

Get Ahead VA guide to getting the most out of LinkedIn

We have designed this guide to help you make the most of your time on LinkedIn

THINGS TO DO DAILY

Check your notifications and react accordingly



- If someone has tagged or mentioned you in a post, read the post and react accordingly by liking it, thanking them and making a relevant comment. It is much more powerful to write a comment as well as liking the post; more people will see that you have spent time engaging and this will naturally raise your profile. It is also worth looking at who else has engaged with these posts and this could be a good opportunity to connect with these new people.

- A birthday or work anniversary of one of your connections will appear in your notifications so this is great opportunity to say congratulations and start a conversation. Try to avoid using the preset 'happy birthday' or 'congratulations' message and make it more personal. Ask a question to get the conversation going and to increase engagement.

- If you have any messages try and respond to them on the same day in as open a manner as possible.

Grow your connections



- Review any invitations to connect – ignore ones that you don't feel are relevant and accept ones that appeal to you. Personalised invitations are the best where people have spent time trying to engage with you. Once you have accepted an invitation write to them, thanking them for their invitation and perhaps ask a relevant question to start a conversation if appropriate or say that you are looking forward to seeing their posts.

- Look at 'Who has viewed your profile' and decide if you want to proactively connect to anyone who has shown an interest in you. We often find that people are more than happy to connect and it can be interesting to see who has been looking at you (or stalking you!).

- Your new connections – send a hello message to anyone who has accepted your invitation to connect and start a conversation with them eg if they are local ask them about networking meetings they can recommend; suggest a one to one video call if you would like to know more about them. These aren't meant to be pushy sales messages – just trying to build relationships.

Share your knowledge and interact

- View LinkedIn as a drinks party – you won't get the most out of it if you simply stand at the edge of the room observing and not interacting. You get what you put in so be consistent and most importantly authentic.

- Get into the habit of liking and commenting on posts that interest you daily. If you are worried about the time running away with you set a timer and commit to making the most out of your available time.

- There is a lot to be said about supporting local businesses and connections so try and get into the habit of liking and sharing posts, commenting and sending encouraging messages too.

- A note about sharing – your post will get a much better reach if you copy a post you want to share and tag the author rather than simply pressing the share button. Not sure why but LinkedIn seems to prefer this and will give your post the opportunity to be seen by more people.

- If you belong to a team or local networking meeting look out for their posts and like and comment on these – it is a great boost for a business and shows that you care too. It is a lovely way to build a community on LinkedIn.



THINGS TO DO WEEKLY

Post content

- Get into the habit of posting content at least once a week. People love seeing photos of people behind the business as well as relevant articles and information you feel would benefit your connections.

- Always consider the value of the posts you are putting out and vary the style too – videos work really well and use subtitles so people can easily watch it wherever they are. Sometimes it is good to ask a question to get some engagement, post a quote that resonates with you or share content you have seen elsewhere. Always give credit to the original author or owner of an image etc.



New connections

- If you have a clear idea of the type of people you would like to connect with you can use the search facility and complete various search criteria. The same applies for content too so do check out the search functionality. For example, we often talk about the benefits of flexible working so by using the content search facility and searching 'flexible working' this will pull up useful articles that we can share or conversations that we can join about this subject.

- Get into the habit of connecting with people that you meet in your daily work, at networking and exhibitions and with new clients.

- Once you've connected, LinkedIn makes it easy to interact with your contacts' updates as well as send personal messages when you want to reach out directly.

Company Page

- It's also important to have an updated and consistent presence for your business with its own Company profile page. Imagery, colours and content on this page should be consistent with your website and any other social media profiles that the business has.

- The page should be updated regularly, so the brand is active and appears to be a current business. We've all had the experience of stumbling upon a company social media profile that's updated once a month, or worse, hasn't been updated in months. Creating a LinkedIn presence then not maintaining it will be worse than not having one at all. Consider posts of your team, photos of what you have been up to as well as sharing industry news.

THINGS TO DO MONTHLY

- Update your profile once a month – make sure that you have added in any new accomplishments and add in any relevant documents into the 'Featured' section. For example, we use this to showcase new infographics and e-books.

- Contribute to a couple of relevant groups – this is a great way to be active in a group of likeminded individuals and get to share your thoughts and feelings and to support others too.

- Track your SSI which is LinkedIn's social selling index which measures how effective you are at establishing your professional brand, finding the right people, engaging with insights and building relationships.

<https://www.linkedin.com/sales/ssi>

- Create and measure some LinkedIn KPIs; we track monthly profile views, number of connections, SSI, against the number of in person meetings and resultant proposals sent out and new business made.

Get Ahead VA provides social media management as a service across all platforms. Do get in touch if you have any questions about this guide or if we can help in anyway.

As a business we have had amazing training from Judy Parsons <https://www.linkedin.com/in/judithparsons/> so do take a look at her training and mentoring support.

Get Ahead
your virtual agency