

Zen & The Art of Legal Networking

INSIGHTS & COMMENTARY ON RELATIONSHIP BUILDING WITHIN THE INTERNATIONAL LAWYERS NETWORK

PUBLISHED BY

Lindsay Griffiths



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LinkedIn Tutorials - Answers

Another one of LinkedIn's features is their "Answers" section. This is a place where you can share business knowledge with others on LinkedIn - you can ask your question to get fast, accurate answers from your network and other experts, showcase your knowledge by answering questions, and stay up on the latest information in your industry.

I'll point out a caution here - One of our attorneys mentioned to me yesterday with respect to recommendations that attorneys need to be careful of the rules about endorsements within their respective jurisdictions. This is similarly the case for answering questions on LinkedIn.

I liken answering questions on LinkedIn to answering questions after a panel discussion or at a cocktail party. Most questions you can answer in an academic way, that makes it clear you're not creating an attorney-client relationship. Other questions cross into a grey area, so you need to make it clear that you're not offering advice.

With LinkedIn questions, since it's optional, you don't have to answer questions that you think enter into that grey area, or you can suggest to the person asking that they retain counsel. So let's go into this discussion of Answers bearing in mind this caution.

We'll start with some information directly from LinkedIn's learning center - this is a great tool because they'll describe pretty much everything within LinkedIn that you might want to know about. To find the Learning Center, you'll mouse over "More" on your LinkedIn home page, and click on the link for "Learning Center." Then you can browse their list of resources on the left.

They talk about four key areas - asking questions, answering questions, advanced answers search and privacy.

Asking Questions

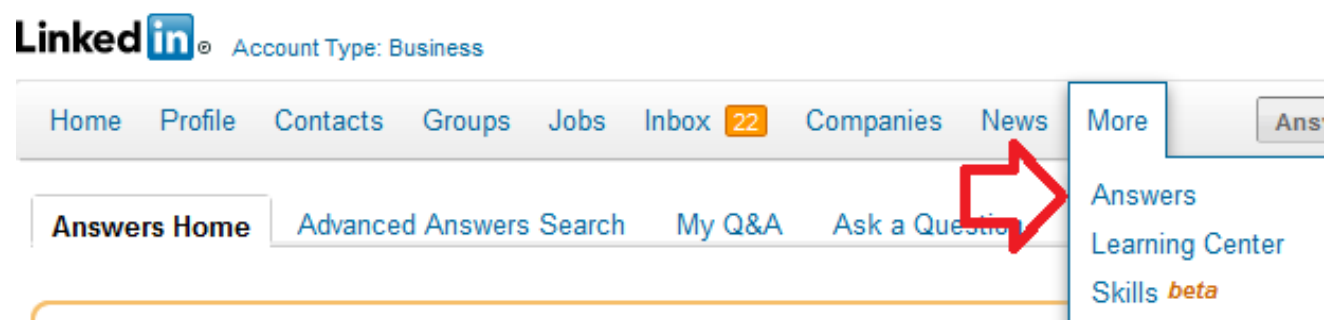
You may want to ask a question to find out someone's:

- knowledge
- experience
- opinion

To ask a question, you enter the question in the text box and select the appropriate category to place it under. You can also send the question by email to any connections in your network you think might be particularly helpful.

Questions then appear under the answers tab, on your profile, on the LinkedIn homepage of your connections, and in emails that you've sent to specific connections. You can also ask questions privately if you wish.

Let's go through the process - from your home page, mouseover "More" and select "Answers." It should be the very first item listed.



That will take you to the answers page:

[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

Ask a Question

Get answers from your connections and experts

Answer Questions

Recommended categories for you:

- Compensation and Benefits
- Corporate Law
- Employment and Labor Law
- Advertising
- Business Development

New Questions From Your Network

- ?** **How much of our society appreciates root problems of cascading global crises and the looming systemic risk of interlinked financial markets?**
2 answers | Asked by DK Matai 17M+ (2nd) | 36 minutes ago in Equity Markets
- ?** **How likely is QE3? What will be the effect of QE3 on the euro-dollar rate? What will be the impact of QE3 on the Eurozone?**
0 answers | Asked by DK Matai 17M+ (2nd) | 58 minutes ago in Currency Markets
- ?** **Opt-in e-mail list provider?**
2 answers | Asked by Alan Vitberg (2nd) | 4 hours ago in Direct Marketing
- ?** **When he looks at his business, he thinks he has a cash flow problem. When I look at it, seems more of a sales problem. So how does one establish the best way forward?**
7 answers | Asked by Nico Kleynhans CFP® (2nd) | 10 hours ago in Business Analytics
- ?** **Media psychological wars: Laugh vs. Fear?**
8 answers | Asked by Dmitry N. Gaevoy (2nd) | 12 hours ago in Public Relations

[more open questions »](#)

You'll see that right at the top, they start you with the option to ask and answer questions. Below that, they give you new questions from people in your network (this includes 1st through 3rd level connections).

