



# 5 Ways to Amplify Your Impact on LinkedIn

A Practical Companion  
to the Executive's Guide





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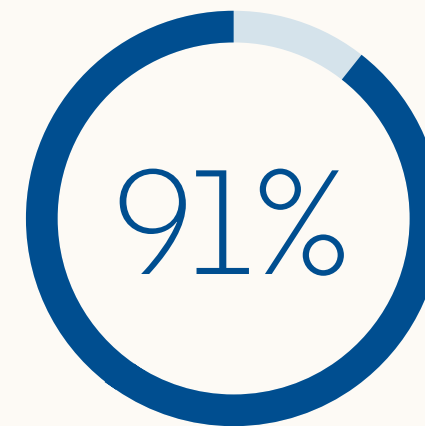
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# Spark powerful conversations.

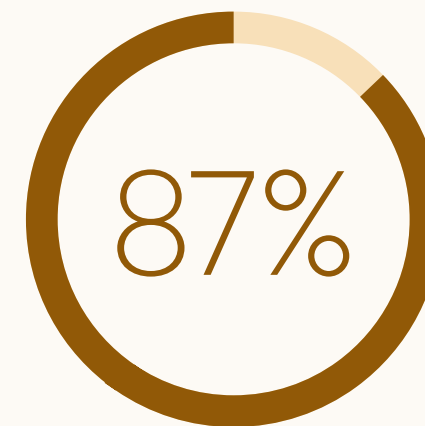
The most influential leaders across all industries use LinkedIn to spark powerful conversations with 690+ million professionals worldwide.

10: This is a duplicate slide that is on brand as the previous is not quite. Just wanting to let you know if you would prefer this

Sharing your insights, opinions, and expertise with the world's largest professional community enhances your reputation as a trusted voice for customers, employees, and partners around the globe.



of executives rate LinkedIn as their first choice for professionally relevant content



of business leaders say thought leadership increases their trust in an organization

# Your voice makes a difference.

As a leader, you are the embodiment of your company's commitment, vision, and values. By virtue of your position, people listen when you speak and trust in what you have to say.

By adding your executive voice, you not only enhance the impact of content your followers find valuable — you raise your status as a thought leader and elevate your company's visibility as a relevant brand.

Executive content generates as much as

4.0M+ impressions

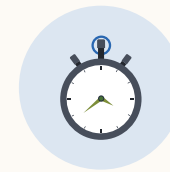
1.5M+ engagements

45K+ views of the executive's profile

5.2K+ company page followers

# 5 ways to amplify your impact on LinkedIn.

Most executives are eager to engage on LinkedIn with others but want to do so in a way that



Makes good use of their time

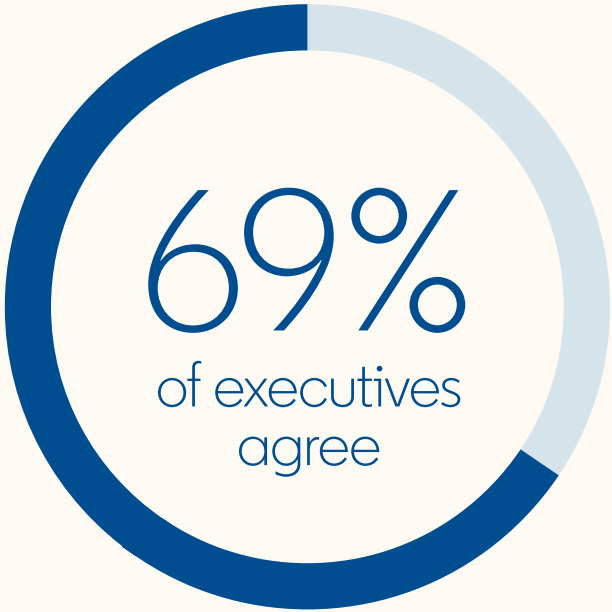


Adds value for their connections



Drives impact for their business

That's why we've put together these practical tips — to help you use your voice to spark conversations that are meaningful for your community and set you apart as a thought leader.



