10

Ways to Show Gratitude for Your LinkedIn Network on Thanksgiving

Social Sales Link™

Thanksgiving is a special time to show gratitude to our network. For many of us, our careers have grown through the people that support us every day, and LinkedIn is a great way to express our appreciation.

The Social Sales Link team has compiled "10 Ways to Show Gratitude to Your LinkedIn Network on Thanksgiving."

Happy Thanksgiving!

Endorse your 1st-degree connections on LinkedIn.

Be sure to choose skills that you know your connections have and that you have personally experienced.

1

Make warm introductions to your connections who can benefit from knowing each other.

You can use a LinkedIn message or an email. Just copy them both with a short description of each — you can pull information right from their LinkedIn About or Experience sections — and explain why you think both would benefit from connecting.

2

Engage on and with their content; like their discussions, publications, and tweets; and share their LinkedIn posts.

Make sure you add your thoughts in the comments as well. Your network has spent a lot of time and energy to publish their content; the fact that you spent the time to read and participate will be very much appreciated.

3

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Recommend your connections on LinkedIn.

There is no better way to show your appreciation than sharing a testimonial on LinkedIn, but make sure it is sincere.

Recommendations are an especially fantastic way to thank your vendors this season!

4

Give them a shout-out! Everyone likes to be mentioned!

In your status update on LinkedIn or Twitter, thank your clients and vendors.

In a message, type @TheirName, and select it from the drop-down. They will receive a notification and appreciate the time you took to recognize them!

5

Create a "Thank You" video, mentioning one or more of your connections who have impacted you professionally this past year.

Whether they are a mentor, a cheerleader, a resource, a vendor, a peer, or a client – a quick video can go a long way. Upload this to Native Video, mention them all in the post, and make others feel great because you are thankful to have them in your world.

6

Give Kudos!

This feature isn't used by many and allows you to show your appreciation for your connections publicly.

7

Interview your connections on LinkedIn LIVE!

This is an incredible opportunity to build deeper relationships within your network and showcase their expertise.

For many of your LinkedIn connections, this is a powerful opportunity for them to get in front of your network, help them expand their thought leadership reach, and even open up new business relationships.

8

Send them content from an influencer they follow.

From your connection's profile, you are able to scroll down to "Interests" and choose "Top Voices."

Identify an influencer that they follow and you respect. Visit Listennotes.com to search for a podcast that the Influencers appeared on, and share it with your connection. Bonus: Listen to it in advance, share your insights, and ask for theirs.

BONUS TIP: You can search all of your 1st-degree connections that follow that Influencer and send the podcast to them as well.

9

Promote their thought leadership.

Our connections share content because they want to share their thought leadership and insights. They are thrilled when their network engages, especially when they share the value they received from consuming their content. Not only are we making the feel heard, but we are expanding their reach into our network.

Visit your connections' activity section on their profile, identify the content that they posted and... engage. Start with a meaningful comment and then react with an interesting emoji like the "insightful" light bulb or the "celebrate" clapping hands.

10

Happy Thanksgiving from the Social Sales Link team!

in **/brynnetillman**   **in** **/bobwoods**

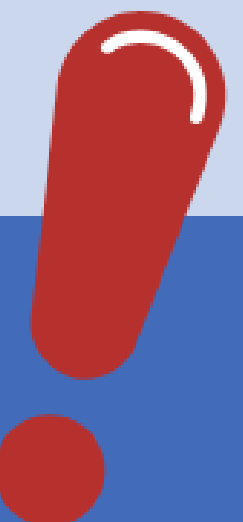**Our Gift to you: socialsaleslink.com/library**

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