

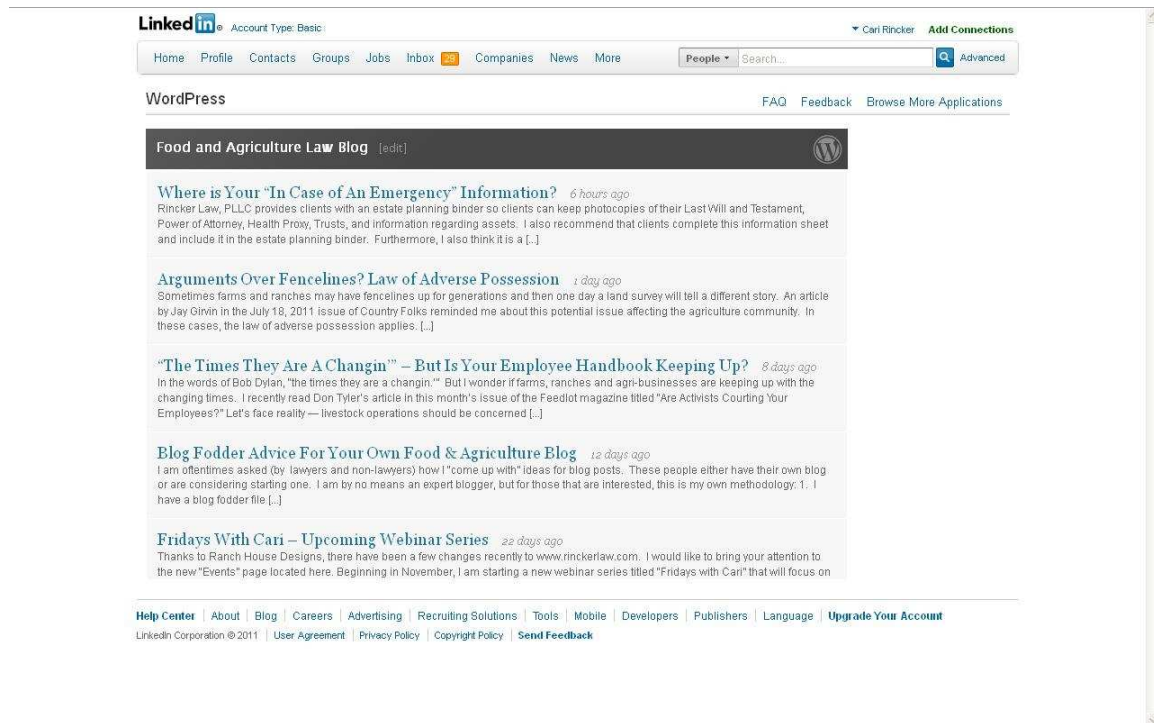
Advanced User Tips for Agriculture Producers Using LinkedIn

By Cari Rincker, Rincker Law, PLLC

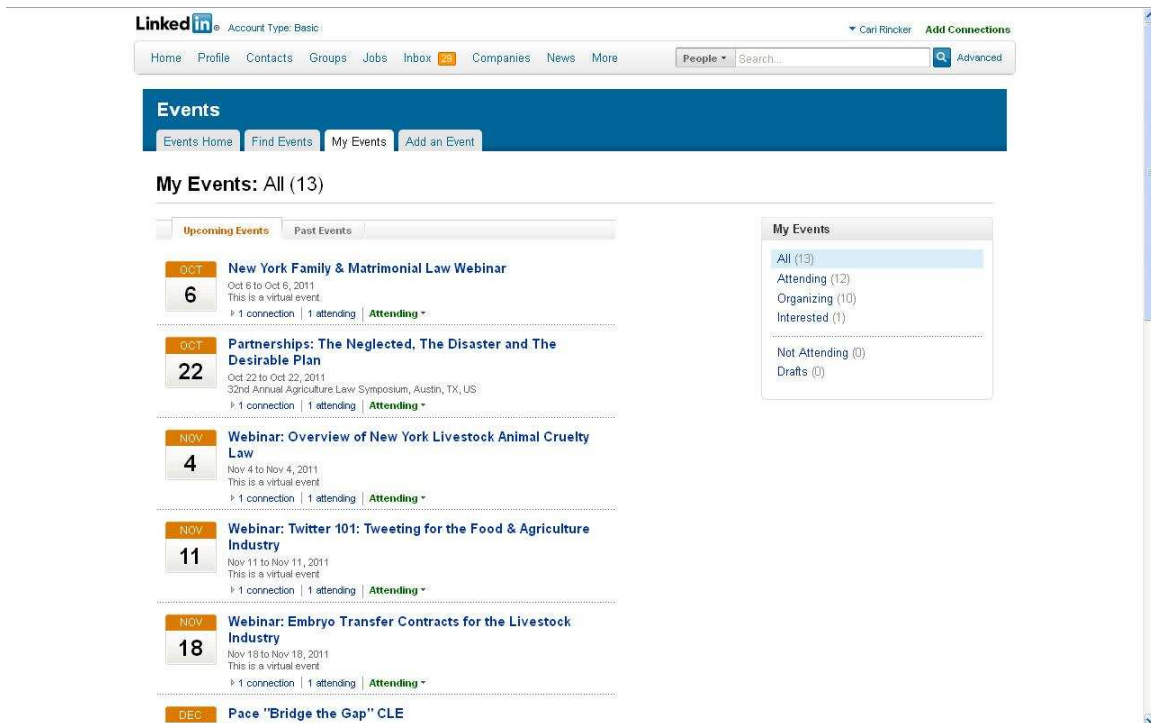
LinkedIn Profile: <http://www.linkedin.com/in/caririncker>