We'll get to answering questions in a moment, but let's start with asking them. There are two ways you can do this - you can start right from this page by typing your question into the text box. Then, click next:

Ask a Question

Do you think Facebook pages or Twitter are more valuable for service professionals, such as lawyers, to participate in?

The next screen will ask you for additional details to refine your question:

The screenshot shows the 'Ask a Question' interface on LinkedIn. At the top, there is a title 'Ask a Question' and a link 'See examples'. Below this is a text input field containing the question: 'Do you think Facebook pages or Twitter are more valuable for service professionals, such as law...'. Underneath the question is a checkbox labeled 'Only share this question with connections I select (note: you will receive fewer answers)'. The next section is 'Add details (optional)', which includes a text box with the placeholder text 'Adding details will help your connections and experts in answering your question.' Below this is the 'Categorize your question' section, featuring a list of categories: Administration, Business Operations, Business Travel, Career and Education, Conferences and Event Planning, Finance and Accounting, Financial Markets, Government and Nonprofit, Health, and Hiring and Human Resources. Each category has a right-pointing arrow. There are three empty columns to the right of the list. Below the categories is another checkbox: 'My question is focused around a specific geographic location'. The final section is 'Is your question related to...?' with three checkboxes: 'Recruiting (I am trying to fill a position or hire)', 'Promoting your services (I am promoting my business, service, or product)', and 'Job seeking (I am announcing my interest in getting a job or changing jobs)'. At the bottom of the form is a blue button labeled 'Ask Question'.

You can edit the question in the top text box if you would like, or click on the "See examples" link if you'd like to see some questions that others have asked. LinkedIn suggests that you be descriptive and concise when asking your questions - this will help to get you better answers.

Below that is a check box that allows you to decide whether you want your question to be public or only for those connections you select. If you restrict it to your selected connections, you will receive fewer answers. Since this is a test question for me, I'm going to make mine private.

Below that is another text box where you can add additional details if you think they are warranted. Anything you think that may be helpful to people answering your question would go here.

Next is a set of categories so that you can identify where your question best belongs.

I'm going to go with "Marketing" because my question falls into the social media category. You'll note that when you select a category, additional categories come up in the next box, and so on, where appropriate to further drill down on your question. I'll choose "Business Development" as a sub-category because that's the sector of marketing that I'm asking about.

LinkedIn gives you the ability to select an additional category if you think that the question warrants it. To do this, you would click on the link that says "Select another category," which opens up a second set of windows like the first.

Next, there is a check box that asks whether your question is centered around a specific geographic location. Mine is not, so I leave this unchecked. If yours is, you can click this and it will ask you to identify the country and postal code.

LinkedIn then asks if your question is related to recruiting, promoting your services, or job seeking. On a previous page, they note that if a question is job seeking, they will remove it from the public pages, but there was no restriction when I clicked all three boxes. They do note over on the right hand side that there are better places to do these things - if you're recruiting, you can post your job in the jobs section, if you're promoting your services, you can request a recommendation and be listed in their services directory and if you're job seeking, you can use their job search.


Once you've got your question and related information set, select "Ask Question" to be taken to the next page. An email form will come up on the next page allowing you to add any specific connections you want included and send the question to them. If there are no connections you'd like your question addressed to, you can hit "Skip" to be taken to the next page.


If your question is public, LinkedIn will also tell you on this page that your question will remain open to responses for 7 days.

 Your question has been posted. It will remain open to responses for 7 days.

Share your question with your connections
Email up to 200 connections who can help you answer this question.

Compose your email:

To: 
You can add 200 more recipients

From: Lindsay Griffiths
 

Subject:

Send me a copy

or [Skip](#)

Whether you click Send or Skip, you'll be taken back to your answers home page, and now, on the right hand side, your open question will appear:

My Q&A

You have 1 open question:

[Do you think Facebook pages or Twitter are more valuable for...](#)

[» View all your questions & answers](#)

You can click the link to the question, which will show you the page for this question, including any answers. It also enables you to forward the question, or close the question before the seven day limit is up.

