15 Tips for compelling company updates



Company Updates are a powerful way to reach and engage professionals with relevant content across devices. Use these tips to drive better results.



Thínk líke a journalist.



Don't bury the lead. Concise intros and snappy headlines are more likely to result in highter engagement.

Hewlett-Packard "You can't manage what you can't measure." HP is the first IT company to publish its complete carbon footprint in the annual Global Citizenship Report: http://bit.ly/Yyo3GD



HP 2012 Global Citizenship Report bit.ly . Meg Whitman, President and CEO, describes the background and highlights of the HP 2012 Global Citizenship Report. View the report at http://www.hp.com/globalcitizenship.

Like (302) · Comment (19) · Share



Always include a clear call to action, like a link.

When compared to updates without links, including a link can

drive 2x the engagement.

2X

Ask thoughtful questions to involve your audience.

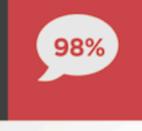
Start a conversation by asking a question that is relevant to your target audience.



Always include an image or some type of rich media.

personalization efforts

Stand out with an eye-catching image or some form of rich media. Images generally result in a 98% higher comment rate.



Adobe Companies that invest more than 25% of their marketing budget on optimization are twice as likely to see higher conversion rates. Find more insights in our 2013 Digital Marketing Optimization Survey: http://adobe.ly/YTyN4t How customers reacted to targeting or

BlackRock The surprising history of US Social Security and why it no longer works: http://lnkd.in /-ChZbJ

> Social Insecurity: Why America's Pension System is Broken youtube.com - The American pension system, strained by longer lifespans and earlier retirement, poses a grave threat to the economy at large. Russ K explains why this out-of-date system is broken, and how we can change it.

Upgrade Your Visuals Stand out in the feed

Comment (8) · Share

Post YouTube videos to encourage sharing.

Links to YouTube videos play directly in the LinkedIn feed and usually result in a 75% higher share rate.

75%

Before posting, double-check that an image appears.

Make sure the thumbnail image in your post matches your message.



"snackable" and valuable.

Develop content that is quick to consume. Provide quality content that members will want to share with their networks.



Avoid hypertargeting. Don't add so many targeting

filters that you exclude potential audiences.

Experiment to find the right balance.

Test to understand your audience.

Consider mixing entertaining and inspirational posts with informative and insightful updates.

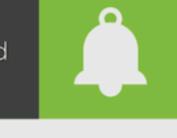




Maintain an editorial calendar, but still react to timely events.

guide, but be flexible enough to respond to relevant news, topics and trends.

Rely on your editorial calendar as a

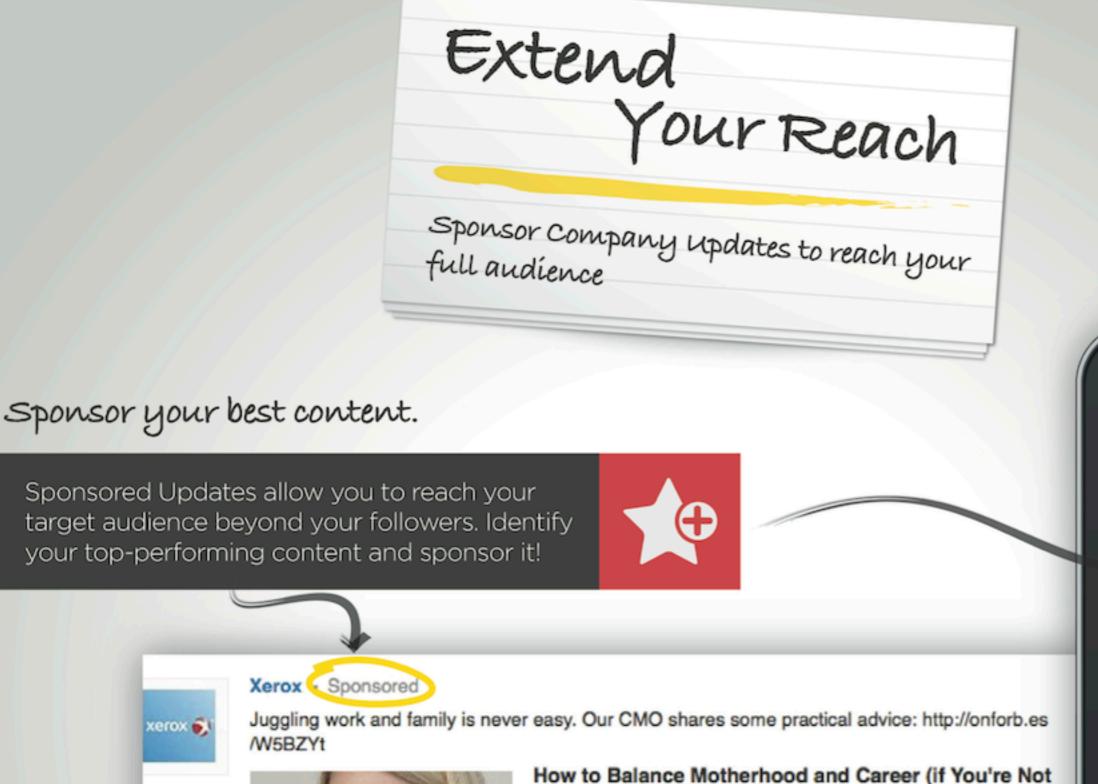


Engage with members through comments.

Keep the conversation going. Comments are a great place to respond to positive reactions. Monitor discussions, remove inappropriate comments and proactively handle customer-service issues that may surface.

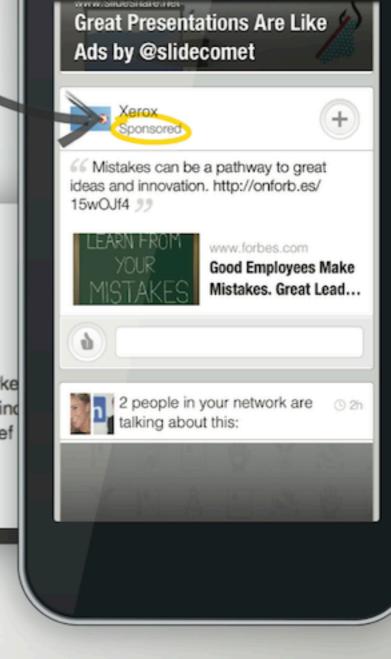
Monitor, analyze, and refine your content strategy. Track all available analytics. Pay attention to the

audience targeting, types of content, time of day and frequency that drive the most interactions—and do more of that!



W5BZYt Marissa Mayer) forbes.com . This article is by Christa Carone, the chief marke

officer of Xerox. Marissa Mayer. (Photo credit: Giorgio Montersino The naming of Marissa Mayer, 37, an expectant mother, as chief executive officer of Yahoo could be a... + Follow Xerox + Like (266) + Comment (20) + Share



Q Search for people

Evaluate and optimize your Sponsored updates.

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With LinkedIn's detailed reporting tools, you can monitor the performance of your Sponsored Updates and adjust to make them more effective.

Don't be tied to just the work week.

Professionals engage with Sponsored Updates across devices throughout the week, with strong engagement through the weekend. Consider adopting an always-on approach.