Thought leadership content is among the best ways to get a sense of the type and caliber of thinking an organization is likely to deliver.





Tip #1

# Talk about things that matter to you.

The LinkedIn Feed — people you know, talking about things you care about — is the starting point for creating powerful conversations.

To make your voice heard, be authentic. Focus on what personally inspires and motivates you. Share your passions and expertise in a relatable way.

Which content traits drive the highest engagement among LinkedIn members?

1. Short
2. Inspirational
3. To-the-point
4. Visual
5. Video

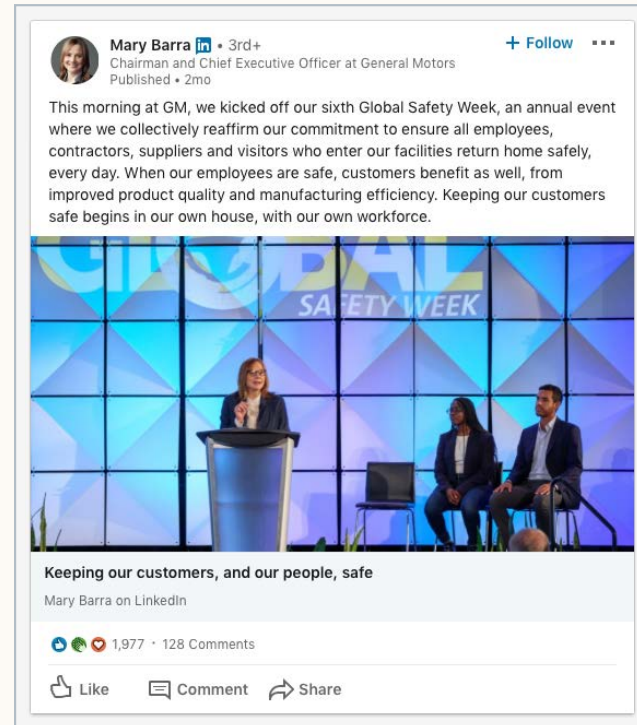




# Inspiring examples

## Comment on industry trends

Add your take on industry news and trends to strengthen your leadership position and win the respect of peers.

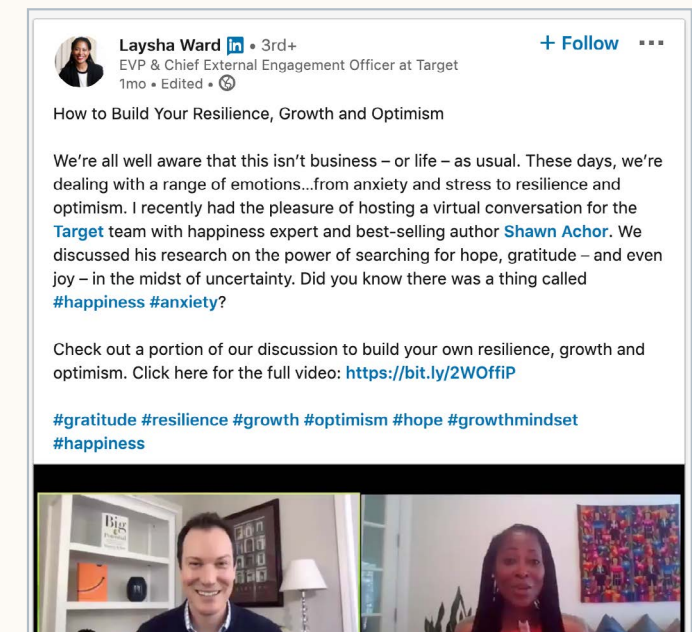
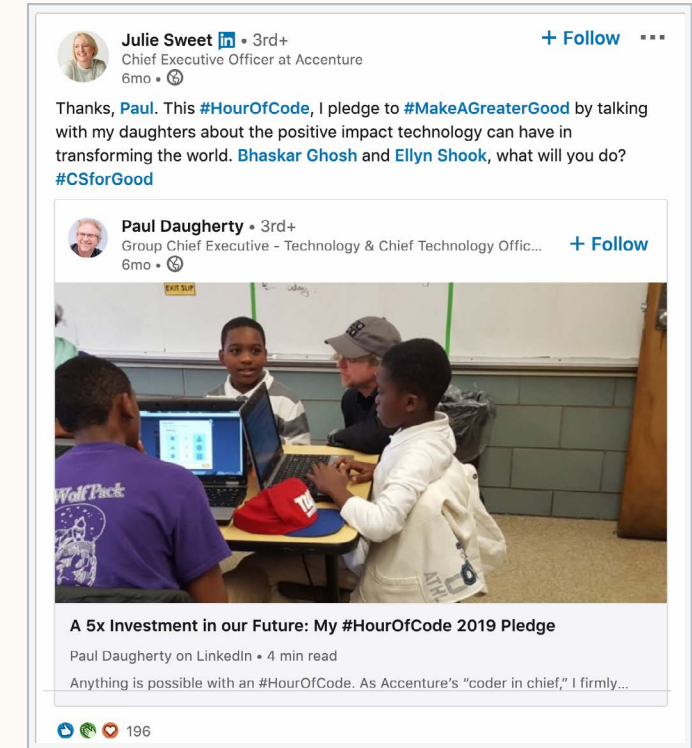