The screenshot shows a question page with a 7-day timer, a question title, a 'Clarify my question' link, and a 'Browse Categories' section with various sub-categories like Marketing and Sales.

[Go back to Answers Home](#)

Your question closes in **7 days**:
• [Forward this question](#)
[Close Question Now](#)

Do you think Facebook pages or Twitter are more valuable for service professionals, such as lawyers, to participate in?
posted 2 minutes ago in [Business Development](#) | [Clarify my question](#)

[Share This](#)

Answers

There are no answers to this question yet.

Browse Categories

[View All](#)

Marketing and Sales

- Advertising and Promotion
- Business Development
- Graphic Design
- Mobile Marketing
- Public Relations
- Sales
- Search Marketing
- Writing and Editing

You can also click "Clarify my question" if people aren't sure how to respond, or you'd like to add some additional information after the fact.

If you've asked a number of questions, you can also click on "View all your answers and questions" from your answers home page, which will take you to this page:

The screenshot shows a 'My Q&A' page with a 'My Questions' tab, a question card, a notification about asking more questions, and a 'Statistics' sidebar showing public and private question counts.

My Q&A: My Questions

[My Questions](#) | [My Answers](#)

Do you think Facebook pages or Twitter are more valuable for service professionals, such as lawyers, to participate in?
0 answers | 4 minutes ago in [Business Development](#) | Closes in 7 days

Page: 1

You can ask 8 more questions this month. Ask a question now.

Statistics

Public Questions	
Open	1
Closed	0
Total Asked	1

Private Questions	
Total Asked	1

One of your questions has been reported for review. [Learn more.](#)

(As an aside, you can also reach this page from your answers home page by clicking on the "My Q&A" tab).

Here, you'll see an overview of the questions you've asked, when, how many answers you've gotten and when it closes. There's a note that you can ask 8 more questions this month, and a short overview of the statistics. You can see we have one public question and one private question open.

The next tab on this screen is "My answers," which will show you any questions you've answered. Since we haven't addressed that yet, we'll hold off on that until the next section.

As I mentioned earlier, there are two ways to ask questions - the second is by clicking on the "Ask a Question" tab on any of the answers pages. This will take you directly to the information screen that we saw above, with the details, categories, etc. But rather than filling in your question from the text box that we typed in on the answers home page, it leaves this blank for you to add it at this point.

Answering Questions

I find there's a lot of utility in asking questions, and it can be useful for crowdsourcing - for attorneys, this may be helpful in the sense of business development questions you may have, and not so much for legally-based questions. You may not think this will have any value for you, but asking questions can also get your name out there and help you to make full use of your LinkedIn account.

But what is asking questions without answering them?

To do this, let's go back to the Answers home tab, where there are a few ways you can answer questions. You can first look at the list of new questions from your network to see if there are any in there that you feel comfortable answering:

New Questions From Your Network

- ? Where do I find a quality Marketing Automation / Lead Nurturing Program / Project Manager?**
0 answers | Asked by Jonathan Smith (2nd) | 21 minutes ago in Lead Generation
 - ? How much of our society appreciates root problems of cascading global crises and the looming systemic risk of interlinked financial markets?**
3 answers | Asked by DK Matai 17M+ (2nd) | 1 hour ago in Equity Markets
 - ? How likely is QE3? What will be the effect of QE3 on the euro-dollar rate? What will be the impact of QE3 on the Eurozone?**
1 answer | Asked by DK Matai 17M+ (2nd) | 1 hour ago in Currency Markets
 - ? Opt-in e-mail list provider?**
2 answers | Asked by Alan Vitberg (2nd) | 5 hours ago in Direct Marketing
 - ? When he looks at his business, he thinks he has a cash flow problem. When I look at it, seems more of a sales problem. So how does one establish the best way forward?**
8 answers | Asked by Nico Kleynhans CFP® (2nd) | 11 hours ago in Business Analytics
- [more open questions »](#)

If there is, you can click on the question itself to be taken to that page to answer it. What's also of interest here from a networking point of view is the person asking - perhaps the question is really thought-provoking for you, and you think it may be a good

idea to connect to the person asking it. You can click on their name to be taken to their profile so that you can add them.

