

# BEST PRACTICES FOR LINKEDIN POSTS!

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## 1 BE AUTHENTIC, BRIEF, & RELEVANT

This increases the likelihood that viewers will like/share/comment + accelerate your visibility.

## 2 BALANCE YOUR CONTENT

Avoid excessive self-promotion.

## 3 POST REGULARLY ... IF RELEVANT

Share Posts 2-3/week and an Article at least quarterly. Unlike all other social media platforms, the LinkedIn community has little tolerance for overcommunicating.

## 4 TIME YOUR MESSAGES

Post during business hours to maximize visibility.

## 5 KNOW YOUR AUDIENCE

To drive engagement, target your messages to specific individuals and groups.

## 6 ENCOURAGE PARTICIPATION

When appropriate, incorporate a clear call to action.

## 7 MEASURE & ANALYZE

Periodically track responsiveness to determine which content yields greatest engagement.

## 8 INCORPORATE VISUALS

Add graphics to increase engagement.

## 9 EXPAND YOUR REACH

Connect beyond LinkedIn by pushing your content to Twitter for greater visibility and engagement. If appropriate, use Hashtags and Mentions to 'tag' individuals and companies.

## 10 AVOID CONTROVERSIAL TOPICS

Keep it professional. When in doubt, leave it out!

## 11 SHARE WHAT YOU KNOW

Write about specific areas you have expertise, challenges you've personally faced, and hot/trending topics. Some ideas to get you started ...

- Provide industry specific guidance or recent results
- Link to an informative video
- Shout out a client or strategic partner's accomplishment
- Link to a newsworthy web posting or article

## 12 DO UNTO OTHERS

Like/Share/Comment on your network's content.