For those agriculture producers who are already using LinkedIn but want to “take it up a notch,” I suggest implementing a few select applications for your profile. The key here is to use applications that complement your professional image. Below are some suggested applications to help enhance your brand:

- 1. Blog Link, TypePad, or Wordpress.** If you have a farm or ranch blog, bringing in your blog posts into your LinkedIn profile is a “must.” It is a simple process requiring the user to download the correct blog application according to the platform and entering in the RSS feed. Professional contacts will stay up-to-date on blog posts and can easily review and share the entire post by clicking on the mini-feed.



2. **Events.** The LinkedIn Events application is helpful for three reasons. First, it allows you to see what agriculture events others are attending. Perhaps you will learn about a cattle conference happening in your area that you would like to attend. Second, you can plan to meet other professional contacts if you see you are both attending the same event. Social media is a powerful marketing tool but it is important to take online relationships off-line. Perhaps you can make plan to have coffee with a contact you met via Twitter at the next National Cattlemen’s Beef Association Annual Convention and Trade Show. Third, LinkedIn Events is a great way to advertise events that you are hosting and want others to attend.



- TripIt.** Similar to LinkedIn Events, TripIt not only lets you know whether a professional contact will be traveling to your area but keeps others privy on planned travel. This can be particularly useful if a person travels frequently and wants to make sure to connect with professional contacts in that area.

The screenshot displays the TripIt web application interface. At the top, there is a navigation bar with the TripIt logo, a user profile section for 'Cari Rincker', and navigation links for Home, Trips, Network, Point Tracker, and TripIt Pro. A 'Share your trips' button is also visible.

The main content area is divided into several sections:

- Welcome back, Cari:** A personalized greeting with a profile picture and a message: 'You're in New York, NY. You've traveled 31,053 mi to 12 locations. Your network: Add connections. Join your company group.'
- Upcoming trips:** A list of upcoming travel events with details such as the event name, duration, and date. Each entry includes a 'Not Monitored' status and a 'Who's close?' section with 'No Connections close'.

Event Name	Duration	Date
32nd Annual Agriculture Law...	(1 day)	Oct 22, 2011
New York Farm Bureau Annual...	(3 days)	Dec 6 - Dec 8, 2011
American Farm Bureau...	(5 days)	Jan 8 - Jan 12, 2012
New York Beef Producers...	(2 days)	Jan 20 - Jan 21, 2012
National Cattlemen's Beef...	(4 days)	Feb 1 - Feb 4, 2012
New York Agri Women Annual...	(1 day)	Mar 3, 2012
- Auto import (Settings):** A section with a 'Start Auto import' button and the text 'Add trips automatically from your email inbox.'
- Travel map:** A world map showing travel history and upcoming trips, with 'Past' and 'Upcoming' filters.
- Latest TripIt News:** A list of recent news articles, including 'TripIt and Avis: Making Travel About the Traveler, Again', 'How to Get to Colombia - and Back - Without a Hitch', 'Put Your iPad to Work with Reward Point Tracking', 'A man, a plan, Plan Am: Watch live with TripIt', and 'It's Official: TripIt for Windows Phone is Here'.
- Network updates:** A section with buttons for 'View connections' and 'Find friends on TripIt', and a prompt to 'Connect with friends on TripIt' by selecting a service provider like Yahoo! or Gmail.

