



CREATE IMPACT WITH YOUR EXECUTIVE VOICE

Executive Playbook Series
Content Curation



Leverage the power of content curation on LinkedIn

Time constraints are the norm for busy executives. When interviewed, most agree that they would like to curate content but need a primer. Executives want minimal cost and maximum impact. LinkedIn is listening and that's why this guide offers a practical approach: five minutes or a few things you can do now to create impactful conversations that set you apart as a thought leader. This guide also offers tips so you can amplify your voice by combining your efforts with your marketing and PR teams.



Whether or not you're a CEO, you still have a professional network with whom you want to interact, inform, and/or influence... Engaging more effectively on social media can give you an edge.

—Jeff Weiner

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LEADING IN THE DIGITAL AGE

Spotlight on content curation



LEADING IN THE DIGITAL AGE

Curating powerful conversations

Digital enhances the way executives engage with their audiences and express their views and it is essential to use a multi-channel approach. As a result, company leaders are increasingly expected to share their insights and ideas across various channels. Leveraging digital channels to promote your ideas, perspectives and thought leadership establishes you as a trusted brand for customers, employees and partners across the world.

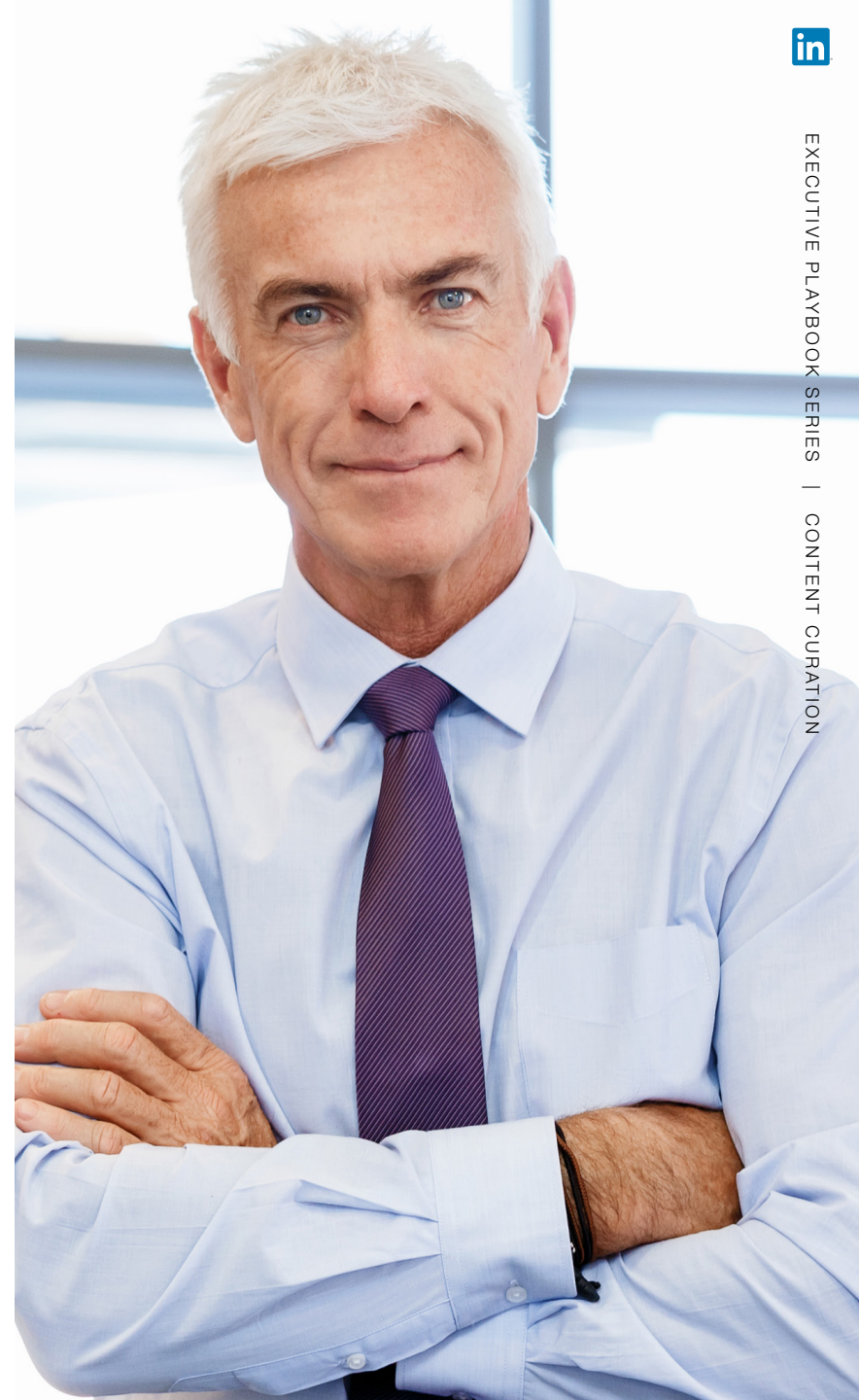
Digital has changed the way leaders can find their audience and communicate their ideas. With 575+ million members throughout the world, LinkedIn is the world's largest professional network. Around the globe and across industries, top executives are participating in the conversation by sharing meaningful and insightful content with this community.