## Highlight team success

Promote achievements with shout-outs to your team. Recognizing people helps them feel more connected and shines a bright light on your company's culture.

## Convey your point of view

Share your thoughts and values to help followers connect with you in a more personal way and understand your leadership approach.





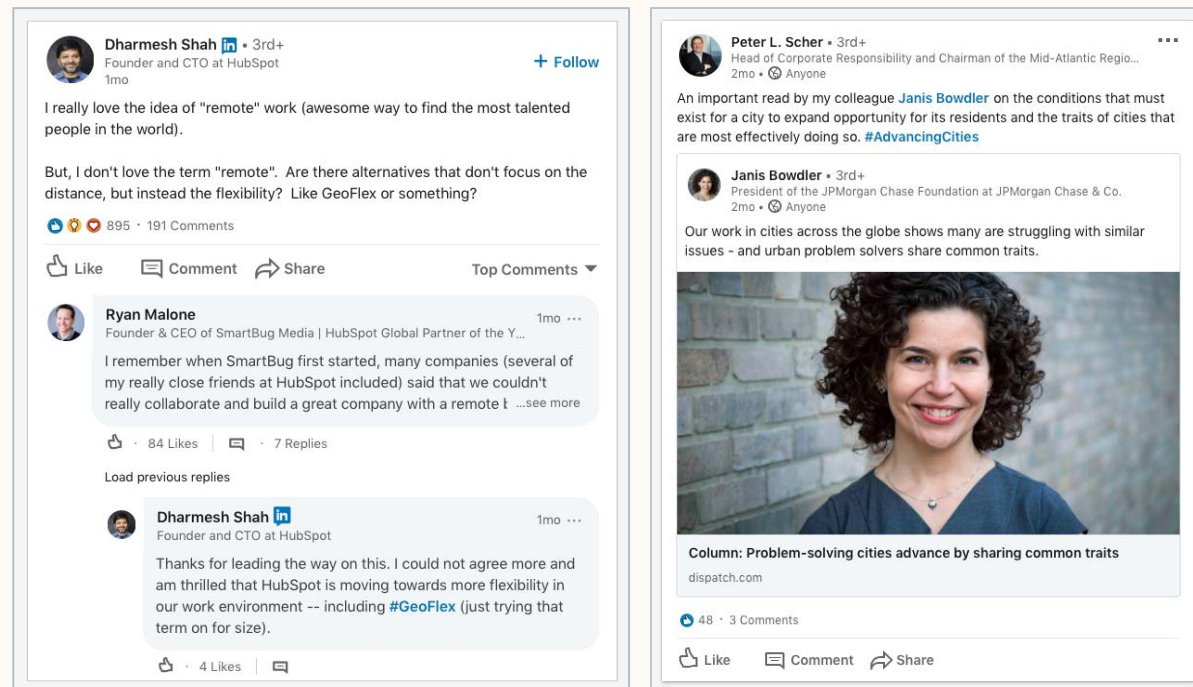
Tip #2

# Interact with your audience authentically.

On LinkedIn, you can directly communicate with hundreds of millions of people across the globe. It offers a unique opportunity to nurture relationships with employees, customers, and partners at scale.