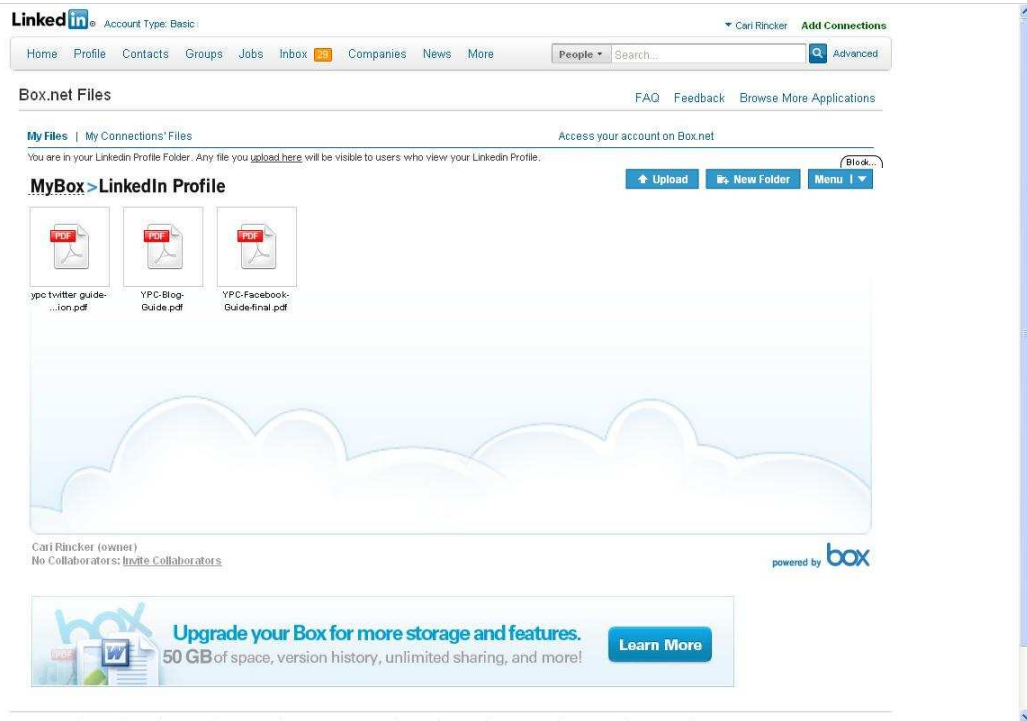
4. **Twitter.** If you are on Twitter, you might consider pulling in your Twitter feed into your LinkedIn profile. As a caveat, if you tweet frequently, I would suggest only bringing in selected Tweets using the #in hashtag feature. Although frequent tweets are acceptable in Twitterverse, it creates too much noise for social media platforms such as LinkedIn and Facebook.

The screenshot shows a LinkedIn profile page for 'Cari Rincker'. The 'My Tweets' section is active, displaying a list of tweets. The tweets include:

