



LinkedIn Engagement Guide

In this lesson you will learn

- ★ Ways to engage with individual profiles and company LinkedIn pages.

Engaging on LinkedIn is important because

- ★ It helps you to grow your network, as when you comment on other's posts you become more visible and it encourages them to visit your profile and connect with you.
- ★ You can share your knowledge on posts that are relevant to your area of work or your business.
- ★ You can build relationships and trust by showing people how professional you are and how helpful you can be.

Engaging as an individual you can:

- ★ Comment on & react to updates from your network.
- ★ Share articles & updates from others in your network.
- ★ Repurpose articles.
- ★ Check your notifications regularly for ways to engage, for example congratulate someone on a new role or a work milestone.
- ★ Thank people for recommendations & endorsements.

Ways to Engage as an individual

- ★ You can comment on and react to updates:
 - Scroll through your feed, commenting on and reacting to the posts you find interesting. You can now respond in several different ways: like, celebrate, love, insightful, curious and support.
 - Comments are better than merely reacting. When you comment on an update, your profile picture and headline shows up next to it, encouraging others to visit your profile.
 - Commenting helps you to build a relationship with the person who originally posted the update, as you can start a conversation with them.
 - Try to engage three times per week for 15-20 minutes to optimise your profile.
- ★ Replying to All Comments
 - Remember the "No Comment Left Behind" rule - ensure that you acknowledge and reply to all comments on your own LinkedIn posts.
 - Start conversations and always be polite and helpful.



LinkedIn Engagement Guide

- ★ Sharing Articles and Updates From Within Your Network
 - Great articles and updates from other people in your network are worth sharing.
 - By sharing them, you bring 'added value' to your feed which helps build relationships.
 - Remember the steps to posting correctly, mention relevant people and add an opinion or insight to encourage others to engage. Emojis and hashtags are great too!
 - You can also tag individuals that you think will be genuinely interested (Don't spam people! Be intentional!)

- ★ Repurposing Articles
 - Try and write articles that aren't time-bound, meaning you can update them accordingly and repurpose them.
 - If you have written an article that isn't time-bound, you should reshare it on your feed occasionally.
 - LinkedIn articles work well with Twitter, so you can also share them on Twitter.
 - Your statistics help you to know which articles people enjoyed reading - share and write more of those!

- ★ Check Your Notifications
 - LinkedIn notifies you when someone gets a new job, a work anniversary or a birthday.
 - Always check your notifications and respond to all comments or share you have received on your posts.
 - This is a great opportunity to make contact with someone.
 - However, sometimes it can be a minor change in the title or job description that triggers the notification, so check their profile before you comment.
 - Only wish happy birthday to someone if it is appropriate.

- ★ Thank People for Endorsements
 - This is common courtesy and also raises awareness of the skills you have to the rest of your network.
 - You can thank people via InMail.

- ★ Direct Message Individuals In Your Network



LinkedIn Engagement Guide

- It is also appropriate to direct message people, via InMail, within your network if you want to ask them a professional question, for example, about the work they do.
- Direct Messages are a great way to strike up professional and private conversations but remember not to spam people. Messages should be purposeful and authentic.
- Contact someone if you think they have a really interesting area of work similar to your own and want to ask a polite question.
- You have seen that someone in your network works for a company you are also keen to work for.

Engaging as a Company

- ★ The company page feed is separated into hashtag posts, employee posts, page posts and Ads, you can navigate between these using the buttons at the top.
- ★ Post a variety of updates to make your feed as engaging as possible.
- ★ You can use the notify employees button once every 24hrs to encourage employees to interact with your posts.
- ★ The 'No Comment Left Behind' Rule also applies to company pages.
 - Unless you have millions of connections, your aim should be to reply to ALL comments.
 - An easy way of sticking to the 'No comment left behind rule' is to regularly check your notifications and make sure you have responded appropriately.
- ★ Associate your page with trending hashtags and comment on posts where it is appropriate.
 - Research & follow trending hashtags.
 - Add the top 3 trending hashtags to your page and use them in your posts.
- ★ Videos (with captions), images with statistics, product launches, company milestones and achievements are just a few engaging ideas.
 - Don't be afraid to inject a little personality into your posts if it fits your brand.
 - People like to see the human side of B2B brands.
 - Be as helpful as possible!
 - Don't forget to share articles written by your employees!

Key Takeaways for Personal Profiles

- ★ Don't be afraid to comment on and share posts from your network.
- ★ Reply to **ALL** comments left on your posts.
- ★ Write articles based on your professional knowledge to help establish your professional identity.

Key Takeaways for Company Pages



LinkedIn Engagement Guide

- ★ No comment left behind!
- ★ Remember to engage on the three hashtags your company page can follow.