

# **LinkedIn Recommendation Job Interview Questions And Answers**



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# LinkedIn Recommendation Interview Questions And Answers Guide.

## Question - 1:

How often should update cover photo for company page?

### Ans:

For the most part, people will be interacting with your company through the updates they see in their newsfeed, so having optimized images in your posts is far more important than in your cover photo. That being said, make sure your cover photo is high quality and relates to your business. We update our company page cover photo whenever a new campaign is going on, or when we launch a new product. current cover photo has been up for over a month.

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## Question - 2:

Tell me how does LinkedIn pricing or sponsored updates work?

### Ans:

Sponsored updates work on a bidding model, similar to other LinkedIn ads and typical PPC campaigns. You can bid on a cost-per-click (CPC) or cost-per-thousand impressions (CPM). You will set the maximum bid you're willing to pay for a click or impression, and your sponsored update will only show when the cost of a click is below your max.

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## Question - 3:

Do the people who personally connect with you are automatically become followers of company page?

### Ans:

our connections are personal connections associated with your personal LinkedIn profile. Followers of a company page are not the same. Followers must click the "Follow" button at the top right of your company page. Followers also do not need confirmation like connections do.

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## Question - 4:

Tell me can we target people by demographics in sponsored updates, or only location?

### Ans:

Sponsored updates, you can target based on demographics, skills, group involvement, job title, location, and company. Because of these robust targeting options, you can get your sponsored update in front of the exact audience you're looking for.

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## Question - 5:

How to end the LinkedIn Recommendations?

### Ans:

Make sure the recommendation finishes with a sense of enthusiasm and resolution. Readers shouldn't be left scratching their heads wondering what happened to the rest of the post.

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## Question - 6:

Why to give a brief success story in LinkedIn Recommendations?

### Ans:

Stories make your recommendation memorable - much more so than a laundry list declaration like "ABC is an honest, dedicated team player." Anyone can give a list of positive qualities, but only you can tell that story. Make sure it reflects the person's work-related qualities, not your personal relationship.

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**Question - 7:**

Describe the common qualities?

**Ans:**

- \* Honesty
- \* Integrity and trustworthiness
- \* Pride and attention to detail
- \* Dedication and goal-orientation
- \* Analytical and strategic thinking skills
- \* Efficiency, organization, and time-management skills
- \* Economic and budgeting skills
- \* Being a team player

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**Question - 8:**

How to mention qualities which employers seek?

**Ans:**

If you don't know exactly what this reference will be used for (or whether your colleague may one day change careers), focus on professional behaviors valued by all employers.

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**Question - 9:**

How to give LinkedIn Recommendations?

**Ans:**

Begin with a very brief background of how you know the person. There is usually no need to be verbose because a reader can check your profile to see more details about you.

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**Question - 10:**

What is LinkedIn Groups?

**Ans:**

LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts. You can find groups to join in the Groups Directory or view suggestions of groups you may like.

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**Question - 11:**

What is LinkedIn Status Updates?

**Ans:**

You can share thoughts, articles or other content-rich websites by using the posting module on your LinkedIn homepage to share with your network of connections within LinkedIn.

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**Question - 12:**

What is LinkedIn Polls?

**Ans:**

LinkedIn Polls allows you to easily find answers to your business and market research questions. Ask your question, and we'll distribute it to your connections and millions of other professionals on LinkedIn. Share your Poll through our Facebook or Twitter integration's, or embed the voting module on your own website or blog.

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**Question - 13:**

Explain the difference between LinkedIn Company Page and a LinkedIn Group?

**Ans:**

Think of groups as places for discussions between individuals. Use groups to talk about current events and anything you're looking for individual opinions on. Use your company page as a tool for engaging with your followers and sharing news, company information, and helpful pieces of content.

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**Question - 14:**

How many company page updates should post in a day?

**Ans:**

4-5 updates a day to keep the content fresh on page, but the recommended number will depend on what works for your business you may need less, you may need more. As you post, remember that maintaining quality and value for your followers should be your number one goal.

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**Question - 15:**

Can we manage more than one company page?



**Ans:**

You can be the administrator of more than one company page. In order to do this, you must be associated with the company in your current job section on your personal LinkedIn profile, and have a company email address that is a unique domain.

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**Question - 16:**

What is a LinkedIn Sponsored Update?

**Ans:**

Sponsored update is a new form of native advertising on LinkedIn that allows you to extend your reach and share your best content with your target audience through their news feed, and across smartphone, desktop, and tablet devices.

