



**Brian Acton** @brianacton · 23 May 2009

Got denied by Twitter HQ. That's ok. Would have been a long commute.

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

154

FAVORITES

107



12:39 PM · 23 May 2009 · [Details](#)

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**Brian Acton** @brianacton · 3 Aug 2009

Facebook turned me down. It was a great opportunity to connect with some fantastic people. Looking forward to life's next adventure.

[Collapse](#)

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RETWEETS

965

FAVORITES

561



12:14 PM · 3 Aug 2009 · [Details](#)

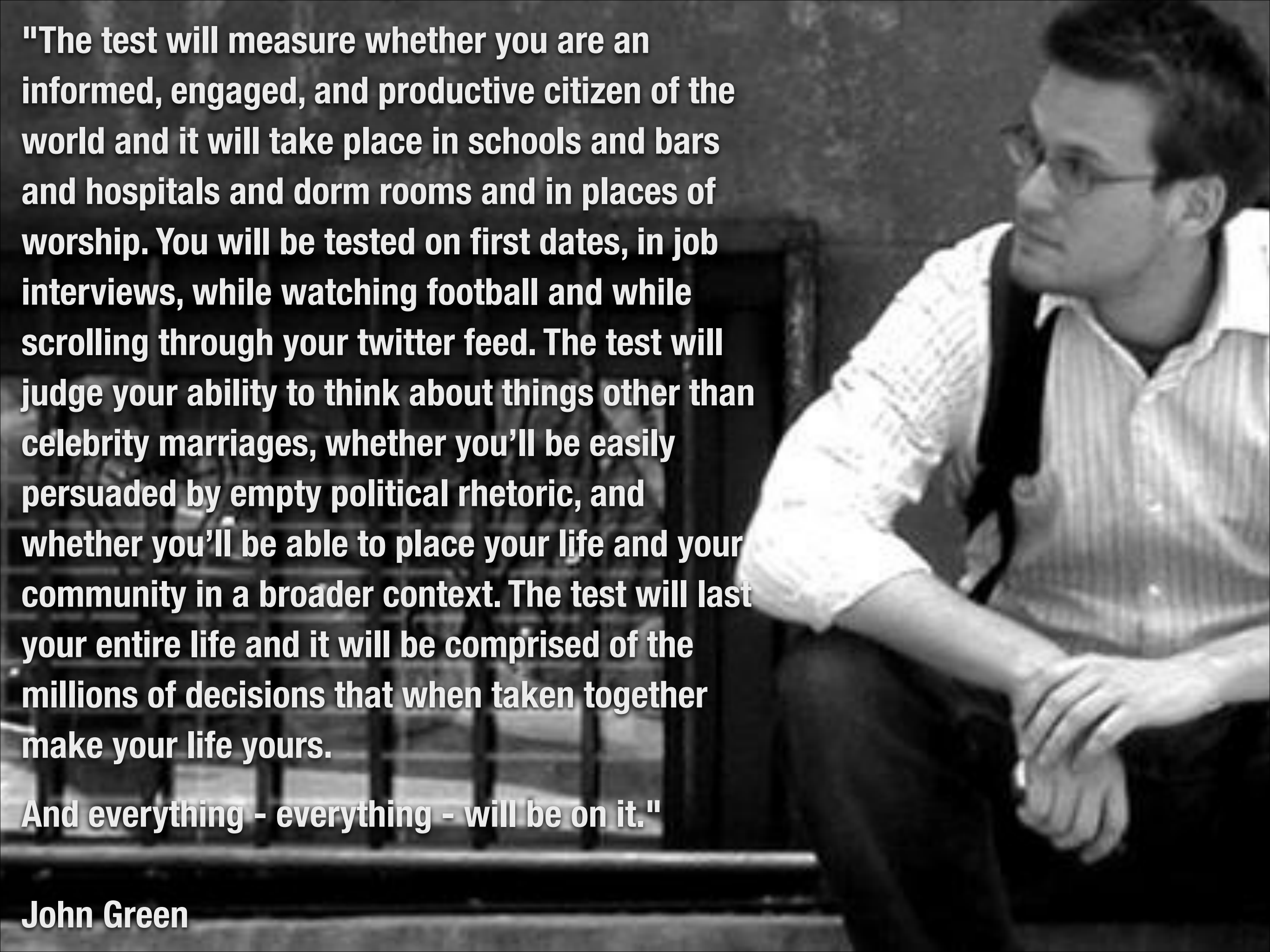
# Never Give Up

Your persistence could be worth \$19 billion



**Will this be on the test?**





**"The test will measure whether you are an informed, engaged, and productive citizen of the world and it will take place in schools and bars and hospitals and dorm rooms and in places of worship. You will be tested on first dates, in job interviews, while watching football and while scrolling through your twitter feed. The test will judge your ability to think about things other than celebrity marriages, whether you'll be easily persuaded by empty political rhetoric, and whether you'll be able to place your life and your community in a broader context. The test will last your entire life and it will be comprised of the millions of decisions that when taken together make your life yours.**

**And everything - everything - will be on it."**

**John Green**





# Alerts from Journalists - FREE

Reporters on a deadline who need an expert



# About NetWeave

- ▶ Founded in 2009 as Suncoast's first social media agency
- ▶ Manatee Chamber Business of the Year 2013
- ▶ Florida Attractions Association Assoc. Member of the Year 2013
- ▶ Represent over 60 clients including Florida Aquarium, AOPA, SUN 'n FUN Fly-In, South Florida Museum, and dozens of local businesses



**941-567-1727**

**kevin@netweaveonline.com**



**NET WEAVE**  
Social. Business.





# LinkedIn As A PR Tool

Kevin McNulty, President & CEO, NetWeave Social Networking





# Social Business Spectrum

What are we trying to accomplish?

