



LinkedIn Growth Guide

In this lesson you will learn

- ★ How to grow your following (also known as connections) on Individual Profiles and Company Pages on LinkedIn.

Individual Profiles

- ★ Posting and regularly engaging with your network increases your visibility on LinkedIn.
- ★ If LinkedIn is a priority platform for your business or you personally (for example if you are targeting a B2B audience), then we would recommend you spend time engaging daily or for a minimum of three times per week.
- ★ Quality of content, not quantity, is the name of the game for LinkedIn:
 - Ensure your content speaks to your target audience, interestingly and engagingly.
 - Encourage debate and discussion.
 - Use video (with captions) if you can.
- ★ Proactively seek out new connections to grow your network. These can be:
 - People you know or have previously worked with.
 - People who have shared interests (for example, other social media managers).
 - People who work for businesses or organisations that you may also like to work for.

The best way to grow is to:

1. Invite your network to like your company page. You can invite a maximum of 100 people per month.
2. Post consistently with quality content that resonates with your target audience. Your profile is more likely to be checked out by people also engaging on the same posts as you.
3. Notify your network that you are posting content, encouraging engagement.
4. Your professional network can see what you are doing and can engage with you on relevant topics.
5. Post during work hours Monday to Friday, in the morning ideally, although it is worth testing posting at the weekend. You are likely to develop new connections and opportunities for work collaboration for you and your business by being regularly present on the platform.
6. Add a follow button to your website and digital communication to encourage people to follow your company on LinkedIn.
7. Follow up to three hashtags that are relevant to your business and comment as your business on content shared using these hashtags.
8. Leverage your employees (see next slide!)



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Top Tips Regarding Leveraging Employees:

- ★ Ask your employees to set up LinkedIn profiles and include your company page in their experience section; by doing so, they automatically become followers.
- ★ Set up a standard company-wide email signature which includes a link to the company page on LinkedIn.
- ★ Encourage employees to engage with and share the company page content by ensuring they know how to use LinkedIn professionally. Focus on encouragement of commenting on and engaging with your company content and writing articles which the company can share.
- ★ Use the notify employees buttons when posting key posts that you would like to encourage engagement on.
- ★ Share articles from key people in the company on the company page.

What NOT to do on LinkedIn

- ★ Don't be too sales focussed! Posts which consistently promote you and your brand will switch people off.
- ★ Don't use over-complicated language - keep it simple.
- ★ Don't post multiple times daily. Focus on quality not quantity only.

And Don't Forget! If you aren't doing Joy's 6 Bs, focusing on growth is irrelevant!

Joy's 6 Bs

- ★ Be on brand and professional
- ★ Be relevant with your content
- ★ Be on when your followers are on
- ★ Be consistent
- ★ Be engaged
- ★ Be aware of your analytics

Key Takeaways for Personal Profiles

- ★ Quality not quantity
- ★ Always add a note when connecting! People are more likely to accept your invitation if you add a personal message.
- ★ Getting a job or new clients is still about who you know, not what you know so be intentional with your network and nurture old and new relationships, you never know where they will lead!

Key Takeaways for Company Pages



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- ★ Involve your employees and encourage them to: include your company in their experiences section; write articles and share company content.
- ★ Be consistent: LinkedIn company pages take a long time to get going, but they will steadily grow over time with consistent posting - don't give up!
- ★ Use other channels and platforms to promote your company page and make sure that your LinkedIn page is linked on all digital marketing communication.