If there are no questions in this list, but you want to continue to see questions from within your network, click "More open questions" at the bottom to see a larger list. The questions are in order of when they were asked, with the most recent being first - if you have a lot of time, feel free to browse through these lists of questions. But otherwise, it may be more useful to answer questions in another way.

Also on your home page, they offer you a list of recommended categories for questions that you might want to answer. This can be the most efficient for attorneys - if you're looking to raise your profile within a certain industry or type of law, you can focus just on answering questions in that category.

Answer Questions

Recommended categories for you:

- [Compensation and Benefits](#)
 - [Corporate Law](#)
 - [Employment and Labor Law](#)
 - [Advertising](#)
 - [Business Development](#)
-

For me, you can see that they recommend the categories above. Not all of these are useful for me - keep in mind, it's a computer algorithm doing the search, so it's not always going to be spot on - so you can either browse categories on the right hand side (including questions in other languages):

Browse

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Nonprofit
- Health
- Hiring and Human Resources
- International
- Law and Legal
- Management
- Marketing and Sales
- Nonprofit
- Personal Finance
- Product Management
- Professional Development
- Startups and Small Businesses
- Sustainability
- Technology
- Using LinkedIn

More questions in other languages

- [Fragen auf Deutsch](#)
- **[Questions in English](#)**
- [Preguntas en español](#)
- [Questions en français](#)
- [Domande in italiano](#)
- [Perguntas em português](#)
- [Întrebări în limba română](#)
- [Вопросы на русском языке](#)
- [Türkçe Sorular](#)

Or you can choose one of the categories that may be of interest to you from those recommended. For me, business development is useful, so I'll click on that. When you click on that, it will take you to a questions page for that category:

The screenshot shows a Q&A interface. At the top, there are tabs for 'Open Questions' and 'Closed Questions'. Below the tabs is a list of five open questions, each with a question mark icon, a title, and a brief description of the question and its context. To the right of the questions is a sidebar with a 'Marketing and Sales' category and a list of sub-categories. Below the sidebar is a 'More questions in other languages' section with a list of language options. At the bottom of the sidebar is a 'Subscribe to new questions in:' section with a dropdown menu set to 'Business Development'. Below the questions is a 'Business Development Experts' section with a table listing experts and their number of best answers.

Open Questions | Closed Questions

1 ? **Do you think Facebook pages or Twitter are more valuable for service professionals, such as lawyers, to participate in?**
2 answers | Asked by Lindsay Griffiths (YOU) | 24 minutes ago in Business Development

2 ? **What marketing channels should I target for my new entrepreneur book, Eight Lunches? Suggestions?**
8 answers | Asked by Jason Alba (2nd) | 22 hours ago in Writing and Editing, Business Development

3 ? **What are the best business apps for iphone / ipad that you have used and what do they do?**
5 answers | Asked by Linda Coles (2nd) | 1 day ago in Business Development

4 ? **Which is the Best SEO Company in the Web World !!**
12 answers | Asked by Flavia Ferrari (2nd) | 2 days ago in Search Marketing, Business Development

5 ? **Opportunity or distraction... What factors do you look at to discern whether that awesome entrepreneurial opportunity is real or just a distraction?**
15 answers | Asked by Mike Magolnick (2nd) | 2 days ago in Starting Up, Business Development

[more open questions »](#)

Business Development Experts

Experts	No. of Best Answers (in this category)
Cyrus Afzali (1st) - see all my answers Public Relations and Social Media Consultant ★ Best Answers in: Business Development (1)	1
Gianluigi Cuccureddu SMP (2nd) - see all my answers Managing Partner at 90:10 Group - Open Business Consultancy ★ Co-founder of Agora Media Innovation ★ Best Answers in: Business Development (23)	23

Marketing and Sales

- Advertising and Promotion
- Business Development**
- Graphic Design
- Mobile Marketing
- Public Relations
- Sales
- Search Marketing
- Writing and Editing

More questions in other languages

- Fragen auf Deutsch
- Questions in English
- Preguntas en español
- Questions en français
- Domande in italiano
- Perguntas em português
- Întrebări în limba română
- Вопросы на русском языке
- Türkçe Sorular

Subscribe to new questions in:
Business Development

Ask a question about Business Development

This will give you a list of open and closed questions (these are on another tab), the "experts" in this area (experts are defined as those whose answers have been checked as "best" within the category, and they are listed in order of their degree relationship to you).

