

*Time management on social media sites, including LinkedIn, is a real issue; so let me share with you ...*

# How to get the most out of LinkedIn in just **15** minutes per day

If you let your LinkedIn account gather dust and ignore people who are trying to connect with you or fail to reply promptly to their messages, LinkedIn will do you more harm than good. But these four steps should take you no more than 15 minutes—and if completed consistently, they will bring you quantifiable LinkedIn results.

- 1 Review *Who's Viewed Your Profile* and reach out to the people you should be meeting (3 minutes).** This LinkedIn feature is a virtual goldmine. If people have looked at your profile and they look interesting to you, don't hesitate to either attempt to connect with them or send them a message if you're already connected. They have taken the first step—they looked at you. Now it's your move.
- 2 Send invitations to join your LinkedIn network to people you met recently in person or on the phone (5 minutes).** Timeliness is important because when they receive your invitation, you want them to remember your meeting or conversation. Also, people will be more likely to accept your invitation if you send a personal message with your invitation rather than the LinkedIn default with no message at all. To include a personal message, you'll need to invite them from their profile page.

Improving your search ranking on LinkedIn is all about connections, especially the right ones, and people you have already met are spot on. If you'd like to learn more about growing your network, download my article [\*The LinkedIn Connection Conundrum: Who Should be in Your Network.\*](#)

- 3 Review all the important information in your Notifications Tab (4 minutes).** This tab on the LinkedIn desktop is awesome. It puts all the most relevant information about you and your connections in one convenient place. Basically, it's your own custom newsfeed and includes information about the people in your network and the interactions people are having with any of the information you're sharing. This opens the door for you to contact your connections and offer your congratulations or start a conversation that could lead to business or career growth.
- 4 Take time to review all of your inbound invitations to connect (3 minutes).** That's right—take a little time. Don't just quickly click *Accept* or *Ignore*. My suggestion is to first read all the messages that people took the time to write in their connection request and respond accordingly.

Also, look at the profiles of the people you may want to follow up with, looking for areas of commonality or opportunity. Remember—these people took the first step, and it's your job to figure out what the next step should or could be.

Of course, there will be people who attempt to connect with you who are probably spammers and others whom you simply see no reason to have in your network. Don't hesitate to click *Ignore* in these cases.

Make sure you find 15 minutes in your day to accomplish these four tasks, because it will undoubtedly lead to new and deeper relationships with people who can significantly impact your business and career.

If you have a few extra minutes, review your network's recent status updates and comment on or share the ones your network might be interested in. They'll appreciate your effort and be more likely to share your updates with their networks.

For even more exposure, post a status update of your own. Sharing valuable information will increase your credibility—and keep you top of mind with your network, too.

If you want more help with time management on LinkedIn, you can find many of these daily ideas—along with weekly, monthly and quarterly to do lists—in one of the most popular chapters in my book: *Ready...Set...Go: A Six-Week, Two-Hour-Per-Week Roadmap to Results*.

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## Wayne C. Breitbarth

Author of *The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search*

[wayne@powerformula.net](mailto:wayne@powerformula.net)

Connect with me online!



[powerformula.net](http://powerformula.net)



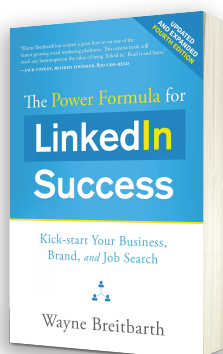
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