EFFECTIVE

ENGAGING

# BE MORE YOU

INSPIRING

Your audience. Your message. Your result.

Your Company Status Updates

Company Status Updates are a highly effective way to nurture relationships with your followers on LinkedIn. When you post an update from your Company Page, it appears on their LinkedIn feed. Encourage followers to like, comment on and share your post – it will amplify your content throughout the LinkedIn ecosystem.

Here are our favourite tips for creating an uber-engaging Company Status Update.

**Bonus tip:** Visit the Analytics tab on your Company Page to understand how LinkedIn members are engaging with your updates. Use the data on what's performing well – and what's not – to tailor your content and increase your impact.

1  **Get targeted.** When you post a status update, you can target it to followers using criteria like job function, seniority and geography. Since 79% of followers are interested in job opportunities from companies they're following, this is a great way to target your open jobs to the right audiences, for example.

2  **Use videos and other rich media.** Status updates with links to YouTube videos result in a 75% higher share rate. No videos? Try SlideShare, PDFs, photos and links: posts with an image enjoy a 98% higher comment rate.

3  **Consider your audience.** Your status updates can reach candidates, existing clients, and potential clients across each of your business units or specialties. Create a content calendar to ensure you're speaking to each audience regularly – and don't forget to target your posts.

4  **Leverage existing content streams.** Use successful blog posts, articles and news from your other social platforms to create a high-quality stream of updates. On LinkedIn, you'll find ready-made, share-worthy content from Influencers, on Pulse, and in Groups.

5  **Mix it up.** To keep followers engaged, rotate your content themes regularly. For every post promoting your firm, make sure four posts focus on thought leadership or industry trends.

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