Twitter Thread by Stefan Smulders

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LinkedIn has 310 million active users.

But 99% of people don't know how to use it.

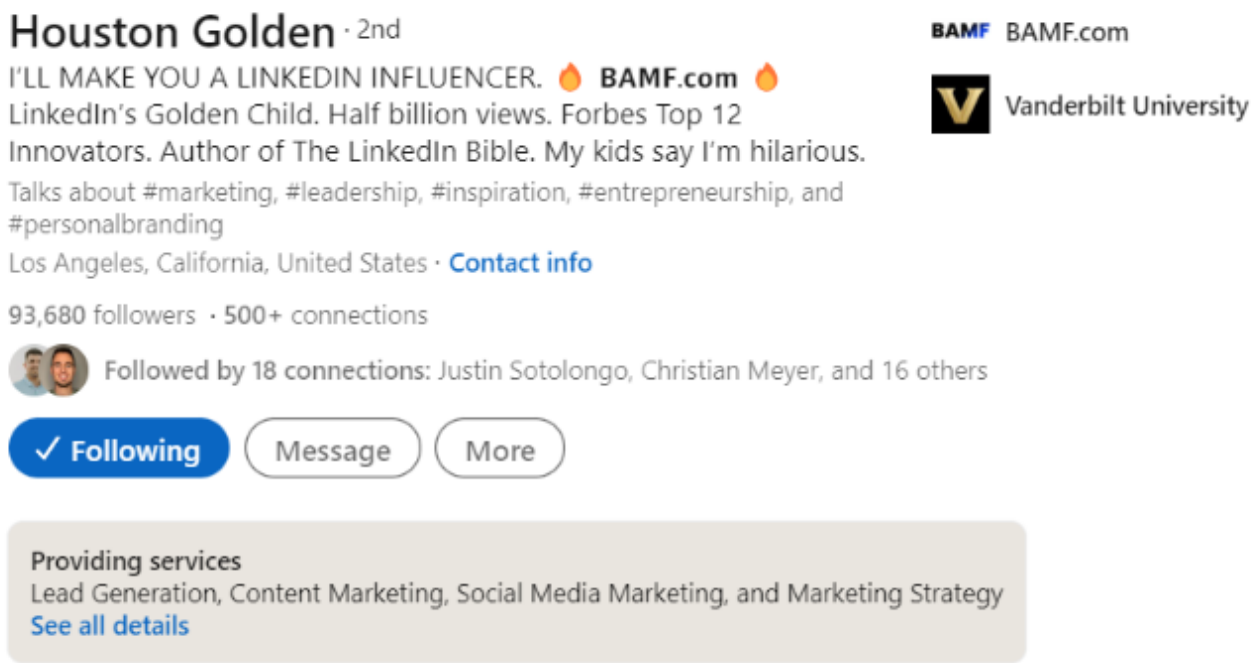
Here are 10 powerful features you didn't know existed:

1. Providing Services

You can add your services to your profile.

Here's how to enable it:

1/ Visit your profile
2/ Click on "Open to" and then "Providing Services"
3/ Fill in the form

