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LinkedIn Etiquette: 20 Do's & Don'ts

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Many people are fearful when using social media networks like LinkedIn for business, concerned that they may make a mistake or do something wrong.

Has your fear of making mistakes on LinkedIn prevented you from taking full advantage of all that this business social network has to offer?

Each day, I see people make mistakes on LinkedIn that not only wastes their time but damages their credibility. To ensure this doesn't happen to you, it is essential that you understand and carefully utilize proper LinkedIn etiquette and best practices.

In this article, you will discover very important Do's and Don'ts of LinkedIn etiquette and the mistakes you absolutely must avoid making.

LinkedIn Etiquette: 10 Things You Must Do

1. Personalize Connection Requests

The first and most important tip I can share with you is to personalize each and every connection request that you send out. People are far more likely to accept your request if you either remind them of how they know you or explain why they should connect with you.

This is especially important when connecting with people you have never met as many





message.

You may not be aware of this, but if one too many people respond to your invitation by clicking *I Don't Know This Person*, you will end up having your account restricted by LinkedIn. This will result in you being required to know the email address of each person you send any future LinkedIn invitations to, greatly reducing your ability to connect with prospects and expand your network.

If you follow just this one tip, you will greatly increase your success on LinkedIn, simply because most people are not doing it and you will stand out. I receive hundreds of connection requests every month and only one to two percent of them are personalized any way. In fact, personalized invites are so rare that when I see one, I almost always accept it.

2. Send a Welcome Message

When someone accepts an invitation to join your network, send them a personalized Welcome Message. Just as you would welcome someone into your home, you should welcome them into your LinkedIn network. This is the crucial difference between simply adding connections to your network and building real relationships.

Many people tell me they are active on LinkedIn but they don't find that it generates leads. This is because they are too busy treating it as a numbers game. In order to create interest among your new connections, you must show interest in them.

3. Respond Promptly

Just as with email, the promptness of your response is often just as important as the message itself. Like email, one or two days are acceptable but don't let it go beyond that before you respond to a message on LinkedIn.

4. Have a Professional Headshot

People choose all sorts of inappropriate photographs to use in their LinkedIn profiles. Remember, LinkedIn is a professional business network and your photograph should reflect that. Don't include anyone else—or your pet—in your photograph.

The profile photo is featured in a circle, which should focus on your head – your eyes and smile. It should be a clean headshot of you facing the camera, preferably smiling with a nice clean background.

Unprofessional looking photographs can damage your credibility and your personal brand, as well as preventing people from connecting with you.

5. Post Content Regularly

Posting content regularly on LinkedIn will help you look more professional and improve your credibility. It can also help keep you top of mind and provide opportunities for other



Interested prospects can easily see how active you are under the Activity & Articles section of your profile. To ensure that you appear active and engaged, try to post a status update once or twice a day, something that would be of value to your target audience. You can further improve your activity by posting an article once a week on LinkedIn Publisher to establish your authority on your topic.

Ensure that you post updates and articles that your connections will find interesting or useful. Unlike Facebook or Twitter, LinkedIn is not the place to post personal trivia — stick to business.

6. Recommendation Requests

Always personalize your requests for recommendations. There are default messages for many LinkedIn functions, including this one, but I never recommend you use them. Always personalize messages, including recommendation requests.

7. Nurture Your Relationships

Nurture your LinkedIn relationships through regular engagement. Send messages of congratulations on a new job or other simple value-based messages when appropriate.

LinkedIn makes suggestions in the notification page of connections with significant events that you can engage with. You can also nurture relationships by engaging with your connection's content such as liking, sharing and commenting on their posts.

8. Stay Top of Mind

Stay forefront in the mind of your connections and nurture your relationships by sending messages tailored to each contact's individual needs.

If you come across content that would be of interest or value to someone specific within your network (especially a prospect or client), send it to them in a private message.

9. Keep It Professional

Remember, LinkedIn is not Facebook. When I say keep it professional, I mean don't talk about anything on LinkedIn that isn't related to business. LinkedIn is a business social network and people expect things to be professional at all times. Yes, this means no pictures of your meals or pets.

Facebook, Twitter, and LinkedIn are all great social networks, but it's important to understand the differences.

10. Introduce People

Finally, here is a LinkedIn best practice that can create great social capital for you: introduce your connections to each other.



Doing this will invoke the *Law of Reciprocity* and often people will return the favor and introduce you to some of their connections, thus expanding your network in a very powerful way. This is a great opportunity to support your connections and nurture relationships.