## Engage with the content in your LinkedIn Feed

Go beyond “liking” — comment on your network’s posts and share content with your network to show that you’re an engaged and connected leader.



Content C-level execs engage with on LinkedIn achieves, on average

11.6X more impressions

16.5X more engagements



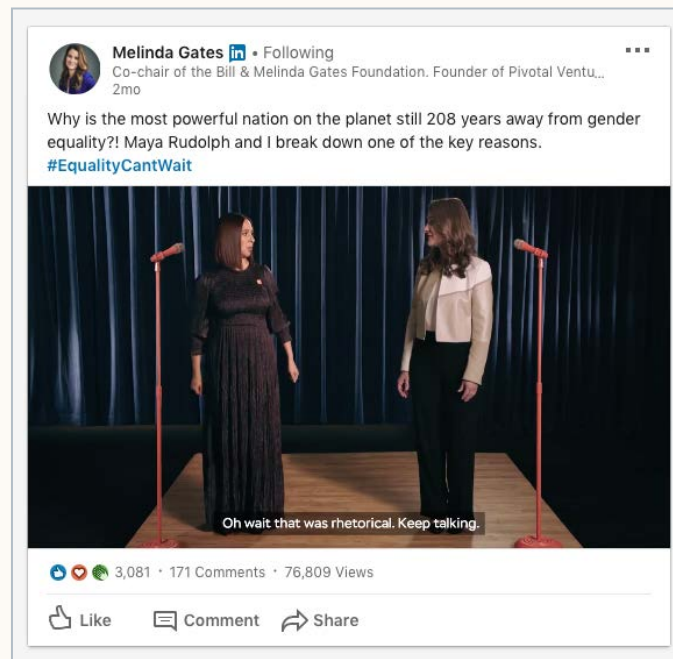
Tip #3

# Use video to increase engagement.

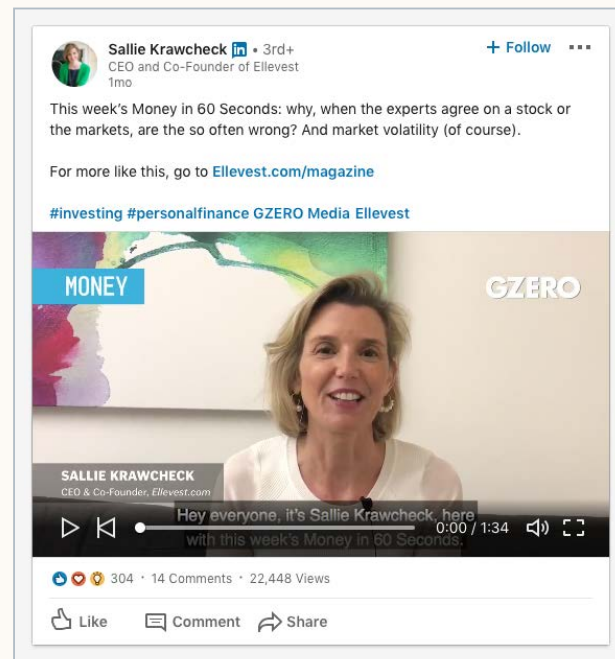
Use video — interviews, customer stories, tutorials and demos — to better engage your followers.

# Best practices for video content.

- Aim for 30 seconds to 3 minutes in length
- Grab attention within the first 6 seconds
- Design for viewing on mobile devices
- Add subtitles or graphics for sound-off viewing



Melinda Gates' thought-provoking questions quickly grab a viewer's attention



Sallie Krawcheck's "Money in 60 Seconds" videos are short and use subtitles for sound-off viewing



of web usage will be on video, by 2021



Tip #4

Focus on  
topics your  
audience  
cares about.