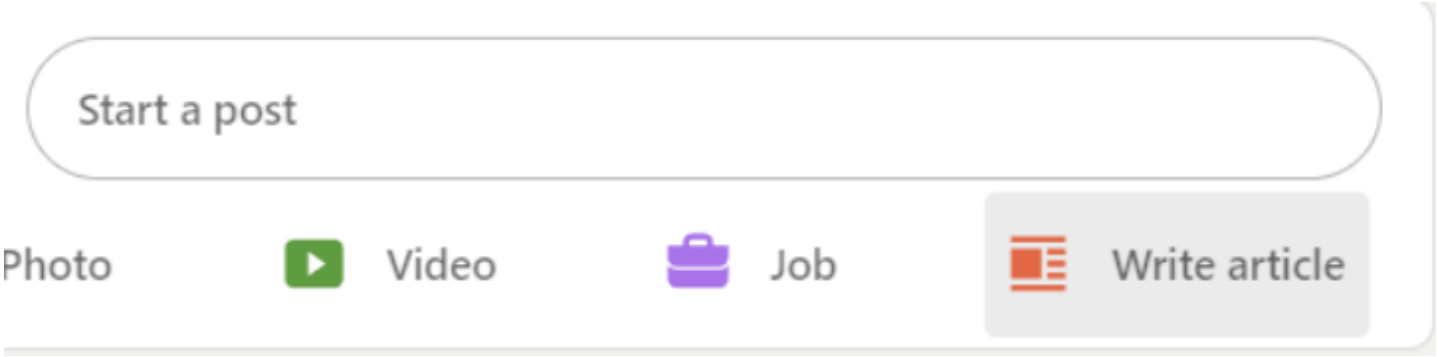


2. LinkedIn Newsletter

Readers can subscribe to your newsletter to receive updates when you publish a new article.

Do this:

1/ Click on "Write article"
2/ Click on "Create a newsletter"
3/ Fill in all the details
4/ Write and publish your first article



3. LinkedIn Events

You can create and invite people to:

• Online events
• In-person events

This is great to host webinars.

To create your first event do this:

1/ Click the Home icon
2/ Click on the "Add" icon next to Events
3/ Follow the instructions to create the event

Recent

[redacted]

Groups

[redacted]

Show more

Events



Followed Hashtags

Discover more

4. Create a Showcase Page (Company Page)

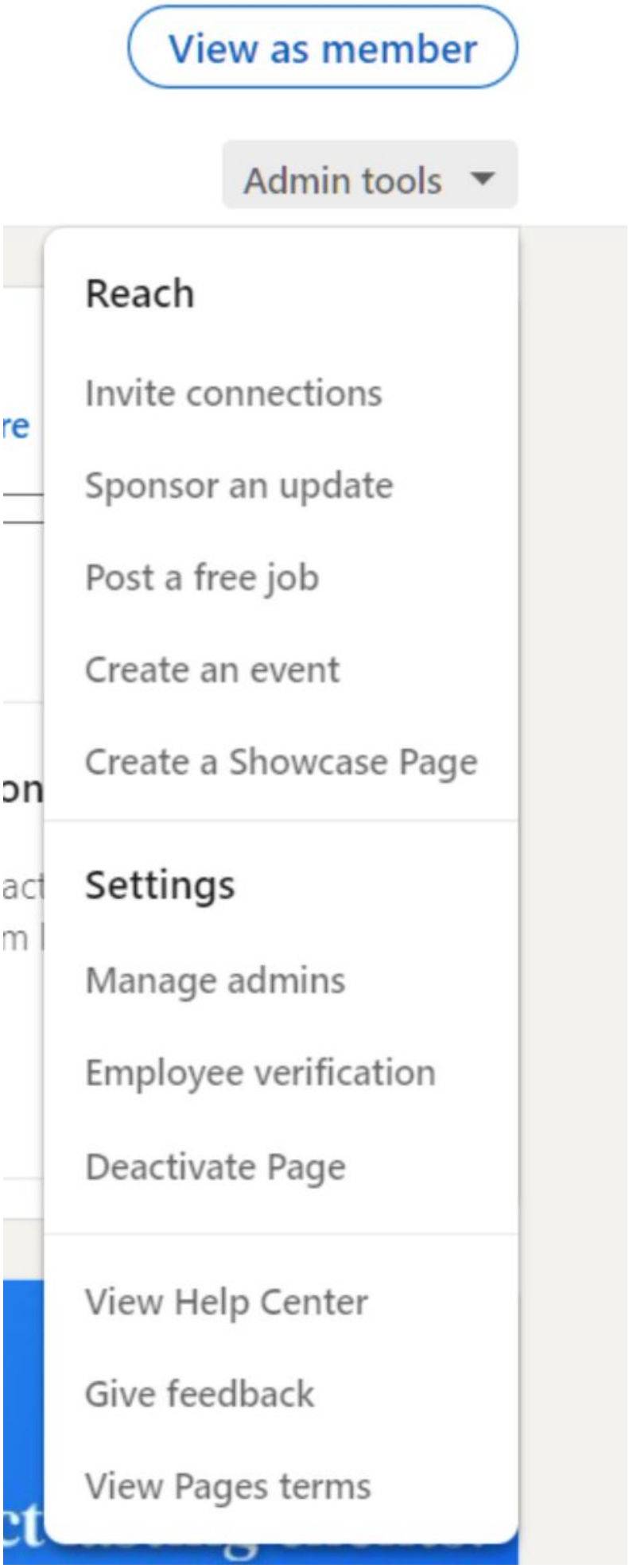
Create Showcase Pages to segment your inbound LinkedIn traffic.

