

YOUR LINKEDIN WINDOW TO THE WORLD SEARCHING STATUS UPDATES

How would you like to listen into LinkedIn conversations taking place all over the world, conversations about things like:

Your products	Your company
Your competitors	Your industry
Your hobbies	Your favorite personalities
Your employees	

Even.....You!

If that sounds appealing to you, then let me share with you that LinkedIn has a feature I will affectionately call "**Your LinkedIn Window to the World - Searching Status Updates.**"

With very little fanfare, LinkedIn placed on each of our home pages a little box right below our status updates. The words inside this box say "Search Updates," and that is exactly what it does.

Get started by typing a word in the box (like "LinkedIn") or a phrase (like "office furniture") and then hit "Enter." You will then be taken to the next page, where LinkedIn will show you everyone—yes, I mean all 100+ million of us on LinkedIn—who has used that word or phrase in any of their status updates in the last two weeks.

You can further refine your search by level of network, company, industry, even region, and lots, lots more. There are too many options and filters to go into here, but you've really gotta try it.

Also, like so many other places on LinkedIn, they designed a "save" feature for your search. This is located in the upper right-hand corner. So you don't have to remember the most important ones. They will be waiting for you the next time you want to take a new peek into "Your LinkedIn Window to the World."