group with my company LinkedIn page?**
0 answers | Asked by Jeremy Fitch (2nd) | 15 minutes ago in Using LinkedIn

[more open questions >](#)

This Week's Top Experts

Experts	Answers (This Week)
<p>1. Creative Problem Solver- I DO IT-Pharmaceutical Manager /Chief Science Officer-Lawyer- Translator - Change Manager Cristina Falcão (2nd) - see all my answers ★ Best Answers in: Using LinkedIn (239), Health Care (9), Organizational Development (9), ...</p>	559
<p>2. Executive HR at Permasteelisa Spa Brijendra Chaudhary (2nd) - see all my answers ★ Best Answers in: Using LinkedIn (21), Compensation and Benefits (6), Government Policy (3), ...</p>	525

Recent Answers

have 29 closed questions to rate:

you teach your spouse or significant other how to ...

do I know if I need a CFP/Certified Financial Planner? If I...

ding to Berlin, Prague and Vienna in a few weeks, any...

you currently a stealth job hunter or have you led for a...

expensive is a billboard advertisement and how you get a...

re you or has someone you know gotten laser or k eye...

you ever done a seemingly small/easy action on LinkedIn...

Have you or someone you know made a major career transition with...

Have you stopped using business cards and/or your Rolodex? Have...

Do you know of any lawyers based in Canada that love LinkedIn?

Has LinkedIn helped you rebound from the current economic...

Do you work for an executive search firm or a recruiting agency?

Are you based in Australia? How do you use LinkedIn?

Are you based in Canada? How do you use LinkedIn?

Have any advice, tips and/or tricks for traveling to Egypt?

Is your employer using involuntary furloughs? (Requiring...

Do you know of any awards and/or listings for tops schools,...

Do you know of any of the different awards for PR/communications...


Do you have any recommendations on full service PR/marketing...

What online networking sites (besides LinkedIn) are available...

Small Business Owners: What are your favorite publications and...

Have you ever bartered your goods, products or services on...

LinkedIn Answers

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Public Relations Open Questions

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sorted by: Degrees away from you | [Date](#)

? [What's the dumbest thing in your company's social media policy?](#)

6 answers | Asked by Esther Schindler [\(1st\)](#) | 6 days ago in Public Relations

? [Joining a Global PR Network - pros and cons?](#)

0 answers | Asked by Lara B. Cohn [\(2nd\)](#) | 24 minutes ago in Public Relations

? [Is it a good idea to earn your MBA through Facebook?](#)

5 answers | Asked by Daniel Casciato [\(2nd\)](#) | 16 hours ago in Public Relations, Education and Schools

? [How should brands handle commemorating 9/11?](#)

9 answers | Asked by Rafael Sangiovanni [\(2nd\)](#) | 2 days ago in Public Relations

? [Creative marketing or advertising that you've executed or seen?](#)

5 answers | Asked by Paul Tran [\(2nd\)](#) | 2 days ago in Viral Marketing, Public Relations

? [We need a new definition for what social media actually is. What's yours?](#)

21 answers | Asked by Mark Grimm [\(2nd\)](#) | 3 days ago in Public Relations

? [Does anyone have a media relations contact for China?](#)

8 answers | Asked by Sonya Hwang [\(2nd\)](#) | 6 days ago in Public Relations

? [Where were you on 9/11.](#)

11 answers | Asked by Erica Smith | 6 hours ago in Public Relations

? [How to engage PR expert to provide a 30 minute review, feedback for a press release draft?](#)

4 answers | Asked by Atul Salgaonkar, MSEE, CPHIMS | 14 hours ago in Public Relations, Advertising

? [Which camera you suggest we use for recording videos to be shown via intranet and local tv screens around the world?](#)

1 answer | Asked by Sonja Beijneveld | 1 day ago in Public Relations

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Questions?