Source: Based on analysis of LinkedIn proprietary data



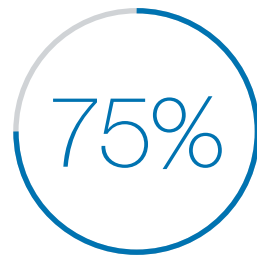
BENEFITS FOR YOU AND YOUR COMPANY

Leverage the impact of content curation

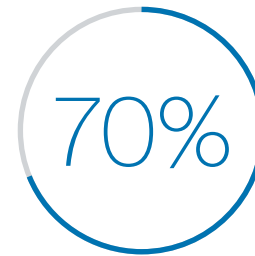


BENEFITS FOR YOU AND YOUR COMPANY

Why an executive voice makes a difference

**Thought Leadership is the most influential channel in today's economy***

75% of would be buyers say thought leadership helps them determine which vendor to put on their short list

**LinkedIn is the most trusted social platform to share content****

70% say LinkedIn is one of the most trusted sources of information, as much as leading publishers WSJ.com and Forbes.com

BENEFITS FOR YOU AND YOUR COMPANY

How impactful is an executive voice?

As an executive, you likely have an audience naturally interested in hearing from you. Thought leadership offers opportunities to become a trusted brand for your customers, employees and potential partners around the world. Curating content is a step toward having your voice heard.

The average share by a C-level executive from a company with +5,000 employees generate as much as:

+1,100 IMPRESSIONS

+200 ENGAGEMENTS

The top content shared generated:

+1.98M IMPRESSIONS

+931K ENGAGEMENTS

BENEFITS FOR YOU AND YOUR COMPANY

Sharing content adds business value

The top posts shared by C-level executives generated as much as:



+33,000

views of the executive's profile



+2,100

successful connections with the executive

And resulted in engagement with the company and its job postings:



+16,000

job views on the Company's page



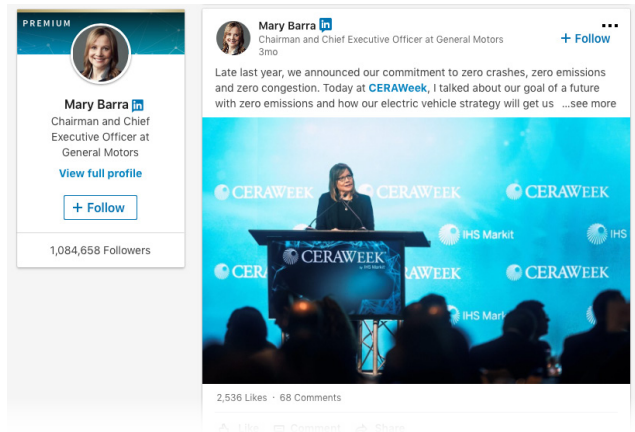
+1,000

followers of the executive's Company page

Benefits extend beyond the executive as a thought leader and penetrate the company and its brand.