LinkedIn members care most about staying on top of industry trends and learning best practices.

The most popular topics on LinkedIn

1. Technology
2. Management
3. Careers & Employment
4. Business Management
5. Finance & Economy



Focus on topics relevant to your audience and help them discover your point of view.

Use hashtags to help people find your content

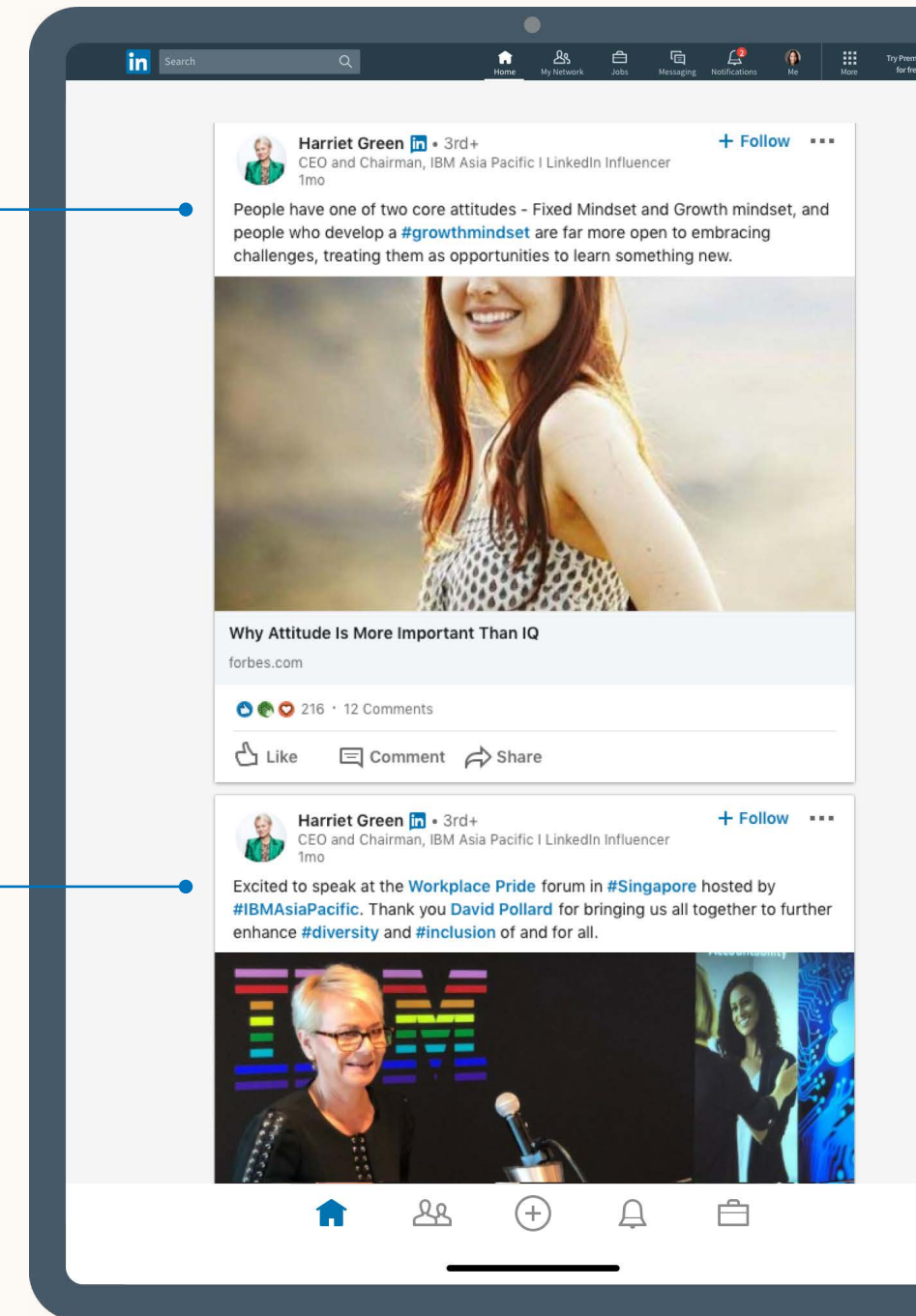
Use hashtags in your LinkedIn posts to appear in trending topics and help members discover and join relevant conversations.

