



# LinkedIn for Business Development

LinkedIn has been called Facebook for professionals, the virtual rolodex, and the headhunter's haven to name a few. Regardless of what you call this online network, LinkedIn can be important for business development. Before delving into LinkedIn business development advice, let's look at why LinkedIn is beneficial for the construction industry.

## Why LinkedIn – Everyone's On It

With more than 300 million members, LinkedIn is the largest business network in the world. In 2013, the Master Builders' Association (MBA) released the results of a social media survey of western Pennsylvania commercial construction professionals. This survey indicated that 89% of the professionals in the region's construction industry use social media and the majority use social media for both professional and personal use. According to the MBA survey, LinkedIn was by far the one used most for professional networking.

Despite the Pittsburgh survey being over two years old, the usage of LinkedIn by the construction industry remains strong. If you're not convinced or don't think it can be helpful, take a step back and think about the last ten people you have communicated with in your day-to-day work activities (phone, email, meeting, etc.). I would be shocked if most, if not all, are not on LinkedIn. Your coworkers, peers and competitors are on LinkedIn and without a LinkedIn presence you may be missing valuable opportunities. If it turns out that your work contacts are not on LinkedIn, then stop reading this article now. Are you still with us? Good, let's proceed.

## The LinkedIn Profile

A good first step for using LinkedIn for business development is your profile. Your profile is crucial as it is the site



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MBA is the voice for the construction industry in Western PA, and provides valuable member services, promotes best practices, & helps to grow the workforce.

