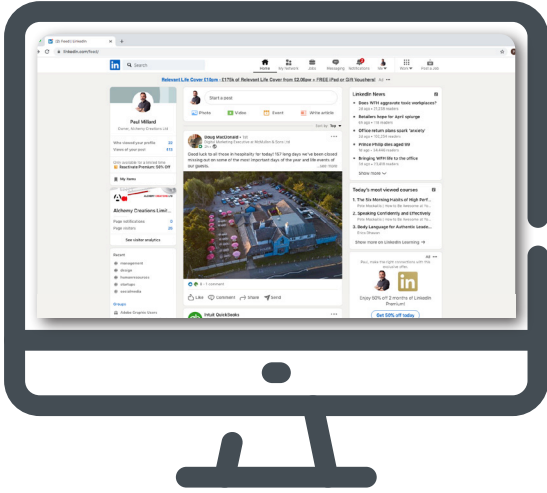




LINKEDIN CRIB SHEET

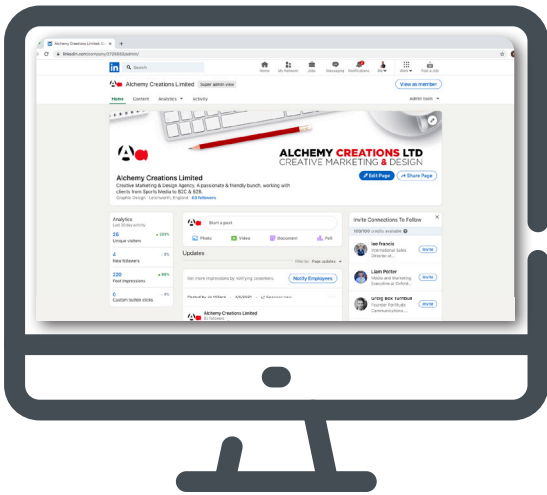
HOW TO USE EACH PAGE



PERSONAL PAGE

Use this as your networking tool. Engage with contacts, share information or updates in a way that creates a conversation.

These are your contacts who are interested in knowing about you, and what you are up to. Tell them a bit about you, and a bit about your company. Authenticity is key.



BUSINESS PAGE

This is where branded updates / articles are shared. Ideally we want to get people following your company page, so that you become more visible in their feeds.

Used together, your company will become more visible to your community, driving brand awareness.

HOW TO USE LINKEDIN

Log in each time with a specific objective to either:

- Update your profile (post something).
- Check in on activity feed, like / comment / share posts that resonate.
- Share a company post.
- Find a connection to add an endorsement* to.
- Find trending articles.

Daily routine checklist...



10 MINS A DAY
Spent participating on LinkedIn is a great target, and you will start to see a return in engagement.



Log in to Homepage.



Scroll down to see what your connections have been up to. Like posts, leave a comment or share when relevant.



Head back to the top, and click on Notifications. Check through to see what has been happening and engage with anyone where there is an opportunity to.



Check trending articles under Notifications – they may offer a good piece to share (*tap the Share button on top right of an article and share in post from your profile – this will be visible to your connections*).



Check messages, aim to send one message every time you login. If you have a new follower / connection, send them a message to say hello. These messages are private, and no one will see this.

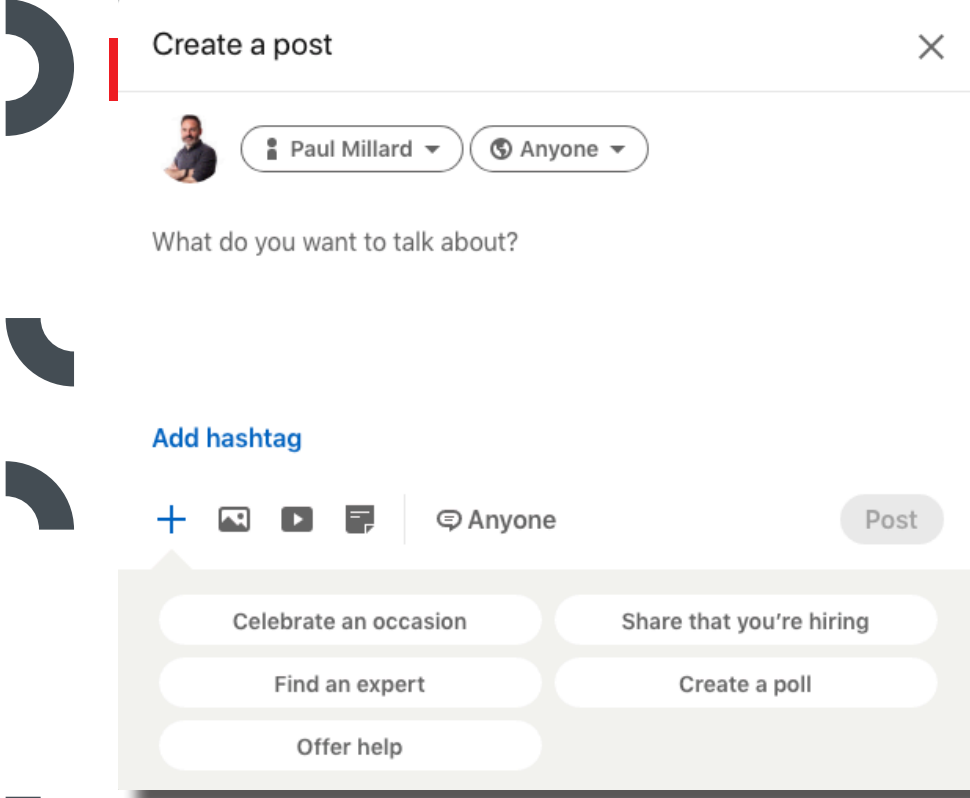


Head to your photo at the top, click down to your company page. Take a look and see if there is any content that you can share to your page.