Members can click on hashtag links to find similar posts.

Tag others to extend your reach

The @ mention helps you draw others into the conversation.

You can tag individuals or organizations to ask their opinion, praise their contributions, and gain exposure to their network. This promotes greater dialogue and sharing of ideas.







Tip #5

# Monitor engagement levels to refine your approach.

Gain a better understanding of what's resonating with your audience by reviewing the activity your content is generating.

# See how your content performs.

Because when you know what topics your audience cares about, you can tailor future posts accordingly.

View all profile activity

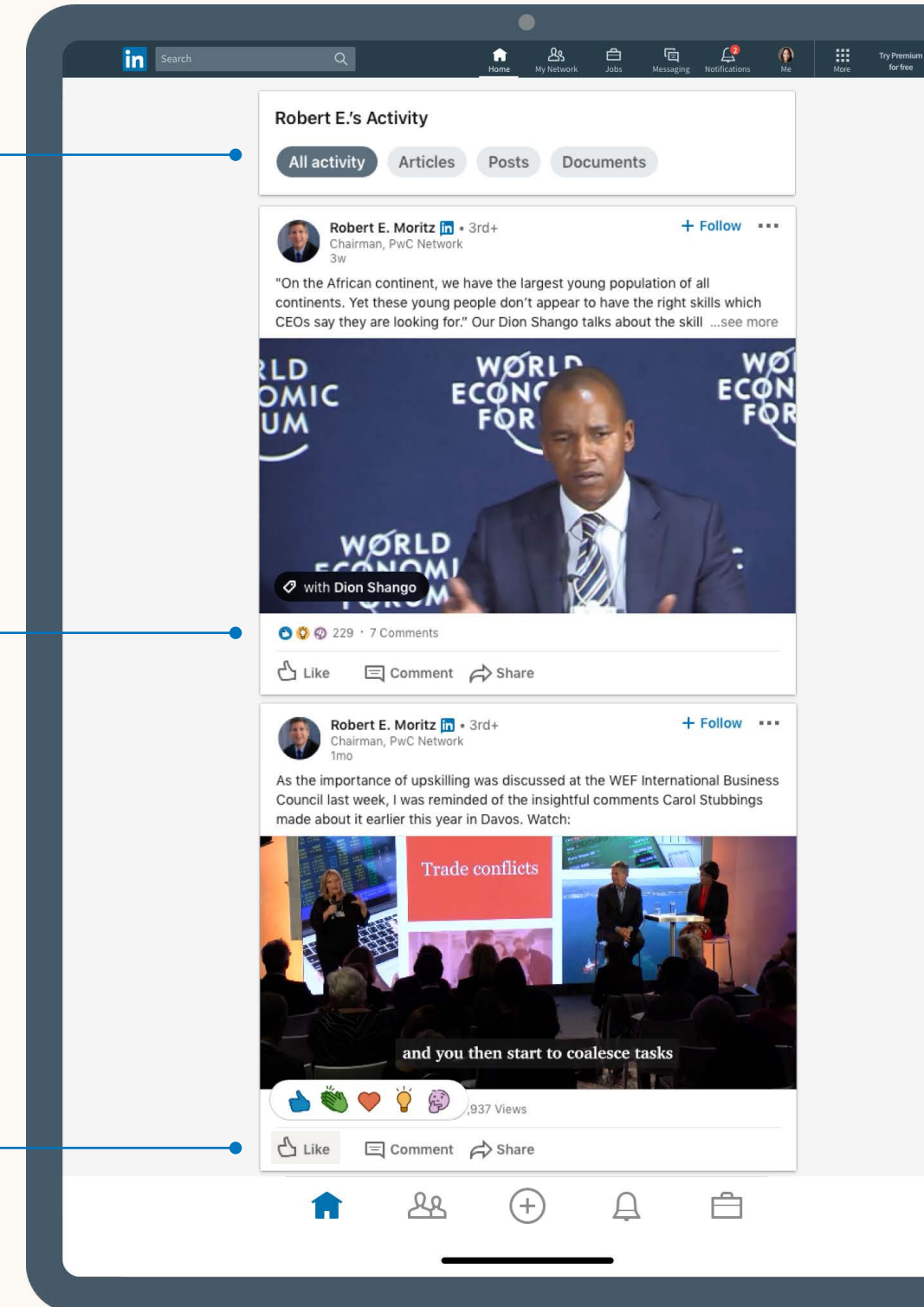
Click on the “All activity” link on your LinkedIn profile to view all your posts.