LinkedIn Etiquette: 10 Things You Must NEVER Do

1. Don't Send Spammy Messages to Your Connections

For example, I recently received a message from someone in my network asking me to export my entire connection list and share it with them.

This is a ridiculous request for two reasons (and I reported it as spam). The first reason is that I don't know this person, so why would I share something like my connection list with him. Second and more importantly, because I value the people I'm connected to, why would I share their contact information without their permission?

Just remember that everything you send to your connections should be positioned for their benefit, not yours. If it's not, then it is considered spam.

2. Don't Send Irrelevant Messages

Don't send out irrelevant, script styled messages to your connections.

Another example of a message I received was an invitation to visit someone's booth at an upcoming Doctor's Convention. I am not in the health industry nor am I in their local region so this was completely irrelevant to me. Do not send any messages that the receiver is not going to find value from – it also comes across as self-serving and spammy.

3. Don't Send Messages With, "I see you viewed my profile..."

It's a great idea to regularly check who's viewed your profile and even connect with them, but do so without sending a message saying, "I see you viewed my profile."

That just feels creepy. Just because someone looked at your profile doesn't mean you need to mention it and if viewing your profile was a good enough reason to connect, they would have already sent you a connection request.

If the person who viewed your profile is someone you want to connect with, by all means do so, but have another reason to make the request and don't mention their visit to your profile.

4. Don't Lock Down Your Profile

Privacy settings are there for your protection, but don't forget this is a social network and you want to engage with other people. Don't make the mistake of trying to protect and treat your LinkedIn profile like your Facebook profile. It is a business platform.



to everyone, and ensure your name and profile is open to everyone.

If there are some people who you don't want to share your information with, then they shouldn't be a part of your network, and you should and can simply remove them as a connection.

5. Don't Add Connections to Your Email List

Do NOT export your connection list and add them to your email database – EVER. Just because someone has connected with you on LinkedIn does NOT give you permission add them to your list and send them emails. This is completely unethical and in some countries (like Canada) illegal.

6. Don't Ask New Connections or People You Don't Know to Endorse You

Don't ask someone to endorse your skills unless they are friends, family, colleagues, or someone who knows you well.

One of the best ways to get endorsements is to give them. When you endorse someone, person receives a notification and will often reciprocate by endorsing you.

7. Don't Ask Strangers for Recommendations

Never ask someone you don't know for a recommendation. I have this happen to me often and I'm not sure what they want me to say. *"Based on Johnny's profile, he seems like a nice guy."* If they don't know you or have never experienced your services, they can't possibly give you a genuine recommendation, so don't ask.

By the same token, never give a recommendation to someone that you don't know or whose services you have never experienced. Your credibility is on the line if that person turns out to be less than professional.

8. Do Not Post Self-Serving Content

When sharing your own content, make sure your goal is to provide value first and foremost. Do NOT post promotional information about yourself or your business without providing some sort of value to your connections.

9. Don't Criticize Others or Comment Negatively

Another major faux pas is to criticize others or comment negatively. I often see people in heated debates, or insulting their competitors which serves no purpose other than to turn many people off. Keep your comments positive and never be insulting.

10. Don't Forget to Check & Reply to Comments

When someone takes the time to read and comment on your status update or LinkedIn Publisher post, make an effort to reply to them in a timely manner. Not only is this a gr

LinkedIn Etiquette

20 Do's and Dont's

Do's

- 1 Personalize Connection Requests
- 2 Send a Welcome Message
- 3 Respond Promptly
- 4 Have a Professional Headshot
- 5 Post Content Regularly
- 6 Recommendation Requests
- 7 Nurture Your Relationships
- 8 Stay Top of Mind
- 9 Keep It Professional
- 10 Introduce People

Dont's

- 1 Don't Send Spammy Messages to Your Connections
- 2 Don't Send Irrelevant Messages
- 3 Don't Send Messages With, "I see you viewed my profile..."
- 4 Don't Lock Down Your Profile
- 5 Don't Add Connections to Your Email List
- 6 Don't Ask New Connections or People You Don't Know to Endorse You
- 7 Don't Ask Strangers for Recommendations
- 8 Do Not Post Self-Serving Content
- 9 Don't Criticize Others or Comment Negatively
- 10 Don't Forget to Check & Reply to Comments

Featured Skills & Endorsements

- Social Selling - 99+
- LinkedIn Expert - 99+
- LinkedIn Speaker - 99+

Want More?

Looking for more LinkedIn tips and strategies? Check out *The LinkedIn Code* available on Amazon. Follow **Melonie Dodaro** on LinkedIn to get her latest LinkedIn insights.