Each time you login, make sure to comment and interact with a few people from your network.

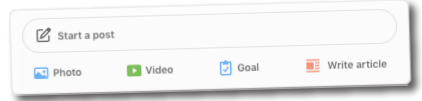




CREATING A POST

HOW:

- Go to homepage, click on 'Start a post'.



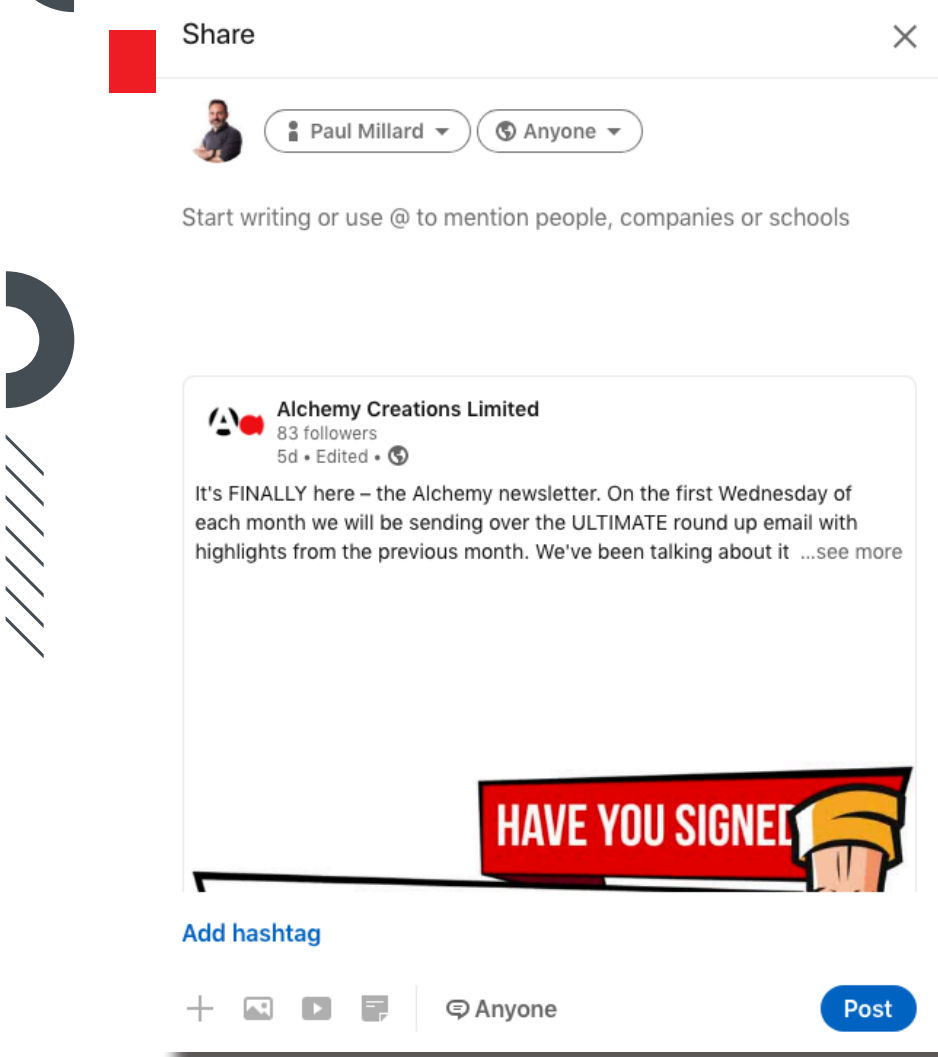
- Enter your update / information / poll / video or image.
- Add in relevant hashtags.

CONSIDER:

- Who am I trying to reach?
- What are they interested in?

ONCE IT'S PUBLISHED:

- Be sure to reply to each comment (*the more engagement a post gets, the better it will perform in the algorithm*).



SHARING A POST

HOW:

- Click share at the bottom of the post. A new window will pop up. Add a comment / review / opinion. Add the name of the original author using @ to tag them. Use hashtags to increase visibility.

CONSIDER:

- Make sure the post is of interest to your network.
- This is a great way to network, and over time, people are more likely to share posts in return.

* Recommendations / Endorsements

- Consider offering endorsements to contacts / clients (where you genuinely want to offer one).
- These are personal reviews that will be published on their profile. You will find that in return, you will also receive them.
- To offer recommendation, find the profile of the person you wish to recommend. Scroll to the bottom of their page - click on Recommend X.