See which posts perform better

View the volume of activity on each post, including views, likes, comments and shares.

Know how posts resonate

Understand at-a-glance what your audience loves, celebrates, is curious about, or finds inspiring.



# Establish a regular cadence.

Once you begin to amplify your impact, the next step is to make a routine out of posting or sharing content. Try pairing your activity on LinkedIn with an existing habit — such as reading the news.

Set a realistic goal. Start with a weekly post and work up to more frequent activity.





## Enlist your team's support.

Authenticity is key, but that doesn't mean you can't get support from your marketing and communications teams. Share this guide with them.

Because your time is so limited, rely on them to develop a successful content strategy. They can help you create or curate the kind of content that will maximize your impact.

## Go beyond content curation.

The more you engage on LinkedIn, the more you'll see firsthand the impact your voice can have.

Top executives are often inspired to move from sharing other people's content to writing their own articles.

# Showcase thought leadership by publishing articles.

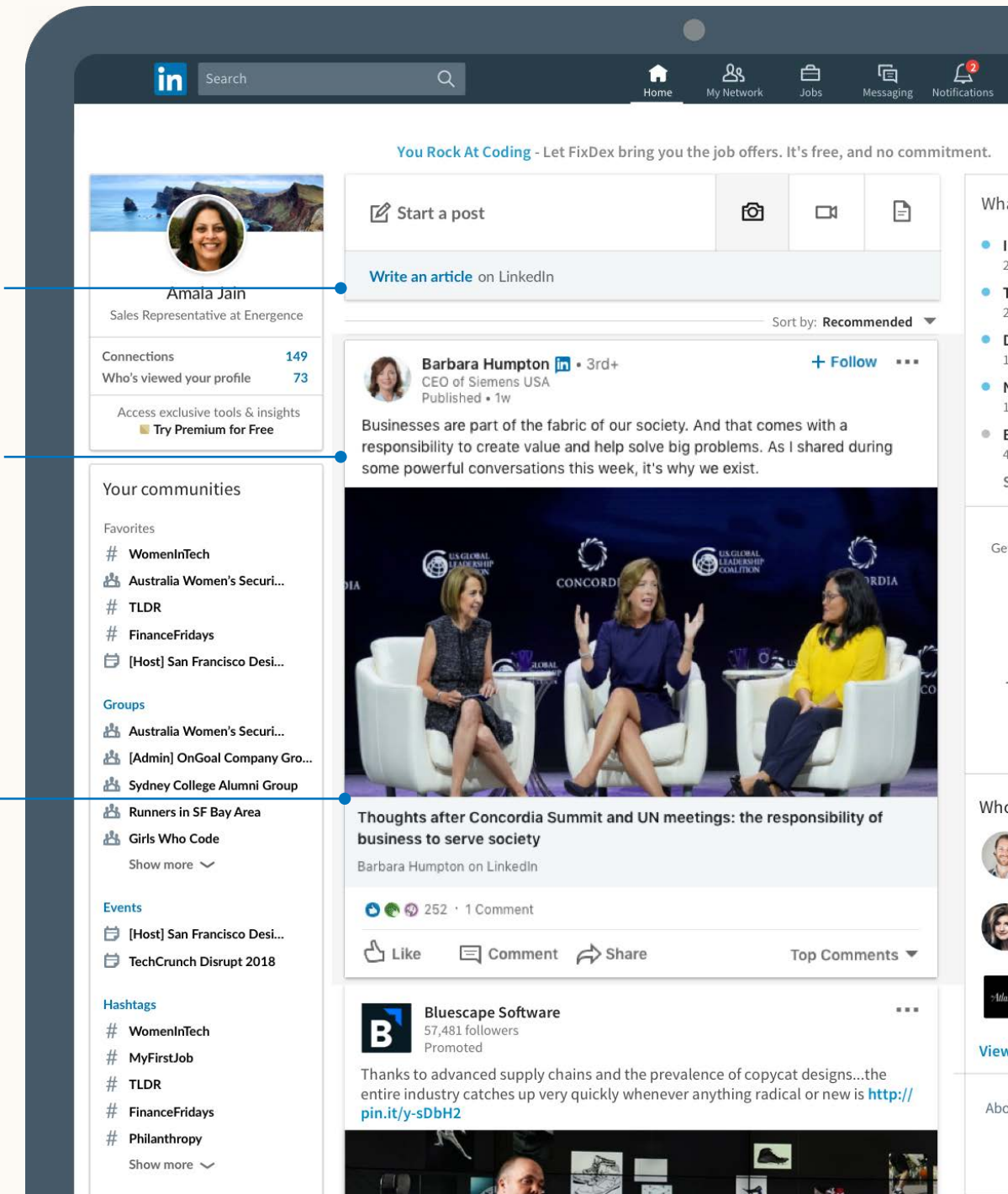
Use these recommendations from LinkedIn's editorial team to get started.