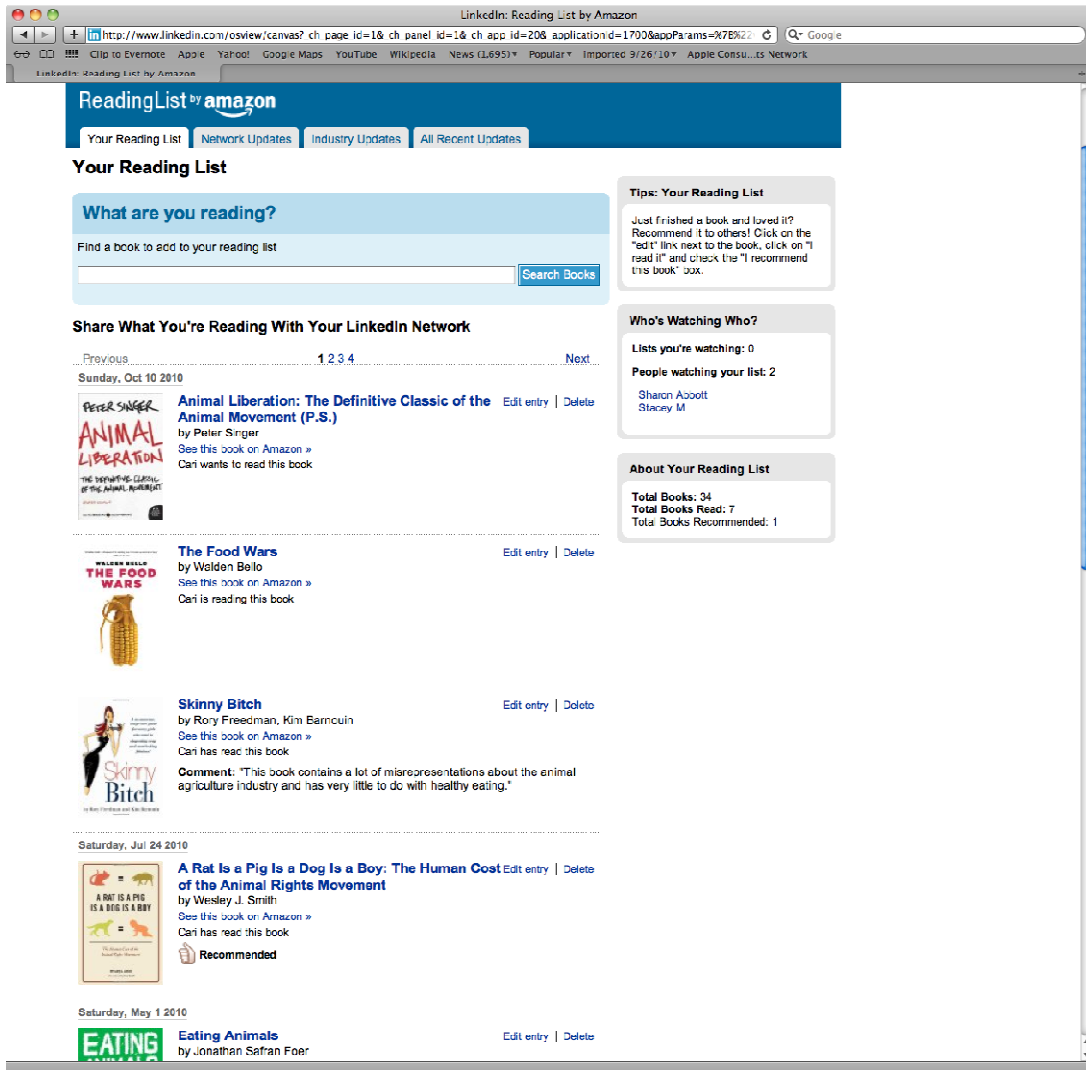
- The #Food & #Ag Law & Policy Report is out! <http://t.co/tOtr1R3j> • Top stories today via @abac_college @ehaconsultingpp @kendixonct 3 hours ago
- Where is Your "In Case of An Emergency" Information? <http://t.co/zZgpNW1z> 6 hours ago
- Amanda Knox was freed today - fascinating case. Gives me chills. <http://t.co/wPp5NGhE> 14 hours ago
- Reading up on partnership agreements... do you have yours in writing? 16 hours ago
- The #Food & #Ag Law & Policy Report is out! <http://t.co/tOtr1R3j> • Top stories today via @firtrac @redredgreen @outerspacepi @greyparker 1 day ago
- Arguments Over Fencelines? Law of Adverse Possession <http://t.co/88YrhuCw> 1 day ago
- The #Food & #Ag Law & Policy Report is out! <http://t.co/tOtr1R3j> • Top stories today via @rootsofchange @diangriesel @dhakalsaurav 1 day ago
- Good article in County Folks re Hurricane Irene damage to the Catskills region in Upstate New York. Are you... <http://t.co/IDNzKDsG> 2 days ago

The sidebar on the left shows a list of 'Following' users, including Doug Page, Ross Garber, AgriLife Extension, Craig Welsh, J. E., David Rahe, Leontien VandeLaar, Samuel Spaniel, Farmer News, William Harriss, GVB Investigations, Hogan Walker, LLC., and Bill Deeb.

