

LinkedIn® Engagement

WHAT WHO HOW
WHERE WHEN WHY





Why should I engage?

The most important reason to engage on LinkedIn is the opportunity to communicate with your target market, AND all of your connections - your audience.

Do you understand who your target market is? This crucial group includes current and old colleagues, business associates, friends, and even family. These are the individuals that (hopefully) eagerly like and comment on your posts and should be viewed as your **supporters**. Freely engage with this first tier and consider them the group that gives your content “gas.”

Engaging with others' posts and comments left on *your own* content provides you an additional opportunity to showcase more of your expertise in the topic at hand.

Your engagement with other users' posts is visible to *their* audience, which is a great way to obtain more exposure **beyond your network**. Additionally, when LinkedIn makes the connection that you communicate regularly with an individual (via comments or private messages), each of your posts are more likely to show up in your respective feeds.

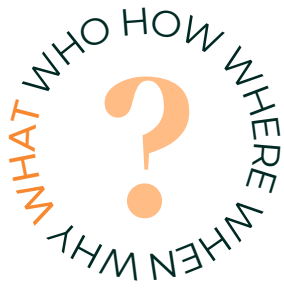


Why should I engage?

Good engagement on a piece of content will help your post obtain more impressions, which is important to track if you're looking to maximize your content's reach. Keep in mind that MANY people follow your content without ever engaging with it, and that's perfectly fine. Some people prefer to stay in the background. **But you know what?** Those are typically the individuals that will reach out to you for more information.

Another equally important reason is that the LinkedIn algorithm favors people who engage and use the platform. The more engagement you give and receive, the more exposure LinkedIn provides you and your content. It's all part of a complicated formula that feeds the ever-changing LinkedIn algorithm.

With all that said, never forget that engagement's REAL purpose is to **build relationships**. A simple comment may give you a needed entry to continue the conversation privately and develop a meaningful business connection.



What is LinkedIn engagement?

LinkedIn Engagement is how you and your audience INTERACT with each other's content.

There are five main types of engagement:

LIKES

When you decide to LIKE a piece of content on LinkedIn, you actually have to choose from the following reactions:

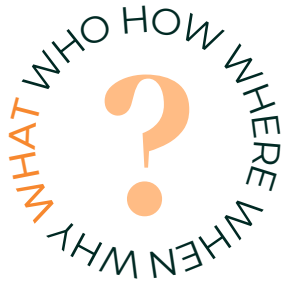
Like, Celebrate, Support, Love, Insightful, Funny.

COMMENTS

When you leave a COMMENT on the content, it is an opportunity to share your insight or perspective. Think of it as offering additional value to the subject being presented.

REPOSTS

Choosing to REPOST (or SHARE) someone else's content to your public feed, with or without your additional commentary, is a great way to support the originating author. This currently gives a **strong boost to the original content**, although it's not typically as wide-reaching as your own direct post on the LinkedIn platform.



What is LinkedIn engagement?

SENDS

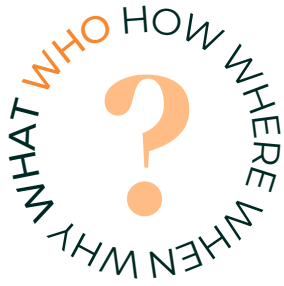
You can privately SEND your LinkedIn content, or content from your news feed, to someone else (or a group) within the LinkedIn platform. This can be especially helpful to showcase your expertise in a deeper, one-on-one conversation. Consider leveraging the most insightful content in these situations so you can really add value to whomever you're reaching out to. Take this approach from time to time, but be cautious not to swamp your connections' inboxes. Going overboard on delivering "value" might come across as **disguised pitching**.

MESSAGES

Merriam-Webster defines engaging as "**drawing favorable attention or interest**" and that is exactly how you should be approaching public and private communications. We consider a LinkedIn private MESSAGE to be a form of engagement.

Consider sharing a link to an exceptionally insightful post you've published. Ask for your network's feedback or expertise on the subject. Or, if you have an informative, value-packed white paper or presentation, share it with your carefully selected VIP connections. Explain that you feel it would be valuable to them and **don't ask for anything in return**.

LinkedIn provides features that enable you to track and analyze various engagement data on your personal and company profiles. Following up with these statistics will help you determine how to alter your content strategy to make it even more engaging for your followers.



Who should I engage with?

