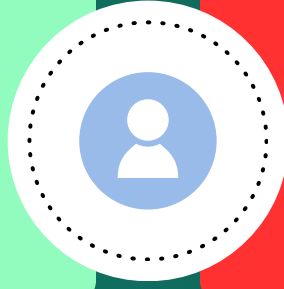


LinkedIn Do's & Don'ts

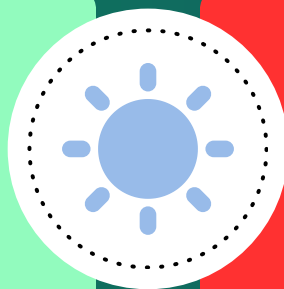
A few tips on how to get a bit more from what you're doing on LinkedIn.

DO'S

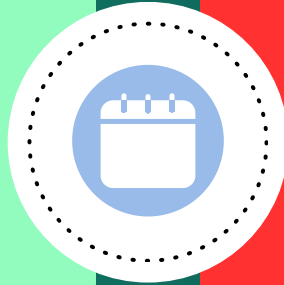
Put something even slightly personal in your LinkedIn header, as it will help to humanise you.



Post between around 9-10am as this gives your posts all day to gain traction and get seen.



Use the scheduling function to plan a few posts ahead.



Like posts from people in your network. Even if you aren't posting it will still show to others you're active on LinkedIn.



Always respond to comments on your posts asap. The first two hours after you post are the most important for its performance.



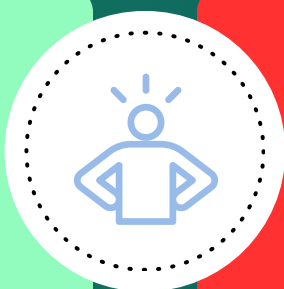
Get into the habit of posting at the same time so your audience are more likely to expect it.



Mix up post types. Text based/images and polls all do well.



Have the confidence to make a few comments on relevant posts, it will help you to stand out.



DON'TS

If possible avoid just having your job title and company name, the aim with the headline is to stand out a bit more.

Post late afternoon, as most of your audience will be on LinkedIn during the working day, not into the evening.

If possible avoid coming up with posts on the spot. Having a session to come up with a few ideas and schedule them all in at once is much better.

Do nothing on LinkedIn if you aren't posting. Liking and commenting also help your visibility.

Post and then leave the post alone, you need to respond to comments!

Post at random times, especially towards the end of the working day.

Do the same kind of post constantly. Another type might perform better, then you could start doing more of those instead. Test!

Look at LinkedIn in silence. 'You wouldn't go to a networking event and just stand in the corner' is how it was always described to me.