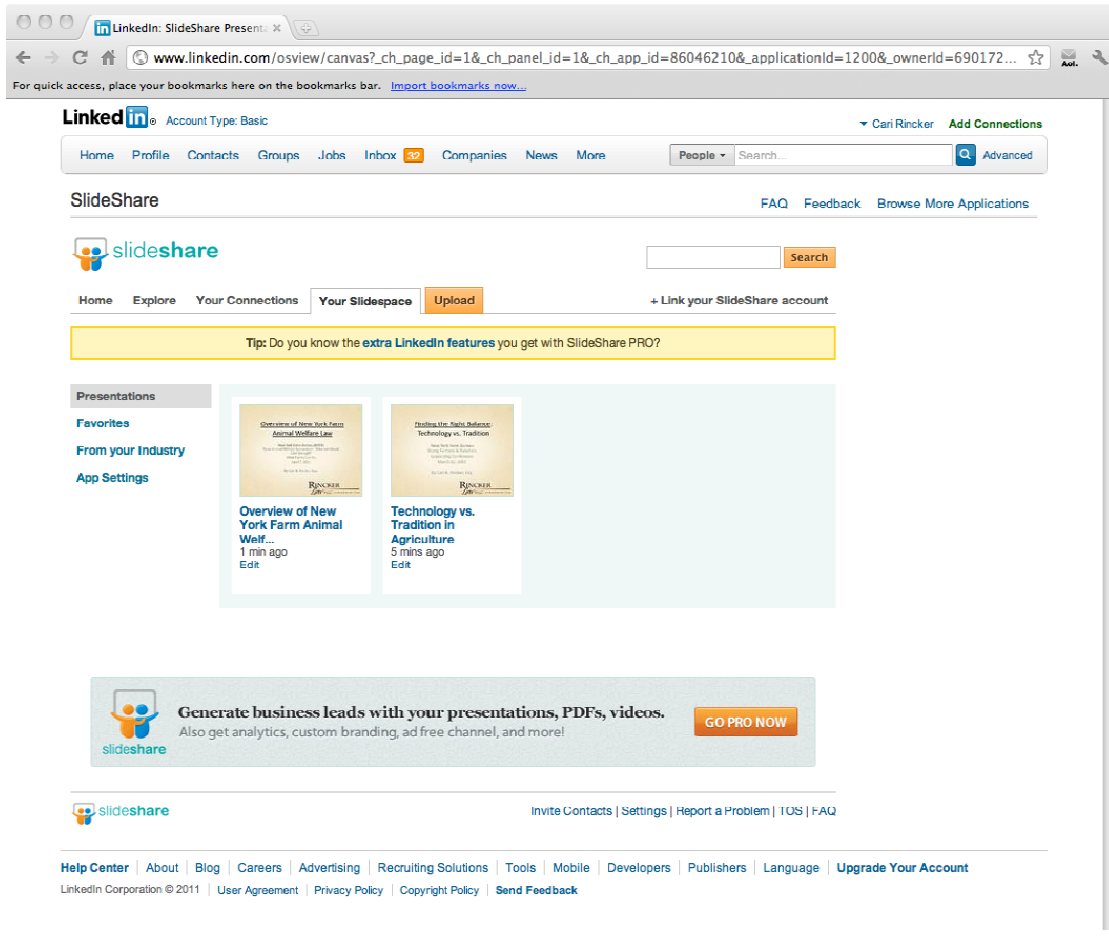
5. **Box.Net.** This third-party application is a useful way to share articles or presentations that you have worked on with your professional contacts. Others can easily view the document from your LinkedIn profile. To illustrate, I have downloaded the other social media guides created by Young Producers' Council.



