

12 Ways to Get Results from Your LinkedIn Posts



LinkedIn has become the activity spot for 772 million users where they share insightful experiences and give meaningful content.

Your messaging on LinkedIn needs to be impactful enough to make you a standout. To make them all see your content, click, share, and comment on it, you need to consider your audience and write the LinkedIn posts accordingly.

Your profile and daily activities on LinkedIn can lead to getting new connections, engagement and visitors to your page.

1 | Engage your audience

Don't just post job listings. The company page and your own page should have engaging content from industry articles, employee recognition, and cultural items.

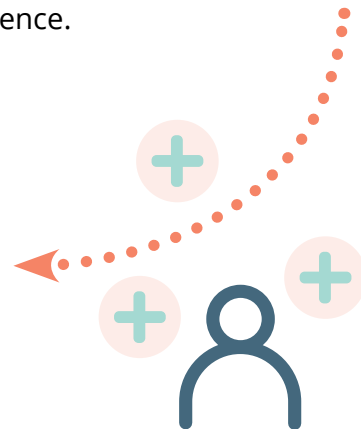


2 | Be clear in your message. Keep it simple

Think, what is the point of your post. Write something that will instantly be relatable to the audience.

3 | Tell how it will benefit your audience

Will the post help someone get a job? Find out more about a service you offer? Briefly let them know there's something in it for them. Make it clear and concise.



4 | Use a good photo or video

Using a great image along with your post text will make your posts stand out in the LinkedIn feed. Just having a photo makes your post more likely to be viewed by others and can increase greater engagement. [Unsplash.com](https://unsplash.com) is good resource for copyright free images.



5 | Tag a person in a post

Get more eyes on your post by @mentioning someone. A colleague or business relationship. The goal is to get them to see and respond to or comment on your post. If they do this, your LinkedIn post is more likely to appear in their connections feed.



6 | Tag your company(ies)

Tagging the company serves as a hyperlink to the company page where the audience can learn more about the organization. Also, tagging on LinkedIn offers greater visibility to your post, and allows for a larger audience to interact with the post, giving you a greater chance of exposure and impressions overall.



7 | Give specific instructions

What do you want them to do. Get in touch? Like, comment, or share it with someone who might benefit from reading it? (This is a great way to build your network.)

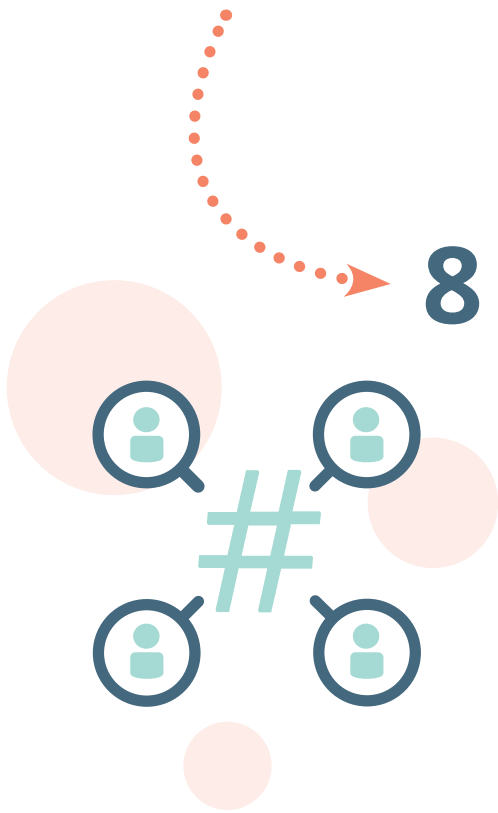
Giving instructions encourages engagement. You're starting a two-way conversation and beginning to build a relationship. Post that give specific instructions outperform those that don't.



8 | Use appropriate #hashtags

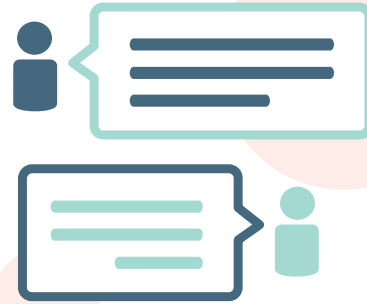
#Hashtags are a great way to reach an audience outside your network. Don't overdo it, LinkedIn recommends no more than three hashtags per post. Go big and broad with 2 hashtags and use 1 niche hashtag.

You'll also want to choose a mixture of niche and well-known hashtags. You can find these by typing a word or phrase into the search bar. LinkedIn also suggests hashtags based on the content within your post.



9 | Reply to comments made to your post

This will convey the message that you are still engaged even after the initial post.



10 | Comment on what others posts

When you comment on the post, not only is the original creator notified that you have commented, but LinkedIn takes your comment and inserts it into the feed of your network. Your comment is shared with your contacts.

By leaving meaningful comments on LinkedIn updates, you gain the attention of the author, the authors network, and others. Liking is not enough to improve your visibility.



11 | Join targeted groups

One of the key features on LinkedIn is groups. Consequently, there are more than 1.5 million groups on LinkedIn and 81% of LinkedIn users belong to at least one of them.

Finally, find relevant groups that have the connections/interests that's right for you. LinkedIn will suggest groups based on your activities and profiles.

If it is an open group, you can check out the types of posts they have. Make sure it fits your niche.





12

Keep your personal LinkedIn profile up to date

When a person looks at your post, they could look at your profile to get a bit more information on you.

In a brief glance, will others be able to see that you're a viable SME in your field?

Having the current company you work for listed correctly is important. As a consultant, it's important to list your employer correctly. Your employer is not the client that you are currently doing consulting work with. That could be captured in the details of your assignments in the body of your profile.

Don't forget your personal profile photo and background image. The profile image should be high quality and professional. The size: 400x400px. For the background image, use a photo that represents what you do. The optimal size is 1584x396px.

When you're creating your job history, don't stop with your current one. Focus on the workplaces and experiences that are your greatest achievements and areas of focus. and also complete the other profile sections.

Time to post!

It's pretty simple. Just get started.

Be engaged and be active. Don't think a post has to be perfect. It's like anything, the more you do it, the better you will become!