Let's say that we see a question we want to answer. In my case, there's one that asks "What is the #1 problem you face regarding using social media for business? If you are not getting the results you want, why do you think that is?" To answer this question, I'll first click on the question itself to go to that page:

[Go back to Browse Questions](#) | [« Previous](#) | [Next »](#)

Kimberly Yow
We Bring Your Target Market TO YOU - Local Search Marketing, Social Media, Mobile & Internet Marketing
[see all my questions](#)

What is the #1 problem you face regarding using social media for business? If you are not getting the results you want, why do you think that is?

posted 18 hours ago in [Business Development](#) | [Report question as...](#)

[Answer](#) [Suggest Expert](#) [Reply Privately](#) [Share This](#)

Answers (7)

Christine Hueber 2nd
Get Clients with Social Media Marketing ... find out more
[@ChristineHueber.com](#) | [LinkedIn #3](#)
All Time Top Expert
[see all my answers](#)

Best Answers in:
[Using LinkedIn \(241\)...](#) [see more](#)

I am getting the results I want, Kimberly, for my business and my Social Media Marketing clients.

posted 17 hours ago | [Report answer as...](#)

Tracy Jacobsen
Marketing Director
[see all my answers](#)

Not really knowing the most effective ways to use the different social media sites and which ones are better for promoting for business. It would be great to have a short "HOW TO" on what steps to take per social media site.

posted 17 hours ago | [Report answer as...](#)

Richard Sink 2nd
Expertise Centered on a Unique Quality of Knowledge, Resources, Skills and Advocacy » Invites and Inquiries Welcome
[see all my answers](#)

Best Answers in:
[Viral Marketing \(1\)...](#) [see more](#)

Commitment from everyone involved in realizing the successful implementation and engagement metrics. Since 2004 I've been able to deliver agreed to results. However most businesses still view this stuff as a mystery. To bad, done right it can make a real positive impact to the bottom line:-)

Links:
<http://sales.dcg.com/2011/08/optimizing-social-media-awareness.html>
<http://twitter.com/sinkra>
<http://www.facebook.com/criticalconnections>

posted 17 hours ago | [Report answer as...](#)

Debbie Mendoza

Learning all the different types and which is the best to use.

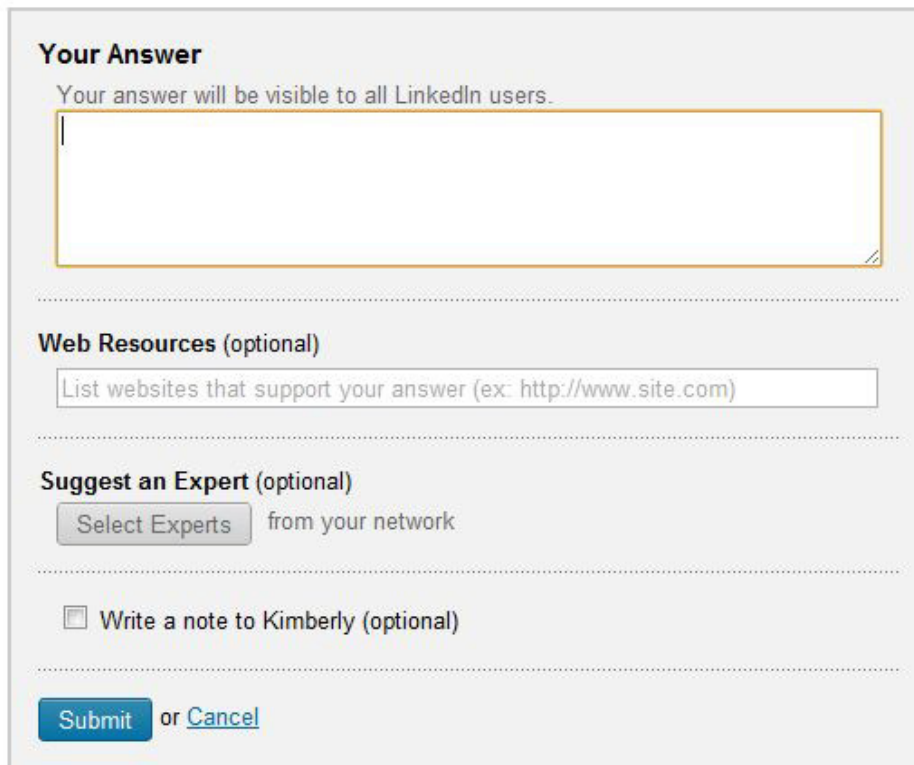
posted 17 hours ago | [Report answer as...](#)

Here, I can see who has asked the question (and choose to see what her other questions have been about as well, if I'd like to), and I can see that seven people have answered this question. For each of those who have answered, I can see their name, whether or not we're connected in some way, and their title, as well as whether any of their answers to other questions have been listed as a "best answer."