# LinkedIn by the Numbers



**277 Million**  
**Users Worldwide**



# LinkedIn by the Numbers



**87 Million**  
**Users in United States**



# LinkedIn by the Numbers



**39 Million**  
**Users in Europe**



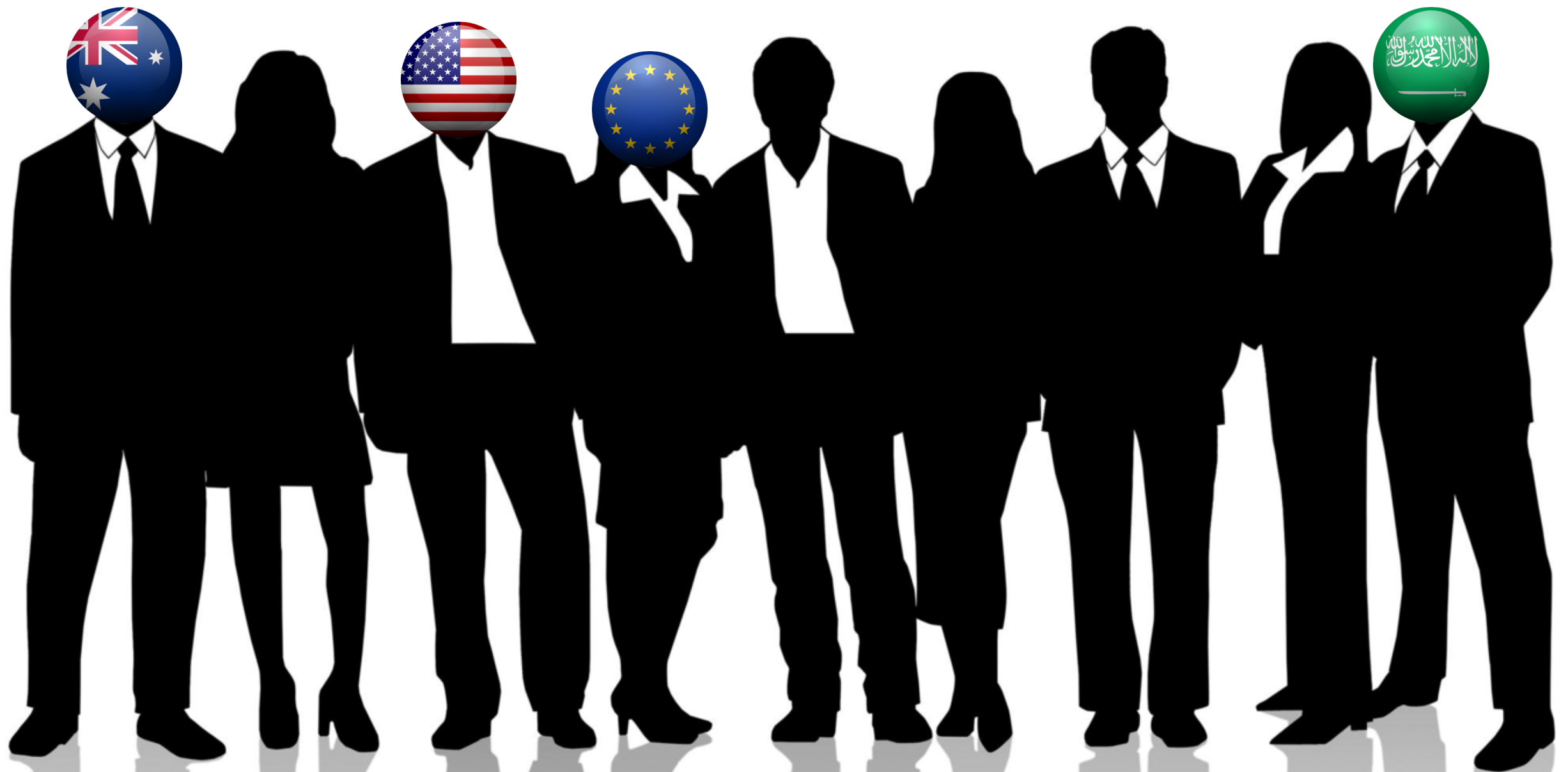
# LinkedIn by the Numbers



**10 Million**  
**Users in Middle East**



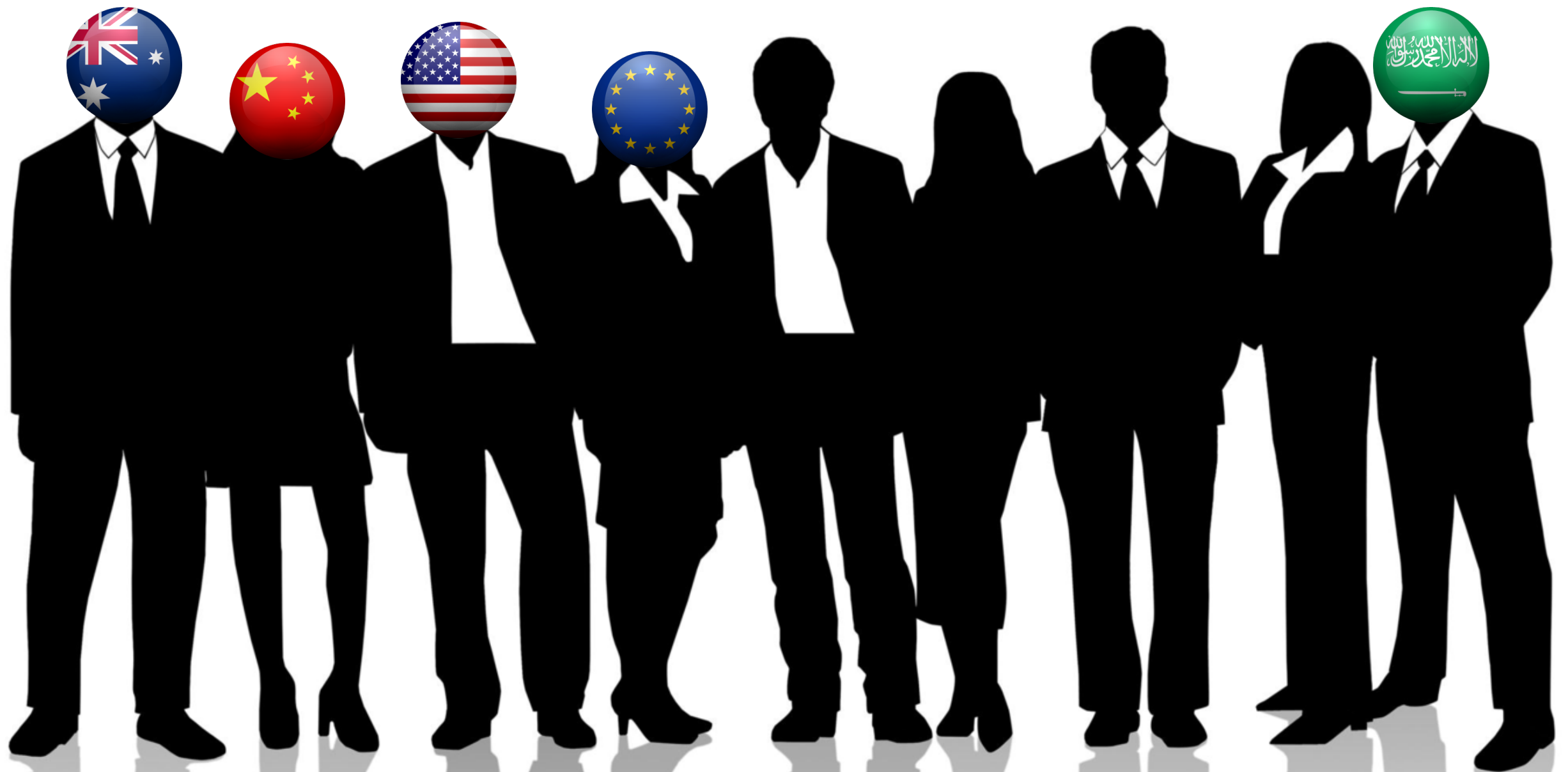
# LinkedIn by the Numbers



**5 Million**  
**Users in Australia**



# LinkedIn by the Numbers



**3 Million**  
**Users in China**

# LinkedIn by the Numbers



**186 Million**  
**Unique Users Monthly**



# LinkedIn by the Numbers



**40%**

**Access Daily**

# LinkedIn by the Numbers



**38%**

**Access Via Mobile**



# LinkedIn for Business

- **3 million:** Business Pages
- **1.2 million:** Products/Services Showcased

- **94%:** Recruiters who use LinkedIn to vet candidates
- **35%:** Web referral increase from 2012-2013
- **26%:** Of all B2B site social logins



# LinkedIn & The Press

- Number 1 SM site for reporters to find sources
- Be sure your profile portrays you as credible source
- Vet potential connections for audience/influence





# LinkedIn for Research

- Follow competitors
- Test market ideas
- Look for trends/issues
- Vet connections
- Look for help









# LinkedIn Profile Checklist

- ✓ Complete profile to “All-Star” level
- ✓ Review security and privacy settings
- ✓ Use keywords in headline rather than your title
- ✓ Share at least 1 update/week - don't overdo
- ✓ Participate in Group discussions
- ✓ Continue to build your network
- ✓ OFFER HELP