WHO'S DOING IT WELL

Inspiring executives curate content on LinkedIn



MARY BARRA

Chairman & CEO at General Motors

Mary Barra shares content on average twice a week on LinkedIn. Her top topics include: business achievements, future of the automobile industry, STEM education and gender equality.



PAUL POLMAN

CEO at Unilever

Paul Polman shares content on average 3 to 4 times a week on LinkedIn. His top topics include: sustainability, social responsibility and equal pay.

EXECUTIVE PRIMER

Our top insights and best practices for curating content on LinkedIn, tailored for the needs of executives:

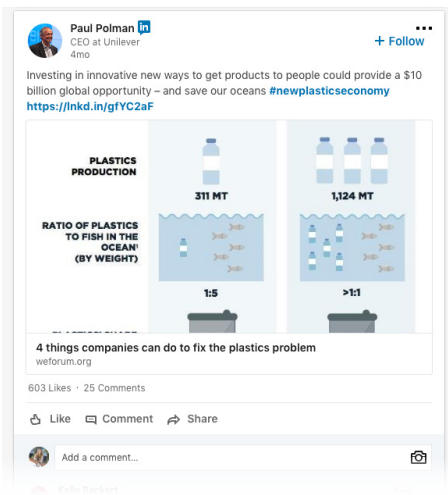
1. Talk about the things that matter to you
2. Add your voice to the content you share
3. Engage directly with your target audience



EXECUTIVE PRIMER: BEST PRACTICE #1

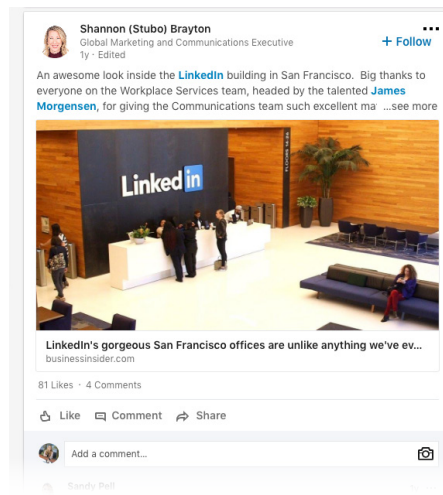
Talk about the things that matter to you

When making your voice heard on LinkedIn, the most important thing to keep in mind is authenticity. Sharing what you are passionate about—what personally inspires and motivates you—introduces your expertise to the world in a relatable manner. Short, inspirational and straight-to-the-point are the key characteristics of the most impactful pieces of content. Visual formats with data (infographics, charts, figures) and short-videos (less than 3 minutes) generate higher engagement.



COMMENT ON INDUSTRY TRENDS

Adding your unique insights on the news and trends in your industry strengthens your position as a leader and increases respect from your peers.



HIGHLIGHT YOUR TEAM'S SUCCESSES

Promoting your internal achievements, with shout-outs to your team, puts your company's talent and culture on display. Engaging with employees demonstrates your accessibility and connectedness.



SHARE YOUR POINT OF VIEW

Expressing your thoughts, sharing your values or what matters to you allows your followers to connect with you in a more personal way and understand the thought process of a leader.