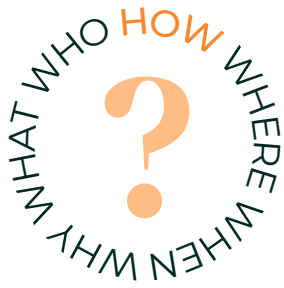
Your first tier of engagement typically begins with your current and former colleagues, business associates, friends, and family.

As previously stated, your first-tier connections should be viewed as your supporters - encourage them to continue engaging with you, and you do the same.

While you can certainly engage with anyone at any time, having an engagement strategy is important. **Build a "VIP list" of connections** you want to grow a relationship with and click the "RING THE BELL" button on each of their profiles. LinkedIn will then notify you every time they post. You can also "RING THE BELL" on company pages.

Engaging with companies, organizations, and valued industry publications is a strategic step you can take in your engagement efforts. When you leave insightful comments on their posts, you showcase your thought leadership and expertise to an audience *beyond your network*. Commenting on these types of posts is most valuable when done **soon after they're published**, as many more people will then see your value-added comment.

Remember, **LinkedIn is a reciprocal community**. If you want to catch the attention of your target market and win their engagement, you have to first engage with them.

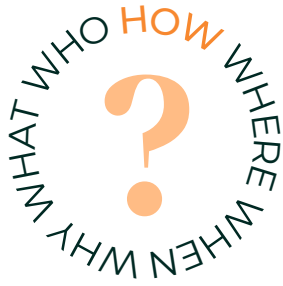


How should I engage?

Simply liking and commenting on others' posts already provides you with some public exposure. But you can significantly broaden the power of your engagement by carefully considering HOW you do it.

As you respond to comments left on your own posts, find a way to provide additional insight. You can say "**Thanks AND...**" - then provide an additional point or tip related to the core material. If it feels right, ask a question to keep the conversation going. However, if you feel your question will go unanswered, it's better to let it go.

Tagging other people in the comments brings them into the conversation. Welcome others who are knowledgeable or have a unique perspective on the topic. But again, if you think they won't respond, it's better not to have a hanging unanswered tag.

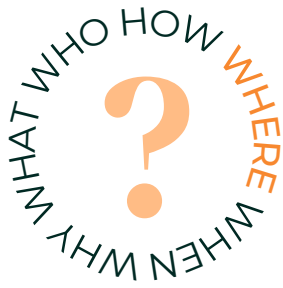


How should I engage?

As mentioned earlier, sending content privately via a LinkedIn message is a great way to authentically initiate and develop relationships with individuals you want to interact with. Always include a short message accompanying the content to say why you're sending it: "Thought of you as this is related to your business/industry" or "I found this post insightful and I would love to get your thoughts on it."

If the public conversation on your post takes a turn to the personal, don't worry that it's not professional enough. Lean in! Have a chat about your recent vacation or aging parents. Share a picture of your toddler. If the conversation organically takes that turn, don't shy away from it. But also don't force it. When you provide your audience glimpses "**behind the curtain,**" they start to feel that they know you. Creating authentic connection brings you one step closer to building new and exciting business opportunities.

We all know that... *People do business with people they like, know, and trust.* So when the opportunity presents itself, don't hesitate to show the "real" you.



Where should I engage?

Knowing all the places to engage with your target market on LinkedIn will set you apart from the competition.

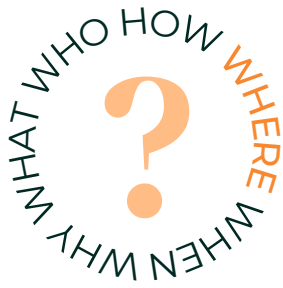
Take note of all the places WHERE you can engage with individuals on LinkedIn:

INDIVIDUALS' POSTS

Whether they're in your first tier or on your VIP list, other individuals' posts are a great place to display your expertise and **personality**. Keep in mind that posts take on many forms: narrative texts, polls, videos, carousels, infographics, or occasionally - just a single image.

COMPANIES' POSTS

You can also expand the visibility of your profile by engaging with posts published by respected publications or organizations in your industry. You won't be directly interacting with a specific person per se, but because they usually have many followers, your insightful comment will be viewed by other individuals with similar interests. That can generate new followers, connections, and even **meaningful conversations**.



Where should I engage?

NEWS OUTLET POSTS

Depending on your field of work, this could be an excellent place to engage. Keeping up with your industry's developments is essential to the evolution of your expertise. Find important headlines to pass on to your current and prospective clients.