1. Keep a running list of “thought-starters” and article ideas
2. Write what you know and be authentic to who you are
3. Understand your audience and write for them
4. Aim for articles between 800-2000 words
5. Write clear, direct headlines
6. Post regularly and create a content calendar
7. Respond to comments authentically
8. Share articles across your networks
9. Analyze each article and iterate

Articles spotlight long form content

Introduce your expertise in a relatable manner by sharing what inspires and motivates you

Make your article headlines conversational and personal to drive engagement



# Lead with impact.

Being an active voice on LinkedIn enhances your personal brand and, by association, positively impacts your company.

C-level executive shares generate, on average

4.6X more impressions

5.0X higher reach

7.1X more engagements

“ ”

As a leader, you have to believe in that vision with every fiber of your being. Then you have to effectively communicate that, whether it's through word or it's through deed or ideally both.



**Jeff Weiner**

Executive Chairman, LinkedIn

# Sources and notes.

pg 3: “The Sophisticated Marketer’s Guide to LinkedIn.” 2017 | Source

pg 3: “How Thought Leadership Drives Demand Generation.” Edelman-LinkedIn B2B Thought Leadership Impact Study. December 5, 2018 | Source

pg 4: Performance of executive content is based on analysis of LinkedIn proprietary data

pg 6: “How Thought Leadership Drives Demand Generation.” Edelman-LinkedIn B2B Thought Leadership Impact Study. December 5, 2018 | Source

pg 11: Performance of the content that C-level executives engage with is based on analysis of LinkedIn proprietary data

pg 13: “Cisco Visual Networking Index: Forecast and Methodology.” 2016-2020 | Source





pg 22: Performance of the content shared by C-level executives is based on analysis of LinkedIn proprietary data

pg 23: “LinkedIn CEO Jeff Weiner: Here’s what separates successful leaders from managers.” CNBC. June 28, 2017 | Source



# About LinkedIn.

LinkedIn connects the world's professionals to make them more productive and successful. With over 690+ million members worldwide, including executives from Fortune 500 companies, LinkedIn is the world's largest professional community.

-  Learn more about LinkedIn's business solutions
-  Stay up to date with our blog
-  Follow us on LinkedIn
-  Follow us on Twitter



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