THE ATHENA NETWORK - October 2018

PINPOINT
MARKETING CONSULTANCY

"How to get the most from Linkedin"

INTRO

LinkedIn now has over 500 million members.

260 million LinkedIn users are logging in each month and 40% of active users are using it daily.

1. Content

There are no hard and fast rules but I would recommend a couple of times a week to daily. No more than daily

You can use a scheduling tool like Hootsuite https://hootsuite.com/ or Buffer https://buffer.com/ to post in advance to better manage your time

Linkedin is a business tool and therefore successful content is based around areas like jobs, company news, career news and professional content. when I say professional content, I mean things like
Networking events
Industry tips
Topical/news based articles (sign up for Google Alerts - https://www.google.com/alerts)
Project/new clients/new staff type announcements

Content can be your own or taken from others. If you use other's content, always name the source, don't blatantly copy and add your tips/viewpoint.

2. Engage

So you have an idea now what to post and when.
How can you ensure that connections are seeing these posts, enjoying then and most importantly, engaging to take action

Ways to drive engagement is to include videos and/or images. LinkedIn found that "images generally result in a 98% higher comment rate" and "links to YouTube videos play directly in the LinkedIn feed and usually result in a 75% higher share rate"

Remember to tag in connections and use hashtags. These will highlight the posts to those in question and therefore bring about more awareness and likelihood of sharing

3. Profiles

Now to your profile. When logged in, go to your picture icon, then to view profile.
Linkedin will give you a percentage or a line image to say how complete your profile is and it will give tips on how to improve it eg populating all the sections, getting more recommendations, adding more skills, adding more to the biog/CV style section
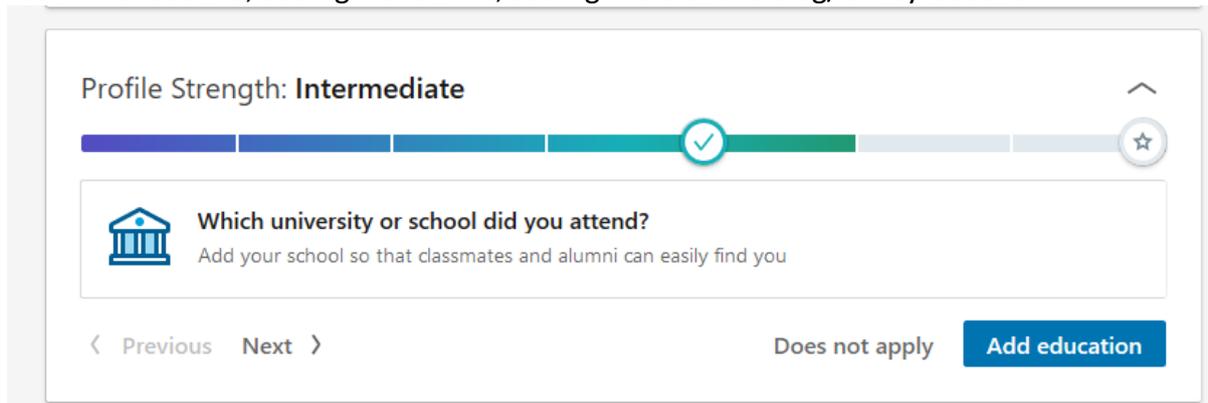
Always have a profile picture. Make sure this is current and professional looking

The key section is the "headline" under your profile picture and name. this is what connections or potential connectors will see when they first come across your profile. This is your mini advert and should mention what you do and who you are. For example, mine is:
Marketing expert - specialist in marketing planning, content, analysis & marketing training. Chair at The Athena Network
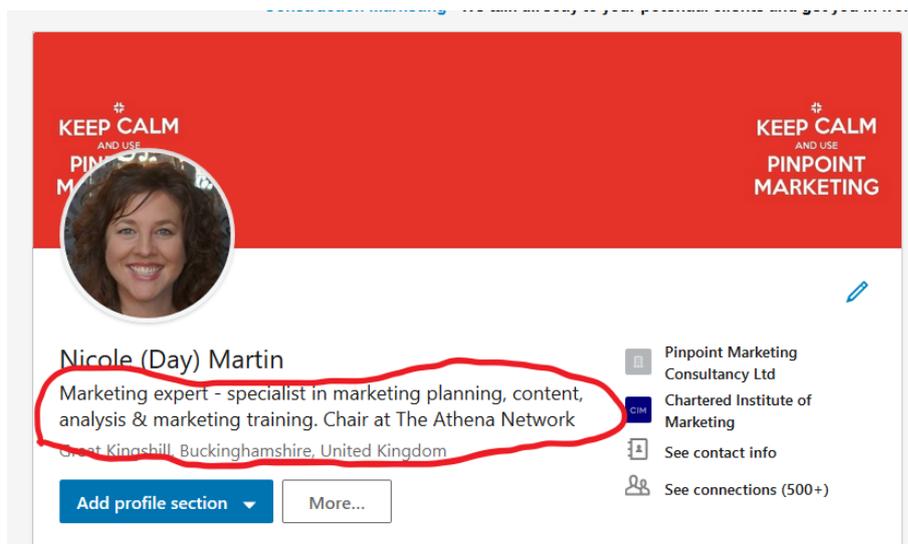
OTHER AREAS:

Who to connect with?
This is up to you. You can accept anyone or you can be selective based on whether you have mutual connections in common or if the person is within your target audience of potential new clients

Company accounts
Linkedin auto creates company pages sometimes. To find out if you have one, type your company into the search bar and then choose the companies drop down option

Difference between liking, commenting and sharing
In your profile settings and under communications, tick public which means others can share and also ensure the enable comments is ticked/on

A like is just a thumbs up to the author of the post
Commenting is a comment you can make under the author's post
Sharing is sharing the post (with or without) a comment that will reach all of your connections too

Posts vs Articles
A post is a simple post but an article is more like a blog where you can add more and it can also be tracked for engagement and reach etc within the analytics section

Groups
Linkedin like Facebook has groups which you can be asked in join. Groups for you can be found by searching under groups and under interests. There is also an Athena group you can join.
Groups are for discussions and networking rather than blatant self promotion

How to make recommendations/how to ask more recommendations
Within your profile, scroll down to recommendations. Search by name and then send a recommendation request. The person receiving this will get a notification and then hopefully recommend you
If you receive a recommendation request, follow the link and complete the steps. Recommendations and skills are really useful as these cant be fudged and therefore are meaningful

Don't forget the analytics tools in Linkedin and Linked advertising (promoted posts)
https://business.linkedin.com/marketing-solutions/reporting-analytics