



Technology Brief

FOR IT PROFESSIONALS

LinkedIn Premium - Is It Worth Making the Upgrade?

LinkedIn continues to evolve and add more options to their social media platform. Many of us in the legal industry find our LinkedIn accounts to be an important networking tool. You may have heard of LinkedIn Premium, but do you really know what this upgrade has to offer? LinkedIn Premium offers many features that you may find beneficial, depending on how you are using LinkedIn and your position at your firm. In this article we will show you the different categories (each of which has different levels) of LinkedIn Premium membership and the benefits we think you will find most important, so you can decide if upgrading your account is worth paying the extra price each month.

4 Categories of Membership:

- Premium (Useful for most business users) - Business, Business Plus and Executive
- For Recruiters (Useful for making hiring decisions) - Talent Basic, Recruiter Lite and Recruiter Corporate
- For Job Seekers (Useful for those seeking a new job) - Job Seekers Basic, Job Seeker and Job Seeker Plus
- For Sales Professionals (Useful for Marketing Directors at your firm) - Sales Basic, Sales Plus and Sales Executive

What Features of LinkedIn Premium are Most Appealing to an Attorney or Legal Administrator?

If you're not recruiting, searching for a new job or looking for marketing opportunities, chances are that the LinkedIn Premium category is what you would be considering making the upgrade to. In this article, we will focus on the benefits of Premium membership as this category fits the broadest audience. These options may seem overwhelming, but essentially the more you pay, the more access (results, statistics, InMails) you receive.

Making the upgrade to a Premium account also gives you greater search capability. You are given additional search results and more saved searches than your Basic account allows. For example, you can perform a search to include Fortune 1000 companies, or search by seniority, interests or company size. The improved search capabilities save you time by helping to target and narrow your search results.

Expanded profile views are a benefit of subscribing to LinkedIn Premium, as you will no longer be limited to seeing only the very basics about someone who is outside of your network. With a Premium account, you will always be able to see the person's first name, photo, job details, recommendations, educational background,

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skills and any other information or applications they have added to their profiles. You will also be able to see a list of who has viewed your profile, without giving up your viewing privacy. If your viewers are a 1st, 2nd or 3rd level connection you will be able to see their full names and complete profile along with which keywords a user searched in order to get to your profile. You can also narrow this information down to show the viewer's industry and location, which can give great insight into whether or not your profile information is bringing you targeted viewers. With a basic account you only receive a list of the people that have viewed your profile and none of the extra information. You must agree to share with other users that you have viewed their profile as well.

LinkedIn's Profile Organizer allows you to better organize your contacts, by keeping track of individual profiles that you want to better follow. You can create folders, add notes and view a complete history of your communications with these contacts. This could be helpful for those us that are avid LinkedIn users, but we don't think this is a necessary tool for those of you who already have a CRM system in use.

With your basic LinkedIn account, you are not able to easily email someone who is outside of your network without an introduction. LinkedIn Premium introduces InMail, which guarantees a response within a week or you get your credit back. The amount of InMails you are able to send depends on the level of membership that you select, ranging from 3 to 25 InMail messages a month. InMail is helpful for those of you looking to skip the middleman as you are able to get information directly to the person you want to contact, without waiting for them to accept your connection. Users who are looking to expand their contact database may find this beneficial, but many of us will not see the need to pay more for this.

When you make the upgrade to a premium account, you can also access LinkedIn's OpenLink network. Keep in mind that you must activate this option, as it is not an automatic feature. OpenLink may seem similar to InMail, but the major difference is that OpenLink is more about receiving messages and InMail is more about sending messages. With Open Link, anyone on LinkedIn, regardless of if they are in your network, can send you a message. You do not need an introduction and they don't need to send you an InMail message. OpenLink also allows unlimited messages, both being sent and received. This is one of the most valuable tools LinkedIn offers, as you can easily be found by other users and make new connections.

If you are interested in any of these features, log into your LinkedIn, and in the top right of your screen select "Upgrade". This will show you the different plan types and the costs of each. The Business Premium plan currently runs for \$19.95 a month if you subscribe annually or \$24.95 a month if you would like a monthly subscription. For an avid LinkedIn user, this may be considered a small investment. Many of our readers may find that it would be more beneficial to first take advantage of LinkedIn's basic features, like completing your profile, making connections and participating in group discussions before making the switch to a Premium account.

If you still have questions, we can help. Feel free to contact Orion Support today.