It's great if you want to follow a specific:

- Theme
- Messaging

To do this go to:

1/ Go to your Company page
2/ Click on Admin Tools
3/ Click on Showcase Page


View as member
Admin tools
Reach
Invite connections
Sponsor an update
Post a free job
Create an event
Create a Showcase Page
Settings
Manage admins
Employee verification
Deactivate Page
View Help Center
Give feedback
View Pages terms

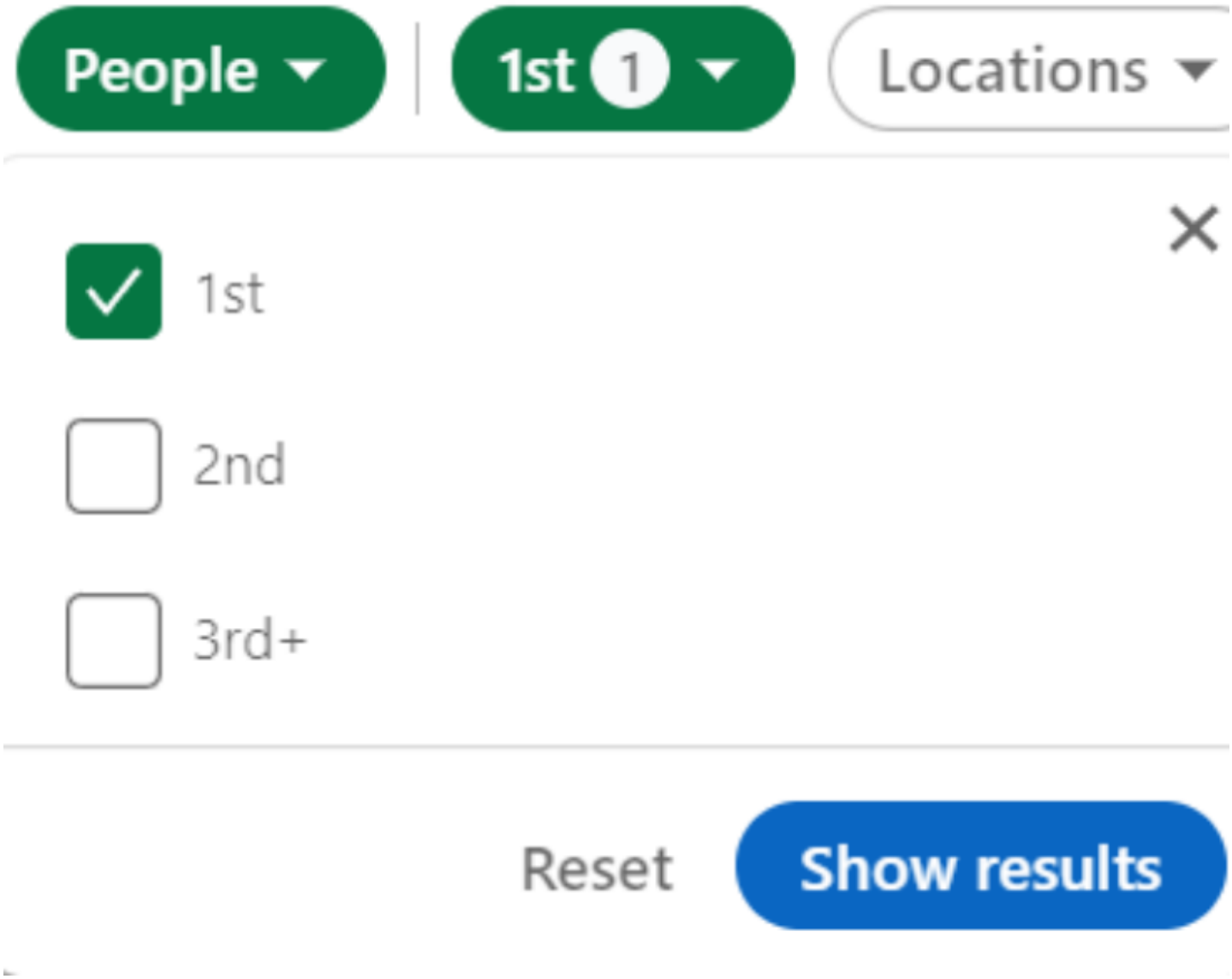
5. Connect with new people

Most people know how to send connections.

But there are 2 features I love to use to send better connection requests:

• Connect with 2nd and 3rd level connections
• Advanced Filters

These are perfect when running outbound campaigns.



6. LinkedIn Learning

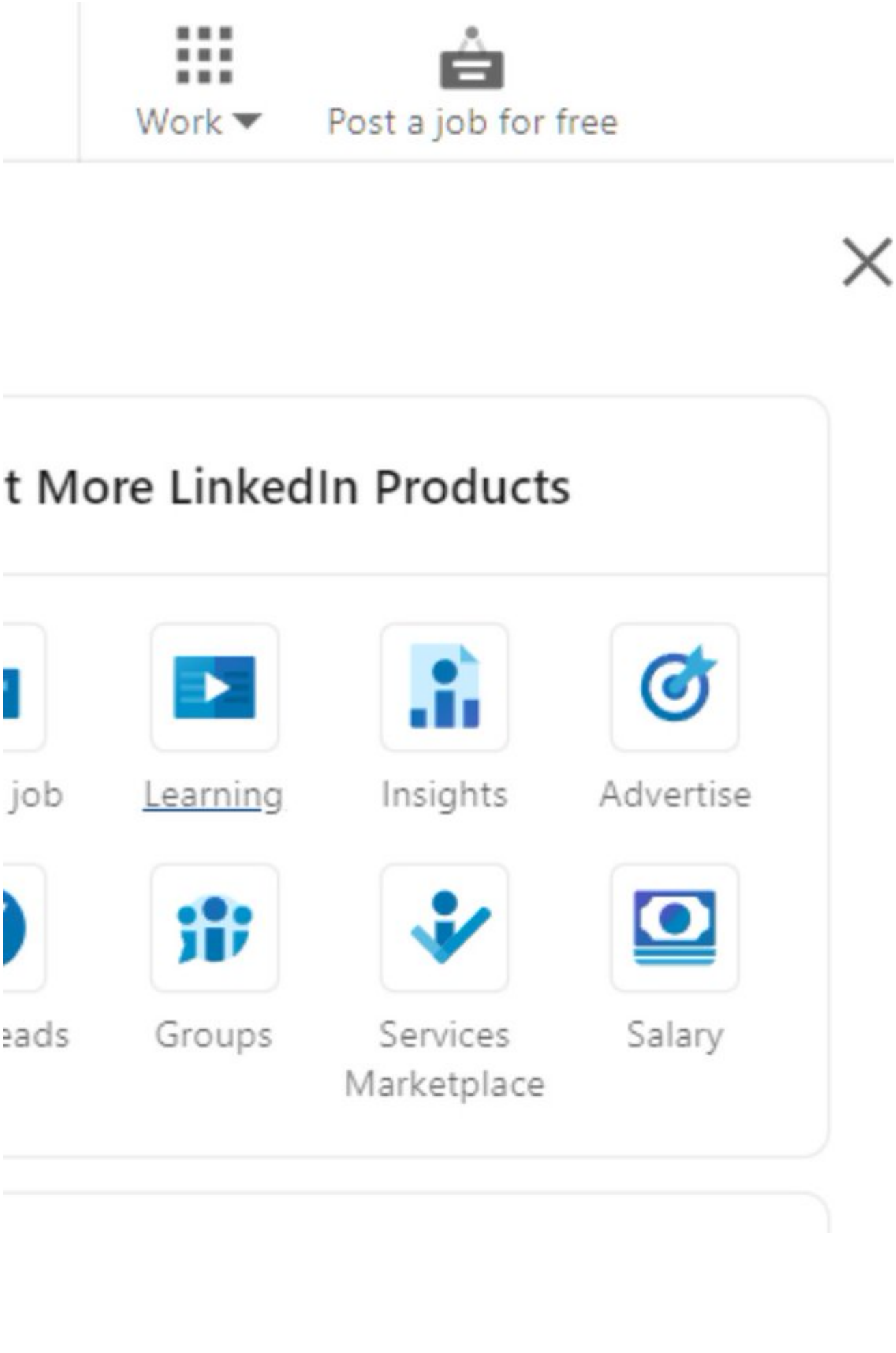
LinkedIn has a learning platform with a lot of courses.