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It's Not About You, It's All About Them

The biggest mistakes on social media come from the misconception that people care about what you have to say. That's simply not the case. They care about finding solutions to their problems, that's it. Remember WIIFM – they are always thinking “what's in it for me”.

The golden rule of LinkedIn etiquette and social media marketing in general is to always provide undeniable value that speaks to the exact type of person you are trying to connect with.



What examples of good or bad LinkedIn etiquette have you seen? Let us know in the comments below. And please go ahead and share this infographic to help others from making LinkedIn etiquette mistakes that can hurt them personally or professionally.

ABOUT THE AUTHOR

Melonie Dodaro is a preeminent authority on social selling and LinkedIn, author of two bestselling books, [LinkedIn Unlocked](#) and *The LinkedIn Code* and creator of "[Crack the LinkedIn Code 3.0](#)" an online training and coaching program.

She helps individuals and businesses build authority, credibility, and trust, and ultimately increase sales and revenue.

Global ranking and industry recognition:

- Top 100 Digital Marketers (by Brand24)
- Top 50 Sales Influencers (by Analytica)
- Top 10 Social Media Blogs (by Social Media Examiner)
- Social Selling: Top 100 Influencers and Brands (by Analytica)
- Top 100 Sales Influencers (by Tenfold)
- Top 100 Marketing Influencers (by Brand24)
- 10 Must Follow B2B Sales Influencers of Our Time (by Data Captive)
- 7 Twitter Accounts That Will Make You a Better Social Media Marketer (by Hootsuite)

25 Social Selling Gurus You Should Be Tracking (by Anders Pink)She's received worldwide media coverage including being interviewed on ABC, Inside Edition, CBC, CTV, NY Post, The Toronto Star, Global News, The Globe and Mail, Huffington Post, The Toronto Sun, Inc. Magazine, and many more.

In addition to her [books](#), she teaches her proprietary methods through [online programs](#), seminars, consulting and "[done-for-you](#)" [services](#) and is a contributing author for Social Media Examiner, LinkedIn Sales Solutions Blog, LinkedIn Marketing Solutions Blog, Social Media Today, and Canadian Business Journal.

To learn more about how Melonie can help you, [CLICK HERE](#). For more LinkedIn, Social Selling & Digital Marketing tips and insights, just click the 'follow' button at the top of this page and [check out her other articles here](#).

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James Driskill · You
Owner, realuphuman.net

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#Kramobone --

One Bad Makes All Look Bad or The Bad Makes It Difficult for the Good To Get Noticed. It is a Warning Symbol Against Deception and Hypocrisy.

It is a Solomon's Knot symbol of significance, Nothing on this planet represents the best of excellence #NSAA than me in that I know I hold the most unique cyber identity to ever exist on this planet.

Deal With It!

Stop Hating -- Stop Hating On Me! You only show your allegiance to deception and criminal activity that cannot be legitimate to form a "harm reduction" model enterprise -- legality or illegality is not the morality of the circumstance.

https://en.wikipedia.org/wiki/Solomon%27s_knot

Solomon's knot
From Wikipedia, the free encyclopedia

Solomon's knot (Latin: sigillum Salomonis, literally 'Solomon's seal') is the most common name for a traditional decorative motif used since ancient times, and found in many cultures. Despite the name, it classified as a link, and is not a true knot according to the definitions of mathematical knot theory.

Since the knot has been used across a number of cultures and historical eras, it can be given a range of symbolic interpretations.

Because there is no visible beginning or ending, it may represent immortality and eternity—as does the more complicated Buddhist Endless Knot.

Because the knot seems to be two entwined figures, it is sometimes interpreted as a Lover's Knot, although that name may indicate another knot.

Symbolism

Because of religious connections, the knot is sometimes designated the all-faith symbol of faith, but, at the same time, it appears in many places as a valued secular symbol of prestige, importance, beauty.

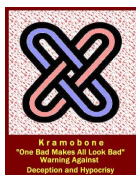
Solomon's Knot appears on tombstones and mausoleums in Jewish graveyards and catacombs in many nations. In this context, Solomon's Knot is currently interpreted to symbolize eternity.

Some seek to connect it with Solomon by translating the Hebrew word peka'im (פְּקִיעִים) found in the Bible at I Kings 6:18 and I Kings 7:24 as meaning "knobs" or "knots", and interpreting it to refer to Solomon's knot; however, the more accepted modern translation of this word is "gourd-shaped ornaments".

