



# Getting the Most Out of the New LinkedIn: Inside Tips You Want to Know



Interested in what's happening over at LinkedIn® ever since Microsoft® took over? You should be. Insight is far better than hindsight, especially when it involves the biggest B2B (or B2C) social media platform, now with 546 million users, according to a recent Expanded Ramblings report.

Want to dig deeper and see how changes at LinkedIn® might affect you? Take a look at a [recent presentation](#) from fellow guest speaker, Judy Parisella. She gave a workshop at the [Enterprise Center](#), with standing room only, sharing important updates from the media giant. See how Microsoft® is giving LinkedIn® a Facebook® kind of look and feel. And, find out what updates and settings you can make only from your phone, and more.



You're probably missing out if you still have a flip phone, and you might even be freaked out a bit to hear that according to [certain sources](#), there are mobile devices in the world than toothbrushes. That makes for scary close encounters!

Again, a special thank you to Judy Parisella for the following presentation. Thank you LinkedIn® too for sharing so many free learning opportunities and consulting opportunities that go straight to your INBOX. That is, if you know where to look.

[Here's the presentation. Getting the Most Out of the Latest Changes at LinkedIn. 4.0 ish.](#)

## About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin's mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, ["Robin's Rainmakers."](#)

Contact Robin at (617) 921-3448 or email her at [Robin@RobinSamora.com](mailto:Robin@RobinSamora.com) to find out about how she can help you grow your business and brand.

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