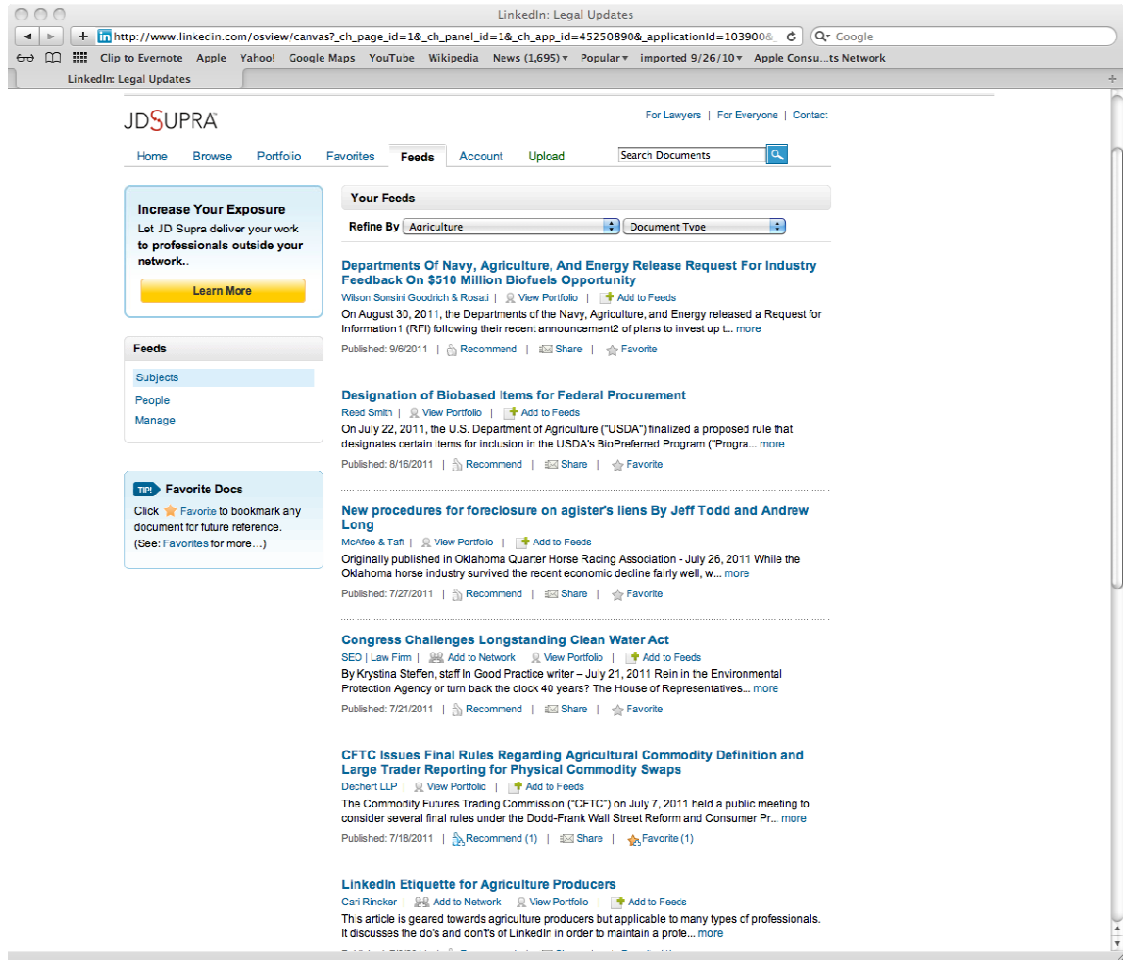
6. **Amazon Reading List.** This is a fun application to help share books that you are currently reading, have already read, or plan to read in the future. It may spark a conversation with a consumer on a food safety or animal welfare issue to allow an opportunity to be an “advocate.” Furthermore, it helps illustrate that you are keeping up on the relevant reading material for a particular industry. Additionally, the Amazon application recommends books that may be of interest.