In Africa, Solomon's knot is found on glass beadwork, textiles, and carvings of the Yoruba people. When the knot appears in this culture, it often denotes royal status; thus, it is featured on crowns, tunics, and other ceremonial objects. Also in Africa, the Knot is found on Kasai velvet, the raffia woven cloth of the Kuba people. They attribute mystical meaning to it, as do the Akan people of West Africa who stamp it on their sacred Adinkra cloth. In the Adinkra symbol system, a version of Solomon's knot is the Kramobone symbol, interpreted as meaning "one being bad makes all appear to be bad".

In Latvia, when Solomon's knot is used on textiles and metal work, it is associated with time, motion, and the powers of ancient pagan gods.

In modern science, some versions of the conventionalized sign for an atom (electrons orbiting a nucleus) are variations of Solomon's knot. The logo of the Joomla software program is a Solomon's knot.



Like Reply



James Driskill · You
Owner, realuphuman.net

36m ...

I have to put my agenda here onto this article so that there can be no mistaking the urgency or what I am attempting. I, over the course of 10+ years (since June 2005) have "intellectual property" that I am legally using but might not seem like a standard approach. That is because it is not. That does not





Right here, I may have lost 30% of my audience in this post? nah - 20% - I am not wanting that 20% in the first place. They are people who are living life with rose-colored glasses are not real in aspects that provide truth forward. An aspect of prejudgement, perhaps. But I am not the one being rude by presenting one single word of the English language before one's mind so weak to cover their heads and scamper away -- they don't serve me, a representation of the best "excellence" on our earth.

When they can rationally consider what I am about to say, come to the table dressed like no other, mismatched colors, stripes and polka dots, hair doo Mohocks, bells chains and the garb, I trust that person to be more down to earth honest than the person leaving the room in any kind of offense of foul silly letters in a row -- "F" followed by a "U" following by a "C" and pausing here with a "K".

About usage here on LinkedIn, you might be surprised that I have an interaction on twitter from @LinkedInHelp that disagreed with this statement I am again making. That in of itself is an oxymoron paradox.

Actual "in operation" company name profiles contain the word "Fuck" in them. Simply, this includes [but not limited to], **Fuck Cancer**, **Fuck Yeah Astrophysics!**, **Fuck Rasism**, and **Fucked Up Design**.

Now, where are that 20 % that I lost? Embarrassed to have left the room so quickly? I still would not want them in my circle. They are persons who do not have a grasp on reality. That they expose themselves in this "attempt" to criticizing something they can't contend with. Trying to defend something indefensible. If we take it from a gospel point of view, "humility" is where we are intermixed with technology truth.

I own the internet domains of

Realuphuman.net, actively servicing the truth to all-time human history, A positive trust value (> 0) adinkra symbol **#Kramobone**, as an honesty binding.

Gruwup.net, [pronounced grew up], Great Reasons Us Will Unite Peace, A zero balance trust value (= 0) adinkra symbol **#Nyansapo**, as a wisdom knot binding.

Can you guess?

Fuckeduphuman.net [pronounced fully spelled out FUCK], a negative trust value (< 0), representing the adinkra symbol **#Mpatapo**, the knot that binds parties together to form a peaceful resolve of conflicted matters.

-- a forum should be the next stage instead of ignorant silence.

Peace.

See Banner Files On Each Domain Directory.

About page - at each domain - <http://about.gruwup.net>, Great Reasons Us [Are You There?] Will Unite Peace

Emoji directory - at each domain - <http://emoji.realuphuman.net>
Music directory - at each domain - <http://music.fuckeduphuman.net>

Adinkra directory - only on one domain - <http://adinkra.gruwup.net>

That is an introduction.

See: **#9Scourges12Steps** -- Begin again please -- See the struggle I have with people who are liars, cheats, and stealers of life, liberty, and the pursuit of happiness in this country of the United States of America.

<https://www.linkedin.com/pulse/9-scourges-inequality-12-steps-social-improvement-rebuild-driskill/>

1. We understand that one person alone cannot solve the chronic societal and personal problems that are making our lives very difficult to manage.
2. We have come to believe that only a collective, which is a power greater than our individual selves, can move us and our nation forward to a healthier, more democratic place.
3. We decided to commit time and energy, will and belief in the future to work together for change.

-- continued -- on your interest to stop belittling me. I am right by the methods I am making.

Thank you for reading,

James Martin Driskill
<http://gruwupnetpeacebuildingwebsite.business.site>

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Melonie Dodaro



Messaging



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