First, I'll take the time to read all of the answers that have been posted already to make sure I'm not duplicating anything - plus, I always find that making my response part of a dialogue, rather than just a one-off from me, helps my networking and business development efforts immensely - a great lesson I've learned in both life and business development is that it's just not all about me.

I have a couple of options as to what to do next. If I think someone else would be well-qualified to answer this question, I can click on the "Suggest Expert" button found just under the question. This will open up a new box underneath where I can select people from my network that would be a good expert to answer this question, I can add an optional note about that person or persons, and I can also write an optional note directly to the person asking the question. Then I hit "Submit" to suggest my experts.

I can also answer the question directly by clicking the "Answer" button:



The screenshot shows a form titled "Your Answer" with the following sections:

- Your Answer**: A text area with the instruction "Your answer will be visible to all LinkedIn users." and a small cursor icon in the bottom right corner.
- Web Resources (optional)**: A text input field with the placeholder text "List websites that support your answer (ex: http://www.site.com)".
- Suggest an Expert (optional)**: A button labeled "Select Experts" followed by the text "from your network".
- Write a note to Kimberly (optional)
- At the bottom, there is a blue "Submit" button and a blue link "or [Cancel](#)".

This again opens up a new box where I can write my answer - this is going to be publicly visible. If there are resources on websites, I can include those as well. I can also suggest an expert as part of my answer, and again, write a note to the person asking the question if I would like. I then hit "Submit" to post my answer on the page.

Once your answer is posted (it will appear at the bottom), you have the option to delete your answer, or clarify it if you'd like. When clarifying, your original answer stays as is, but you add a clarification note to it.

As with asking questions, there is also another way to answer them, and this is again one of the tab options - you can choose "Answer Questions," which takes you to a general page with all open questions (ordered by your degree of connection, though you can also sort by date if you'd prefer). From this page, you can also browse through the

categories and languages we mentioned earlier, look through closed questions (we'll talk about this more in a moment), or look at the experts in your network.

Browse Open Questions

Open Questions | Closed Questions | Experts

sorted by: Degrees away from you | Date

- Do you think Facebook pages or Twitter are more valuable for service professionals, such as lawyers, to participate in?**
2 answers | Asked by Lindsay Griffiths (YOU) | 40 minutes ago in Business Development
- Looking for Salesforce.com AppExchange email marketing recommendations**
4 answers | Asked by Mike O'Neil (1st) | 2 days ago in Internet Marketing, Direct Marketing
- Where do I find a quality Marketing Automation / Lead Nurturing Program / Project Manager?**
2 answers | Asked by Jonathan Smith (2nd) | 44 minutes ago in Lead Generation
- How much of our society appreciates root problems of cascading global crises and the looming systemic risk of interlinked financial markets?**
5 answers | Asked by DK Matai 17M+ (2nd) | 1 hour ago in Equity Markets
- How likely is QE3? What will be the effect of QE3 on the euro-dollar rate? What will be the impact of QE3 on the Eurozone?**
2 answers | Asked by DK Matai 17M+ (2nd) | 2 hours ago in Currency Markets
- Opt-in e-mail list provider?**
2 answers | Asked by Alan Vitberg (2nd) | 5 hours ago in Direct Marketing
- When he looks at his business, he thinks he has a cash flow problem. When I look at it, seems more of a sales problem. So how does one establish the best way forward?**
8 answers | Asked by Nico Kleynhans CFP® (2nd) | 11 hours ago in Business Analytics
- Media psychological wars: Laugh vs. Fear?**
8 answers | Asked by Dmitry N. Gaevoy (2nd) | 13 hours ago in Public Relations

Browse

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Nonprofit
- Health
- Hiring and Human Resources
- International
- Law and Legal
- Management
- Marketing and Sales
- Nonprofit
- Personal Finance
- Product Management
- Professional Development
- Startups and Small Businesses
- Sustainability
- Technology
- Using LinkedIn

More questions in other languages

- Fragen auf Deutsch
- Questions in English
- Preguntas en español
- Questions en français
- Domande in italiano
- Perguntas em português

One of the disadvantages of the answers section is that unless someone sends you a question directly, or it appears in your news feed when a connection asks one, you do have to remember to go to this page and seek out the questions you want to answer.