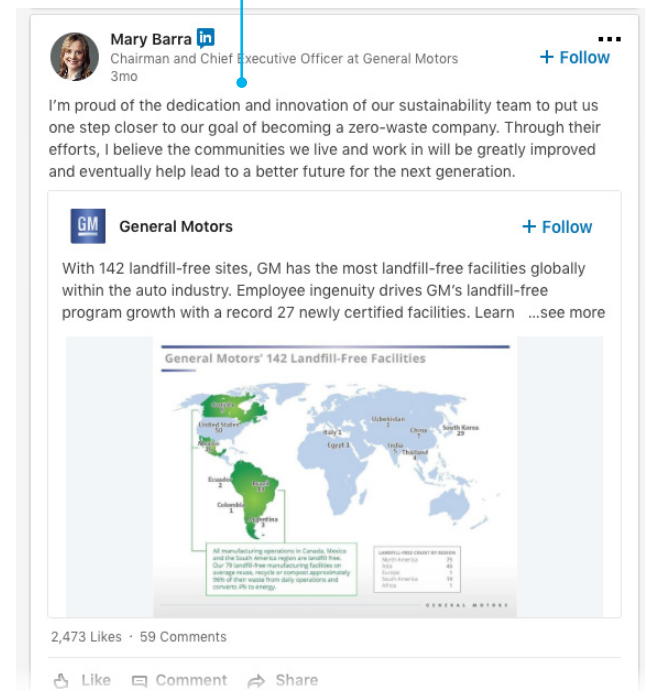
EXECUTIVE PRIMER: BEST PRACTICE #2

Add your voice to the content you share

Adding your voice to the content that you are posting boosts the value of your message and enhances your position as a thought leader. If your marketing or PR teams manage content for your organization, you can re-share content and express your sentiment about the work. Adding a brief statement or opinion, as well as posing questions, is a great way to drive engagement. Contributing commentary is an easy and effective way to engage your audience.

PERSONALIZATION

Adding 1-2 lines of personal opinion or asking a question is a good way to drive engagement.



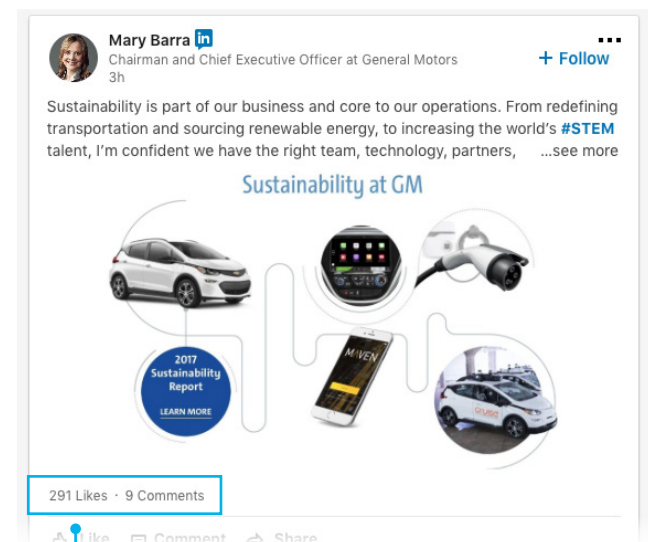
EXECUTIVE PRIMER: BEST PRACTICE #3

Engage directly with your target audience

LinkedIn enables you to establish direct channels of communication around the world. It is a great opportunity to nurture relationships by interacting with your employees, customers or partners at minimal cost and with maximum impact.

Engaging with content posted by your network by simply liking, commenting, or sharing shows that you are a socially engaged and connected leader.

On average, content that C-levels engaged with on LinkedIn achieve up to 11.3x more impressions and 13.8x more engagements.



MONITOR THE SUCCESS OF YOUR ACTIVITIES

To see how your content is performing, click on the "All activity" link on your LinkedIn profile. It shows all your posts and includes info on likes, comments, and shares.

Take the 5 minute challenge

Curate content regularly

To establish your content curation routine, consider pairing your activities with an existing habit—such as reading the news. Set a weekly or daily goal and monitor the success of your activities. Spend 5 minutes or select a few activities to do on a regular basis.

Always keep it authentic

Authenticity is essential when curating content and ensures your credibility as a thought leader. Be yourself whether it is a like, comment, or share. Curation activities reflect your professional brand and have ripple effect on your company and corporate brand.



ON AVERAGE, C-LEVEL
EXECUTIVE SHARES GENERATED:

5.0x more impressions

5.4x higher reach

6.8x more engagements

About LinkedIn

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 560 million members worldwide, including executives from Fortune 500 companies, LinkedIn is the world's largest professional network.

For more information, visit the [Executive Playbook](#) and business.linkedin.com



See more details on our solutions
business.linkedin.com



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