



# GRAVUR**E**ZINE™

THE DEFINITIVE TECHNICAL JOURNAL FOR THE GLOBAL GRAVURE COMMUNITY



## ARE YOU LINKEDIN®?

Part 5 – Apps

BY MARY MEKELBURG, SOCIAL MEDIA STRATEGIST/COACH

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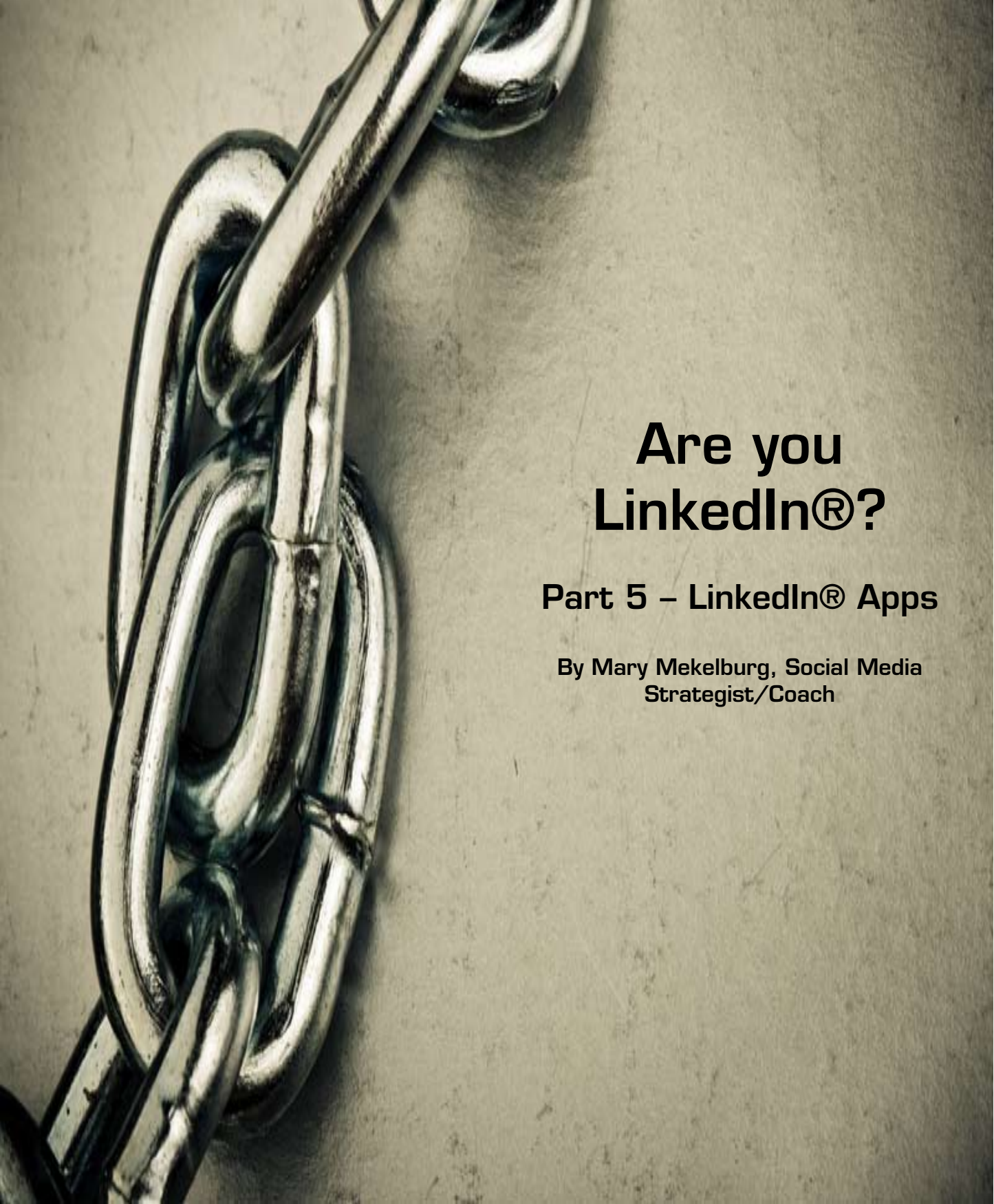
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# Are you LinkedIn®?