This can be a bit time-consuming, which is why I include it as an option, but don't suggest it as a major investment of time. Others might disagree with me, but when I see someone who has answered hundreds of questions in a short period of time, I'm wondering how hard they're really working at their main job responsibilities!

Advanced Answers Search

Advanced Answers Search is where you can go to find out if your question has already been asked. You may find your question, but see that the answers don't meet your needs, and so you still ask it, or you may find that your question has been answered satisfactorily.

To get to this, we go to the second tab on the answers sections "Advanced Answers Search."

Answers Home | **Advanced Answers Search** | My Q&A

From here, you get the following advanced search options:

The screenshot shows the 'Advanced Answers Search' form. At the top, there are navigation tabs: 'Answers Home', 'Advanced Answers Search' (selected), 'My Q&A', 'Ask a Question', and 'Answer Questions'. Below the tabs, there are three main sections: 'Keywords', 'Category', and 'Options'. The 'Keywords' section has a text input field and a radio button selection for 'Search for keyword match in:' with 'Questions and Answers' selected and 'Questions only' unselected. The 'Category' section is a multi-select list with options: 'All', 'Administration', 'Business Operations', 'Business Travel', 'Career and Education', 'Conferences and Event Plannin', 'Finance and Accounting', 'Financial Markets', and 'Government and Nonprofit'. The 'Options' section has a checkbox for 'Show only unanswered questions' which is currently unchecked. A blue 'Search' button is located at the bottom of the form.

So let's say that I wanted to know whether someone had already asked my question about whether Facebook or Twitter is better for service professionals. I'd type in specific keywords, such as "Facebook" "Twitter" "lawyers" "service professionals" in the keyword box at the top.

I can then decide whether I only want to search the questions, or whether I also want to search the answers. For the heck of it, I'll go with both. Then, I can identify the category I'm searching in - since I wanted to know the answers from a business development perspective, I'll choose Sales and Marketing and then Business Development in the categories section. You can also just search all question categories if you prefer.

Then, I can decide whether I'd like to see only those questions that are unanswered, or all questions. I'm going to look at all questions, so I'll just click "Search" here.

My results come up on a new page:

The screenshot shows the search results page. At the top, there are navigation tabs: 'Answers Home', 'Advanced Answers Search' (selected), 'My Q&A', 'Ask a Question', and 'Answer Questions'. Below the tabs, the page is titled 'Search Results' with 'Results 1 - 2 of 2' on the right. There are two tabs: 'All Questions' (selected) and 'Open Questions'. Below the tabs, there is a sorting option: 'sorted by: Degrees away from you | Relevance | Date'. The main content area shows two search results. The first result is a question: 'Do you think Facebook pages or Twitter are more valuable for service professionals, such as lawyers, to participate in?'. The second result is a question: 'What will the real estate agent of the future be like? What skills will be necessary? How will the profession change going forward?'. On the right side of the page, there is a 'Refine Search' sidebar. It has a 'Keyword' field with the text 'Facebook, Twitter, lawyers, service'. Below it, there is a radio button selection for 'Search for keyword match in:' with 'Questions and Answers' selected and 'Questions only' unselected. There is also a 'Category' dropdown menu set to 'Business Development'. At the bottom of the sidebar, there is a checkbox for 'Options' with 'Show only unanswered questions' which is unchecked. A 'Refine Search' button is located at the bottom of the sidebar.

I can see that my question comes up, and also a question about the real estate agent of the future - this question isn't relevant, so I know that my question hasn't been asked before.

If I'd gotten an overabundance of search results, I might want to refine my search a little. On the right hand side, I can add or delete keywords, change whether I want to search questions and answers or just questions, change categories, or search only the unanswered questions.

From here, I can also click on the "open questions" tab, if I want to see only those questions that have been asked within the last seven days. Since it's a short list for me, I won't do that, but if you get a lot of results, you may want to refine them in some way to drill down to what you want. As I mentioned earlier, you can also look through closed questions - these are included in the list of all questions when you first do your search.

The reason that this might be valuable is that open questions are open for such a short time, and you may find good answers from questions that were asked not as recently.