This is great to:

• Develop your professional skills.
• Showcase certifications on your profile.

This is a paid platform.

But you can use their free month trial.



7. LinkedIn Groups

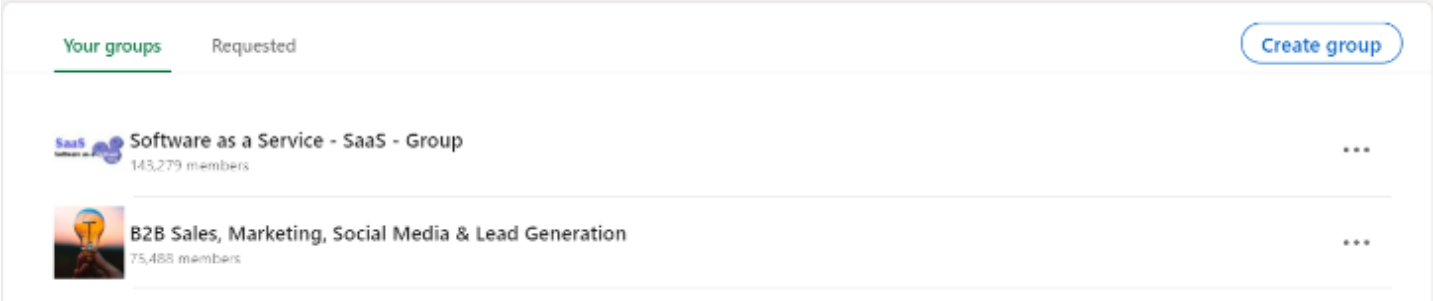
Go to "Work" > "Groups".

You'll find your own groups.

And you'll be able to search for other groups to join.

This is great to:

• Network
• Learn something new
• Show your expertise inside the groups.