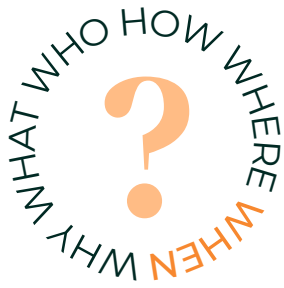
ARTICLES

This type of content will appear on your feed as a post, but once you click on it, you will access a long-form text/article. This is an opportunity to provide a longer comment with **deeper insight**.

NEWSLETTERS

This format continues to be a **growing trend** on LinkedIn. Newsletters are a type of long-form, recurring content that typically focus on a specific topic or perspective. Not only is this a chance to stay more connected with certain thought leaders, it's also an opportunity to showcase what you believe in, since your subscriptions are visible on your LinkedIn profile. As with articles, the engagement (comments) you provide in a newsletter can be more complex.

In all engagement formats, be sure there is professional value in what you say. Peers, competitors, and - most importantly - potential clients are **deciding whether they ever want to work with you... or not.**



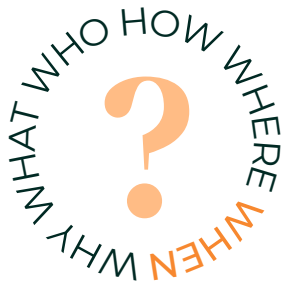
When should I engage?

Timing is crucial for effective engagement on LinkedIn.

We recommend establishing a set time to engage. Have a frequency and length of time set for your own engagement sessions. It's better to engage for **15 minutes every day** versus 90 minutes once a week.

Currently, the reported best times to engage are Wednesdays from 8 to 10 AM, Thursdays at 9 AM and 1 to 2 PM, and Fridays at 9 AM. That said, we've noticed a fair number of people engaging on the weekends and during off-hours. For that reason, we suggest engaging at various times to see if your target market is more available at certain hours over others.

Review your notifications and search for recent valuable content to interact with. This is where you'll see the results of the "RING THE BELL" action you enabled for VIP connections. Once you've satisfied that, return to your newsfeed. Seek content that is meaningful to you and **engage away!**



When should I engage?

If you receive lots of engagement on a piece of content soon after publishing, the LinkedIn algorithm will notice that. It then classifies that content as “valuable” and proceeds to widen its reach. This is the **turbo fuel** you want!

Receiving likes and comments in the first hour or two after your posts go live is the best way to ensure LinkedIn will spread your content. Remember that first tier of close connections? Consider asking them if they'd be open to interacting with your posts as soon as you publish them. You can create a **“content support group”** and notify them via email whenever you publish something new. But we do suggest you ask their permission first!



Do Nots

of LinkedIn engagement

The DO NOTs of LinkedIn engagement are essential to know and understand.

Let's start with...

Never try to promote your own business on other people's content by describing your products/services or leaving links persuading others to visit your website. Any attempt to sell yourself in this way demonstrates **poor taste**.

Avoid leaving too many simple comments like, "Great post!" or "Insightful" as this could present you as being **shallow** or lacking sincere interest. Surely, you don't have to build a "thesis" every time you engage, but always try to provide some insight and personality.

Don't forget that LinkedIn frowns upon any **automated tool** to leverage its services. So don't risk sounding like an artificial intelligence program when you comment.

This also goes for **paid engagement pods**. These are groups in which people pay a recurrent fee to be part of a bigger engagement network. All of the participants (often complete strangers to each other) agree to engage with each others' content, even if they're not at all interested in the various topics. This is against LinkedIn policy and may lead to your account being banned if the platform finds out.



Do Nots of LinkedIn engagement

To summarize, here is an actionable list of clear DON'Ts to keep in mind.

Whatever you do, NEVER:

- post and ghost
- let inbox messages go unanswered
- tag people you don't know
- use poor grammar

And, perhaps most importantly...

DO NOT EVER PITCH.

At least not until you have **earned** the right to do so.

While you always need to be authentic and own your unique expertise, LinkedIn is not your local watering hole. Don't be "accidentally" arrogant and embarrass anyone. LinkedIn is a professional environment where respect should always be the norm. This is something you should also take into account when you come across controversial topics. Picking sides on a current affairs discussion or taking a political stand are only positive actions when these subjects speak directly to your area of expertise.

Also beware of "vanity metrics." Everyone loves those likes, reactions, and comments - but don't become a slave to them. **Your bank does not accept "likes" for deposit.**

Keep it all in proper perspective. While post reactions certainly help boost your content, genuine engagement to and from the right people is what matters the most.



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