Privacy

And finally, we'll take a look at privacy as it relates to questions. You have the ability to control the visibility of your questions and answers. To do this, you'll go to your privacy settings (as we did in [this post](#)), which takes you to this page:

The screenshot shows the LinkedIn account settings page for Lindsay Griffiths. The page is divided into several sections:

- Profile Information:** Lindsay Griffiths, Member since: April 25, 2006. Includes links for Primary Email (Change), Password (Change), and Account Type (Business).
- Payment:** Manage Billing Information, View purchase history.
- INMAILS:** 2 available. Purchase. Next grant: 3 credits on September 11, 2011.
- INTRODUCTIONS:** 15 of 15 available. Upgrade.
- OPENLINK:** Not accepting messages. Change.
- Account Type:** Business. Premium features tour, Compare account types, Cancellation pending.
- Upgrade:** GET MORE WHEN YOU UPGRADE! More communication options, Enhanced search tools.
- Privacy Controls:** Turn on/off your activity broadcasts, Select who can see your activity feed, Select what others see when you've viewed their profile, Select who can see your connections, Change your profile photo & visibility.
- Settings:** Manage your Twitter settings, HELPFUL LINKS: Edit your name, location & industry, Edit your profile, Edit your public profile, Manage your recommendations.
- Frequently asked questions:** Can't Find "Settings" or "Sign Out" Links, Group Member Settings, Viewing and Editing Subgroup Settings, Managing Account Settings, Updating Twitter Settings.
- Footer:** You are using the new settings page. Send us feedback.

In order to control whether your questions and answers appear on your profile page, you'll click "Edit your profile" under "Helpful links" in the section on the bottom right. That takes you to your profile page:

The screenshot shows a LinkedIn profile for Lindsay Griffiths. At the top, there's a navigation bar with links like Home, Profile, Contacts, Groups, Jobs, Inbox (24), Companies, News, and More. Below this is a search bar and a banner for finding IT jobs. The main profile section includes a profile picture, name (Lindsay Griffiths), title (Director of Network Development at International Lawyers Network), location (Greater New York City Area), and industry (Legal Services). There are buttons for 'Improve your Profile' and 'View profile'. A 'Helpful links' section contains 'Ask for recommendations' and 'Create your profile in another language'. A progress bar shows '100% profile'. Below this are several ads: 'Are You an Attorney', 'Looking for an IT Job', and 'MBA Degree - No Experience'. A 'Who's Viewed My Profile?' section shows '10' views in the last 7 days. The main content area features a post from 'Lindsay Griffiths' asking for recommendations, followed by a 'LinkedIn Tutorial - Recommendations' post from 'zenlegalnetworking.com' about returning from a vacation. The profile summary lists current and past positions, education (Hamilton College), 29 recommendations, and 500+ connections.

On this page, you'll scroll down a bit until you see "Name's Q&A" in a box in the right column:

The screenshot shows a 'Lindsay's Q & A' box. At the top, it says 'Lindsay's Q & A' with an 'edit' link. Below this is the section 'Lindsay Asks'. A question is displayed: 'Do you think Facebook pages or Twitter are more valuable for service professionals, such as lawyers, to participate in?'. The question was posted 1 hour ago and has an 'answer' link. At the bottom of the box, it shows '1 Question - 7 Answers' and a 'See all Q&A »' link.

This is visible to everyone, so if you want it to be private (note also that hiding your questions and answers on your profile hides you on any expert lists or leader boards within LinkedIn Answers, so bear that in mind), click "edit" in the top right corner of this box.

Display Q&A on your Profile

Would you like to show your questions, answers and expertise on your profile?

- Yes, show this on my profile
 No, hide this on my profile

Note: Hiding your questions and answers on your profile will also hide you on LinkedIn Answers expert lists and leader boards.

[Save Changes](#) or [Cancel](#)

Here, you can decide whether you'd like to show this on your profile or hide it. Either way, it's an all or nothing choice - you can't decide to show some answers and not others (though as we mentioned earlier, you can have individual private questions if you would like to). It defaults to "Yes, show this on my profile," so if that's fine with you, you can ignore this section. Otherwise, if you'd like to change it, make sure to select the second radio button and click "Save Changes" for it to take effect.

Tomorrow, we'll delve into Companies, and Friday we'll be looking at some final notes - if there's anything in particular you'd like me to cover in more depth about LinkedIn, please let me know. Otherwise, we'll be moving on next week to our next set of tutorials!

Lindsay Griffiths of the International Lawyers Network
179 Kinderkamack Road
Westwood, NJ 07675
Phone: (201) 594-9985
Fax: (201) 740-9765