

Glossary: General Terms

Advanced People Search: Advanced People Search is a search function within LinkedIn that allows you to search LinkedIn's member database in a variety of ways. This includes job title (past or present), keyword, seniority level, postal code, company, etc. This tool is valuable when doing research on the best ways to reach your ideal prospects.

Company Page: Platform to share company information, products, and news. For branding purposes, it is important to have a full and impressive looking company page. It makes your company look more professional.

Company Page Followers: LinkedIn users that follow your company page updates. Anything that you post as a company page will enter their activity feed. It is important to consider who your followers are when developing a content strategy for the page. Are they your employees, employment candidates, prospects, current customers, etc.

Connection: The people you invite or invite you. When you "accept" to form a connection with someone you form a first level relationship with him or her in your LinkedIn network.

Degrees: A second-degree connection means it is a friend of a friend; you are separated by two degrees. Three degrees away is someone you can read through a friend of a friend and one of their connections.

Inbox: Similar to your email inbox, your inbox on LinkedIn is where you can send, view, and receive messages. You can also set your inbox to forward any messages directly to your email inbox if you do not sign into LinkedIn daily.

InMail: InMail are messages that you can send directly to ANY LinkedIn member that you're NOT connected with. Any member can purchase an InMail, or you can get them free with a premium account. Without a premium account, InMail's are very expensive and have a low rate of interaction.

Introduction: Introductions are requests made to other LinkedIn members that you do not have a direct connection with. It is as it sounds, a way to introduce yourself to someone you do not necessarily know. LinkedIn limits the number of introductions you can have pending at one time.

Invitation: This is what you send when you ask someone to connect with you. You invite them to join your network.

Groups: Groups are exactly as they sound. They are groups of other LinkedIn users. Groups can be used as discussions or forums for people to connect or get advice and job postings.

Group Announcement: A group announcement is sent to the email inbox of every member of the group. They can only be sent every 7 days and must be sent by a group admin.

LinkedIn Groups: LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts. Be sure to be a part of groups that are full of your prospects, not your competitors.

LinkedIn Group Members: These people are considered part of your network because you're members of the same group. You'll see a group icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn or using your group's discussion feature.

LinkedIn Headline: Your headline is the most important part of your LinkedIn profile. It sits just below your name and can hold up to 120 characters. This important piece of real estate must be memorable and informative enough to get your prospects to read further into your profile, they need to know exactly what you do in 120 characters. A bad headline means your profile will not be read.

LinkedIn Pulse: The LinkedIn Pulse is a fully customizable aggregation of content from LinkedIn's Influencer Program. Pulse delivers news and content from topical channels, influencers, and trending news.

LinkedIn Recommendation: A recommendation is a comment written by a LinkedIn member to recognize or commend a colleague, business partner, or student. The recommendations are proudly displayed on your LinkedIn profile and can be organized according to previous positions and activities. It is considered best practice to offer a recommendation before asking for one yourself.

Message: Unlike InMail, it is free to message your first-degree connections and fellow group members. This is a much more efficient and cost-effective method of reaching out. Many are unaware that, unless the group won't allow it, you can directly message anyone you share a group with.

Mention: Using an @mention (person or company page) can directly tag a company or person in your post. They will be notified that you have mentioned them in your status. This is great for acknowledging referral partners and employees.

Network: Your network is the group of your connections; you are the center of your network. It can also include the connections of your connections.

Profile: Your profile is where you display your skills, experience and professional background. This is your identity on LinkedIn. While this has the feel of a resume, it is important to use your profile to demonstrate what your company does, as well as highlight your professional skills.

Recommendation: This is a request you can send out to have another LinkedIn member. If they agree, they will then write a short paragraph recommending you. This is visible to anyone who views your profile.

Skill Endorsements: Skill endorsements are a great way to recognize your 1st-degree connection's skills and expertise with just one click. They also let your connections validate the strengths found on your own profile. Skill endorsements are a simple and effective way of building your professional brand and engaging your network.

Sponsored Posts: Ads on LinkedIn in the form of page posts. The ads show up in the activity feed of their targeted prospects. The degree of specificity determines the CPC (cost per click) or CPM (cost per 1000 impressions).

1st Degree Connections: Your 1st degree connections are your direct connections on LinkedIn. You can interact with and message these connections as you please.

2nd Degree Connections: Your 2nd degree connections are your 1st degree connection's connections.

3rd Degree Connections: People who are connected to your 2nd degree connections. You'll see a 3rd degree icon next to their name in search results and on their profile.

Source: [LinkedIn.com](https://www.linkedin.com)