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**Question - 17:**

Is company page also a business account on LinkedIn?

**Ans:**

Having a company page does not mean you have a business account on LinkedIn, which will allow you to create ads and sponsored updates.

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**Question - 18:**

Can we separate personal account from company page when posting things on LinkedIn?

**Ans:**

Yes. Posting from a company page that you are an administrator of will come up as if it comes from your company, but posting a status update from your personal profile will look as if it is coming from you personally.

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**Question - 19:**

Can we post a group as company?

**Ans:**

No, you can only post to a group as an individual.

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**Question - 20:**

How to get more followers in LinkedIn to company page?

**Ans:**

Put LinkedIn follow buttons on your website pages to help drive relevant traffic to your company page, link to your company page in blog posts and in emails you send, and include social share buttons on all pieces of content you create. You can also link to your company page on other social media networks.

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**Question - 21:**

Will all followers see company page post in LinkedIn?

**Ans:**

Not necessarily. Your post will show up in your followers' news feed, but not indefinitely.

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**Question - 22:**

Tell me what are "impressions," "clicks," and "engagement" of company page posts in LinkedIn?

**Ans:**

Each company page post gives you metrics to help you determine which post does best. "Clicks" refer to the number of people who click on your post, either to view the content or to come to your company page. "Impressions" refer to the number of eyeballs on your company page post, either in their news-feed or on your company page. One person can account for more than one impression. "Engagement" is the collective number of likes, comments, shares, and clicks, divided by impressions -- it's given to you as an engagement rate. This shows you if your post was engaging to your followers.

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**Question - 23:**

Are the impressions of a post that is shared by a person counted in the company page analytics?

**Ans:**

Yes. The impressions of a post that is shared by a person counted in the company page analytics.

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**Question - 24:**

How and why to join and participate in groups?

**Ans:**



Select "Groups" from the top-page menu and click on "Groups Directory." Search for groups most relevant to your business, and request to join those groups. Once in a group, start and join conversations with others in the group, who may be current or future clients with questions. Or, create your own group and invite current and prospective clients to join. Use this group as a platform for answering client questions.

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### **Question - 25:**

What kind of questions are on the LinkedIn platform?

#### **Ans:**

The answers you provide become part of your profile and demonstrate your expertise to your current and potential clients. Click on "More" from the menu at the top of your LinkedIn page and select "Answers." Answer relevant questions from those within your network.

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### **Question - 26:**

Why to sign up for InMail?

#### **Ans:**

InMail is LinkedIn's in-house email network, which is the fastest and most direct way to send and receive messages among LinkedIn members. Estimate how often you will answer client questions on LinkedIn. Then, if you still have a basic account, click on "Upgrade Your Account" at the bottom right of the page. Choose from among the subscription plans, for which you must pay. Each plan allows you a different number of InMail messages.

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### **Question - 27:**

Who is the founder of LinkedIn?

#### **Ans:**

LinkedIn was co-founded by Reid Hoffman, a former Executive Vice President in charge of business and corporate development for PayPal. The site, which was launched in May 2003, currently has over 300 million members from 200 countries, representing 170 industries. According to Reid Hoffman, 27 percent of LinkedIn subscribers are recruiters.

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### **Question - 28:**

How to build and maintain a current LinkedIn profile?

#### **Ans:**

Build and maintain a current, thorough profile. LinkedIn administrators recommend the following as essentials for your profile: adding a professional photo of yourself; summarizing your professional persona and skill set; listing your educational background and three recent job positions; and featuring three recommendations from your LinkedIn connections. Doing this will answer many of your client's initial questions about who you are and what you do.

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### **Question - 29:**

How members can establish connections in LinkedIn?

#### **Ans:**

With basic membership, a member can only establish connections with someone he has worked with, knows professionally (online or offline) or has gone to school with. Connections up to three degrees away (see six degrees of separation) are seen as part of the member's network, but the member is not allowed to contact them through LinkedIn without an introduction. Premium subscriptions can be purchased to provide members with better access to contacts in the LinkedIn database.

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### **Question - 30:**

How to get membership in LinkedIn?

#### **Ans:**

Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

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### **Question - 31:**

What is in LinkedIn?

#### **Ans:**

A LinkedIn member's profile page, which emphasizes employment history and education, has professional network news feeds and a limited number of customizable modules.

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### **Question - 32:**

What is LinkedIn?

#### **Ans:**

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.



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