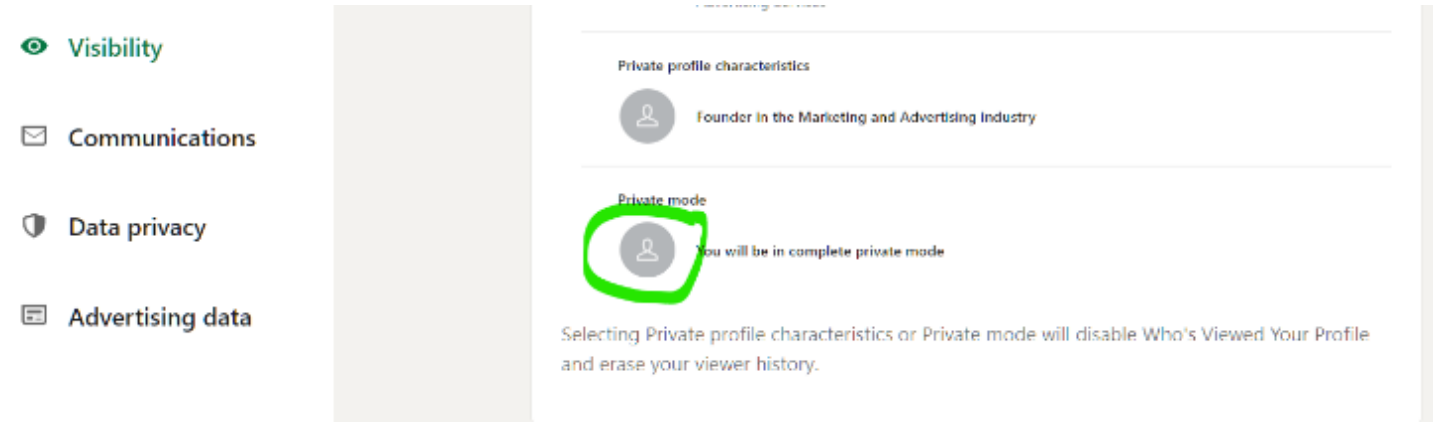


8. View profiles in private mode

Some people like to do research in stealth mode.

If you don't want LinkedIn to tell others you've been visiting their profile, do this:

1/ Settings & Privacy
2/ Visibility
3/ Profile viewing options
4/ Select "Private mode"

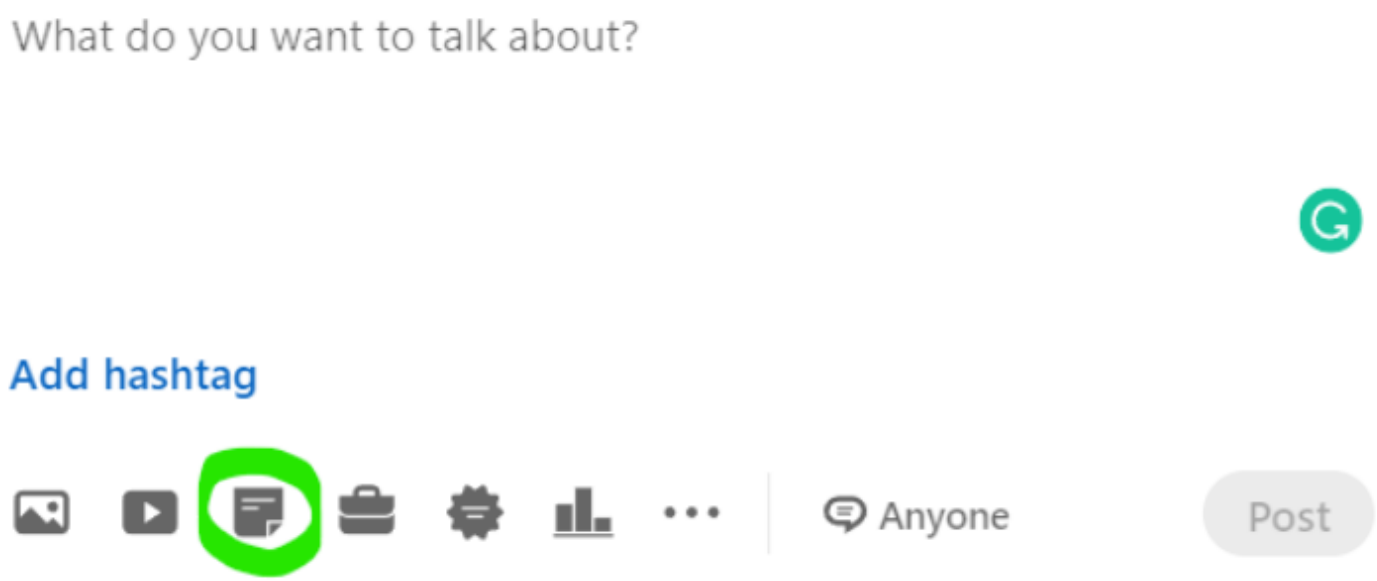


9. Create a carousel post

While LinkedIn doesn't have any feature to create a carousel post...

You can add a multi-page PDF file and it will be shown in a carousel format.

This is LinkedIn's version of Twitter Threads.



10. Message people without connecting

If you're inside the same group as someone else...

You can message them even if you're not connected.

If you want to read more content related to LinkedIn, SaaS, and marketing:

Drop me a follow @SmuldersStefan

Like and Retweet this thread to share these 10 LinkedIn features with your audience:
https://t.co/ZjCghYXuUd

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> — Stefan Smulders (@SmuldersStefan) September 22, 2022