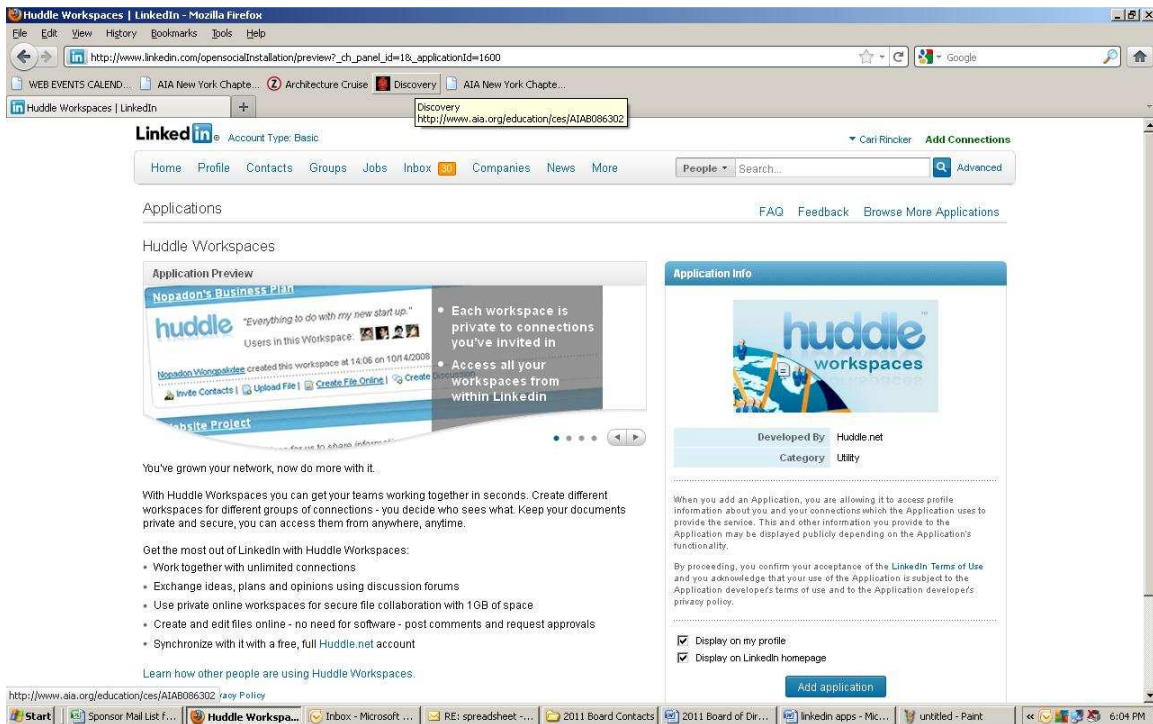
7. **Slideshare.** If you use Power Point presentations then this may be the application for you. Slideshare provides a professional platform to share and review Power Point presentations.



8. **JDSupra Legal Updates.** This application is primarily used by attorneys but may be useful for non-lawyers as well. For example, you can provide your contacts with updates in certain industries including agriculture. Similar to Box.Net, JDSupra allows users to upload articles and forms.



9. **Huddle Workspace.** This application provides users a secure file sharing location. This may be useful for cattle producers working on a project together and would like a secure place to exchange information.



There are many other applications that may be useful for your cattle operation or agri-business including, but not limited to, LinkedIn Company Buzz, Google Presentations, and LinkedIn Polls. I suggest taking some time with each of the applications and pick around two to four that work best to enhance your professional image. Too many applications create clutter in a very clean professional social media platform. As a final suggestion, I recommend keeping your most important information at the top of your profile (e.g., summary and contact information) and moving the applications towards the bottom of your profile.

Cari Rincker | LinkedIn

http://www.linkedin.com/profile/view?id=6901728&trk=tab_pro

Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

Short Term Corporate Apts - Furnished apts w 24hr concierge, valet & housekeeping, laundry, gym & more! From: Bretton Taylor

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RinckerLaw Working on the LinkedIn Guide for NCBA Young Producers' Council

Current Principal Attorney at Rincker Law, PLLC
Past Associate Attorney at Bucc-Falen Law Offices L.L.C.
Contract Paralegal at Attorney Genera's Office for the State of New York
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Education Pace University School of Law
Regent University School of Law
University of Illinois at Urbana-Champaign

Recommendations 6 people have recommended Cari

Connections 500+ connections

Websites Company Website
Blog
Facebook Page

Twitter RinckerLaw
CariRincker

Public Profile http://www.linkedin.com/in/carinrcker

Summary

I am general practitioner in New York City with a practice concentrating in food and agriculture law. I am a licensed attorney in New York, New Jersey, Connecticut, and the District of Columbia.

Specialties
Environmental and Natural Resource Law, Agriculture Law, Animal Law, Food Law, Land Use & Zoning, International Law, Property Law & Real Estate Transactions, Family/Matrimonial

Activity

Cari Rincker has added the My Travel application.

Cari Rincker likes this update:
Lauren Chase via Twitter
Lauren Chase & Brandon Willis, senior advisor to Sec of Ag - Tom Vilsack - talks 2 young Ag leadership conference. #ranchlife #AgChai: http://t.co/cDWdWSzh

Cari Rincker via Twitter
RinckerLaw Working on the LinkedIn Guide for NCBA Young Producers' Council

Cari Rincker via Twitter
RinckerLaw Busy day drafting a partnership agreement. Do you have your general partnership agreement in writing?

For more information contact:

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