## Part 5 – LinkedIn® Apps

By Mary Mekelburg, Social Media  
Strategist/Coach

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Since I wrote about LinkedIn® Groups, the dashboard has been rearranged. Links and drop-downs go across the top of the screen; the Learning Center is accessed in the list that appears below the word “More,” “Events” has been added to the list (Thank you LinkedIn!) Expect the Social Media tools to change up their commands and options, placement on the screen, etc, to change from time to time, a la Facebook.

LinkedIn® offers us a great opportunity to know more about our colleagues and connections based on the applications they take advantage of. LI gives us the capability to automate twitter and blog updates to LinkedIn®. Invite your LinkedIn® connections to collaborate on the same project, upload the files you all need for the project to Huddle Workspaces. Events will allow us to post the details of networking events, classes and meetings; then share the Event with LinkedIn® connections and/or Groups. The Reading List gives us a platform to share the title of a book we’ve enjoyed, include a personal comment. All from one social media tool – LinkedIn®.

Let’s take a look at a few of the Applications. Go to “More,” then scroll down to “Application Directory” for a look at the list of Apps with their icons. Box.net Files allows you to upload files or reports. You could upload specifications, lists, or PDFs that you regularly share with customers or colleagues. Google Presentations allows you to upload PowerPoint presentations; or use Google’s app to create one. I find that Events is particularly convenient; it allows you to publish meetings, classes, and networking events, with the capability to share the Event with your connections. Provided you’re connected to most of your customers and colleagues on LinkedIn®, and especially if you are connected through a group, you don’t have to create a separate mailing to announce your event.

If you are responsible for product development, marketing research, competitive intelligence, ad campaigns, or need to update what you know to be true regarding a particular

product or behavior, LinkedIn® Polls allows you to take a survey. You’re a professional on the go? Use My Travel – enter the city/date so your network is aware that you’ll be in their city and you’ll be able to connect with more prospects, colleagues, and suppliers. Huddle Workspaces gives you the ability to collaborate with the connections you select on a common project (reminiscent of Share Point).

Do you tweet? Link your profile to your twitter account if you’d like your updates to appear concurrently on each tool. Word Press allows you to sync your blog posts. Slide Share Presentations is a huge repository for presentations and very robust. It supports multiple formats, allows you to upload slide presentations and PDFs, including those with video. It’s a great way to post your personal portfolio, especially if you’re a job seeker. Since Slide Share is also on Facebook, you can cross-reference your materials between LinkedIn and Facebook.

One of my favorite applications is the Reading List, which links with Amazon. A text box allows you to add comments, make a recommendation if you’ve finished the book. You can follow someone else’s Reading List and vice versa.

I’ve skipped over some of the Applications. Schedule 30 minutes on Friday afternoons to look through LinkedIn® Applications, and you’ll quickly pick out one or two favorites to start using. Whatever your situation, sales, supplier, recruiter or job seeker, it’s great to find files and info in one place, accessible wherever you can log in. I’m talking to more and more people who formerly were reluctant to accept a LinkedIn® invitation. They are beginning to realize the benefits of using Social Media—connecting, marketing, sourcing, research, branding, finding and being found. Keep in mind, commonsense applies; then allow yourself to have a little fun with it. Your enthusiasm will be contagious; it’s a win-win.

**About the Author:**

Mary Mekelburg, Mekelburg Consulting, is a Social Media Coach. She has presented strategy and the mechanics of using LinkedIn® for Small Business, in academic settings and with job seekers. Having experience in the corporate world, non-profit and small business, Mekelburg can relate to the needs, requirements and constraints of each; as well as propose strategies to help an individual or company stand out. The exciting moment is when her clients experience that ‘aha’ moment, and begin to realize just what Social Media can do for them and their businesses.

Mekelburg lives in Wisconsin near the Theresa/Allenton Marsh with her husband Dick, and kitty, Jenga. Previously, Mekelburg worked in Business Development at QuadTech,

a Quad/Graphics subsidiary. She spent three years delving into flexographic technology and flexible package printing as it applies to press controls. Mary enjoys connecting with people, following Social Media trends closely, reading, knitting and bird watching.

For further information or questions, connect with Mary at [www.linkedin.com/in/marymekelburg](http://www.linkedin.com/in/marymekelburg) or follow Mary on twitter @Mary\_Mekelburg



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