



HOW TO ENGAGE ON LINKEDIN



The key to using it successfully:

MAKE GOOD CONNECTIONS



FOLLOW hashtags that are relevant to you



MULTI-THREAD: link up with multiple people within a company in case of turnover



TRIFECTA: Email, In-Mail, Phone calls. Don't pitch right after connecting, earn the right to pitch by sharing value added information.

YOUR PERSONAL POSTING



POST CONTENT: Either curate content or create content that is relevant twice per week if possible.



80/20 RULE: Keep your posts 80% about elevating others and sharing relevant content and 20% about your business. Give to your audience and add value to your prospects and peers.

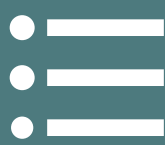
HOW TO CREATE A POST



START WITH A HOOK



BE CONVERSATIONAL



SPACE OUT YOUR POST



TAG PEOPLE OR EVENTS



REAFFIRM WITH A QUESTION



CALL TO ACTION: ASK PEOPLE TO "COMMENT BELOW"



CHARACTERS OR MORE IN YOUR POST



USE AN IMAGE, LINK, OR VIDEO



USE HASHTAGS: RESEARCH ONES WITH A LOT OF FOLLOWERS SO THAT MANY PEOPLE SEE YOUR POST.



KEEP UP WITH COMMENTS ON YOUR POST AND REPLY QUICKLY. RIDE THE WAVE SO YOUR POST WILL TREND.

LinkedIn is your ONLINE business reputation

YOUR SOCIAL ENGAGEMENT

1/2 Billion users worldwide



LIKE POSTS



COMMENT ON POSTS
FREQUENTLY



WHEN APPROPRIATE, TAG
OTHERS IN COMMENTS ON
INTRIGUING POSTS



JOIN RELEVANT GROUPS