

“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. Hootsuite is my personal preference.

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.

Remember to see more/show more option meaning users will be able to click and read longer posts if they want to.

2. Engage

So you have an idea now what to post and when. How can you ensure that connections are seeing these posts, enjoying them 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

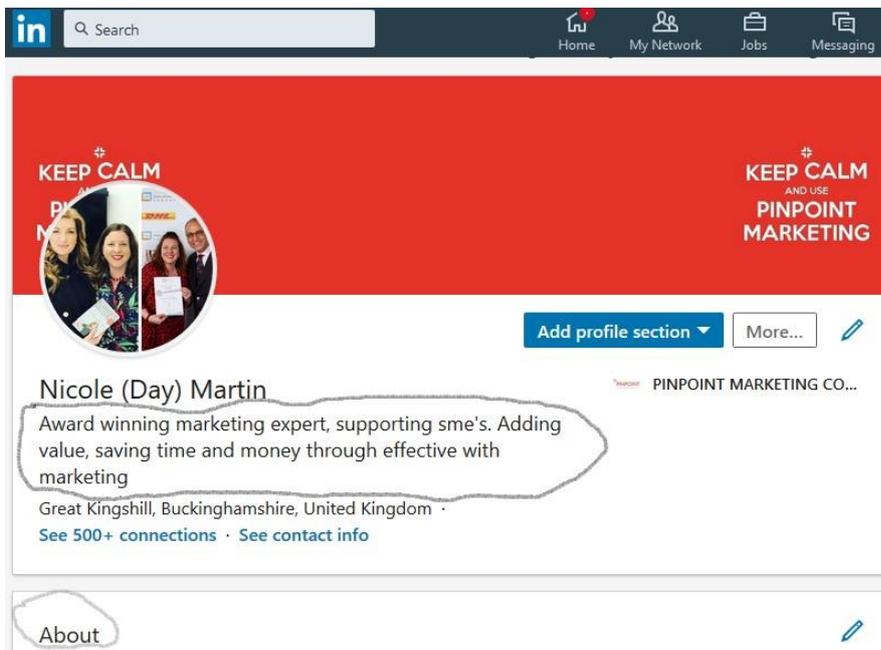
3. Profiles

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 bio/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: Award winning marketing expert, supporting sme's. Adding value, saving time and money through effective with marketing.

Also write a summary/mini bio. This used to be the summary section but is now the about section. The about us section only displays a certain number of characters now so make the copy that is available to see as compelling as possible.



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. I recommend writing a note when sending a connection request.

Liking and sharing – the 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. LinkedIn has recently rolled out new ways to “like” which will eventually be available to all.



Like



Celebrate



Love



Insightful



Curious

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.

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 to join. Groups for you can be found by searching under groups and under interests. 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 can't be fudged and therefore are meaningful.

You can also endorse people on "skills" too.

Message - You can use the message section to write a message to a connection or a group of connections at the same time. Please treat this option though with care and don't use it as a spamming/mass emailing type tool.

Don't forget the analytics tools in LinkedIn and LinkedIn advertising (promoted posts).

<https://business.linkedin.com/marketing-solutions/reporting-analytics>