



Welcome to the
LinkedIn Coffee Talk

Join the
Q&A on
Sli.do



URL: sli.do
Event ID: 481



Coffee Talk Series Government



Franziska Lange

Account Director DACH
LinkedIn Marketing Solutions



Julianne Veille

Senior Client Solutions Manager
LinkedIn Marketing Solutions



Robin Hüdepohl

Senior Consultant Content &
Marketing Strategy
LinkedIn Marketing Solutions



Today's Agenda

- 1 This is LinkedIn
- 2 How to start your LinkedIn Page
- 3 Content, Comms & Marketing



Welcome to the
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on Sli.do



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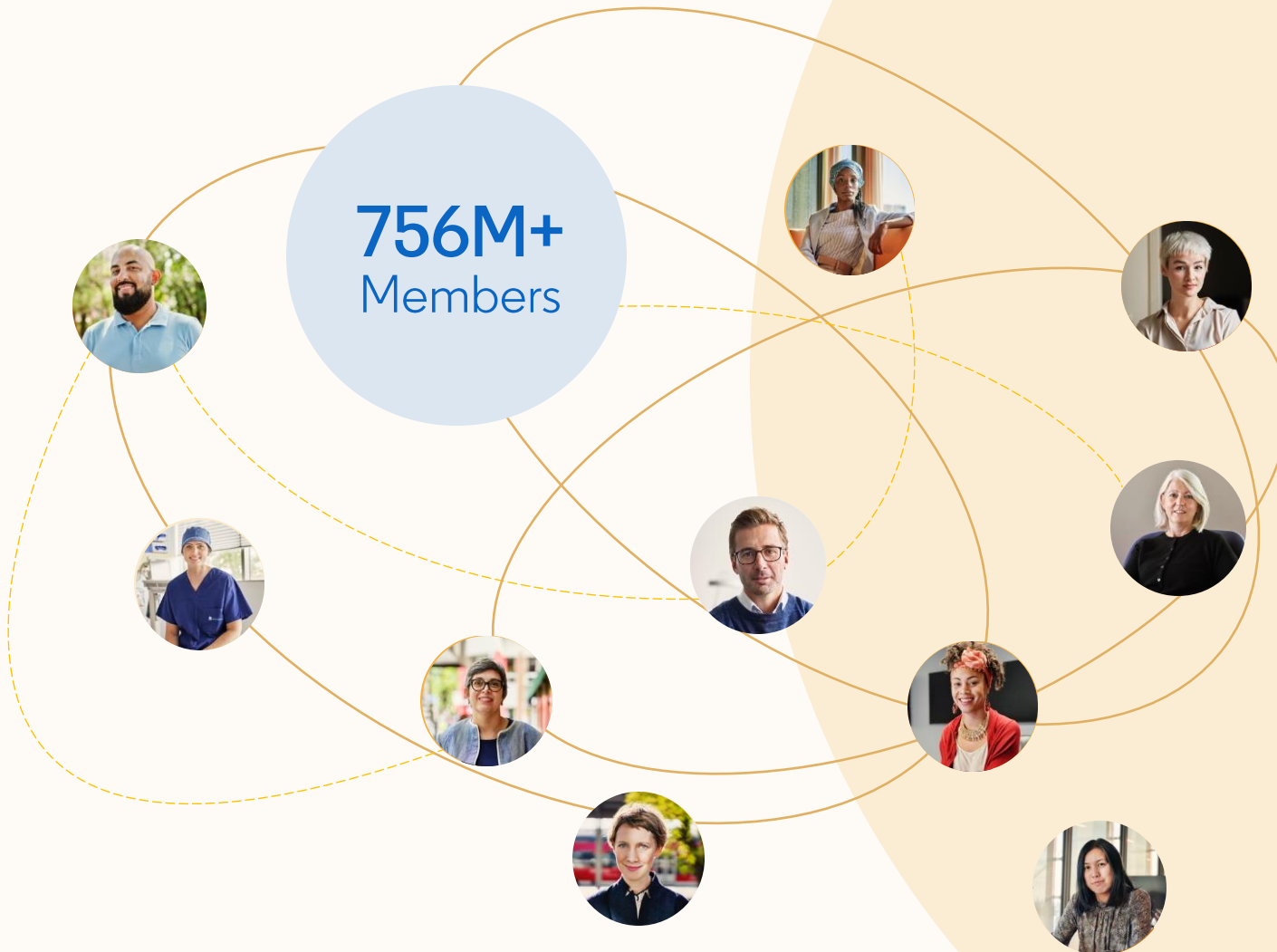
This is LinkedIn.



Franziska Lange
Account Director DACH
LinkedIn Marketing Solutions



It all starts with the member.
On LinkedIn the members matter most.



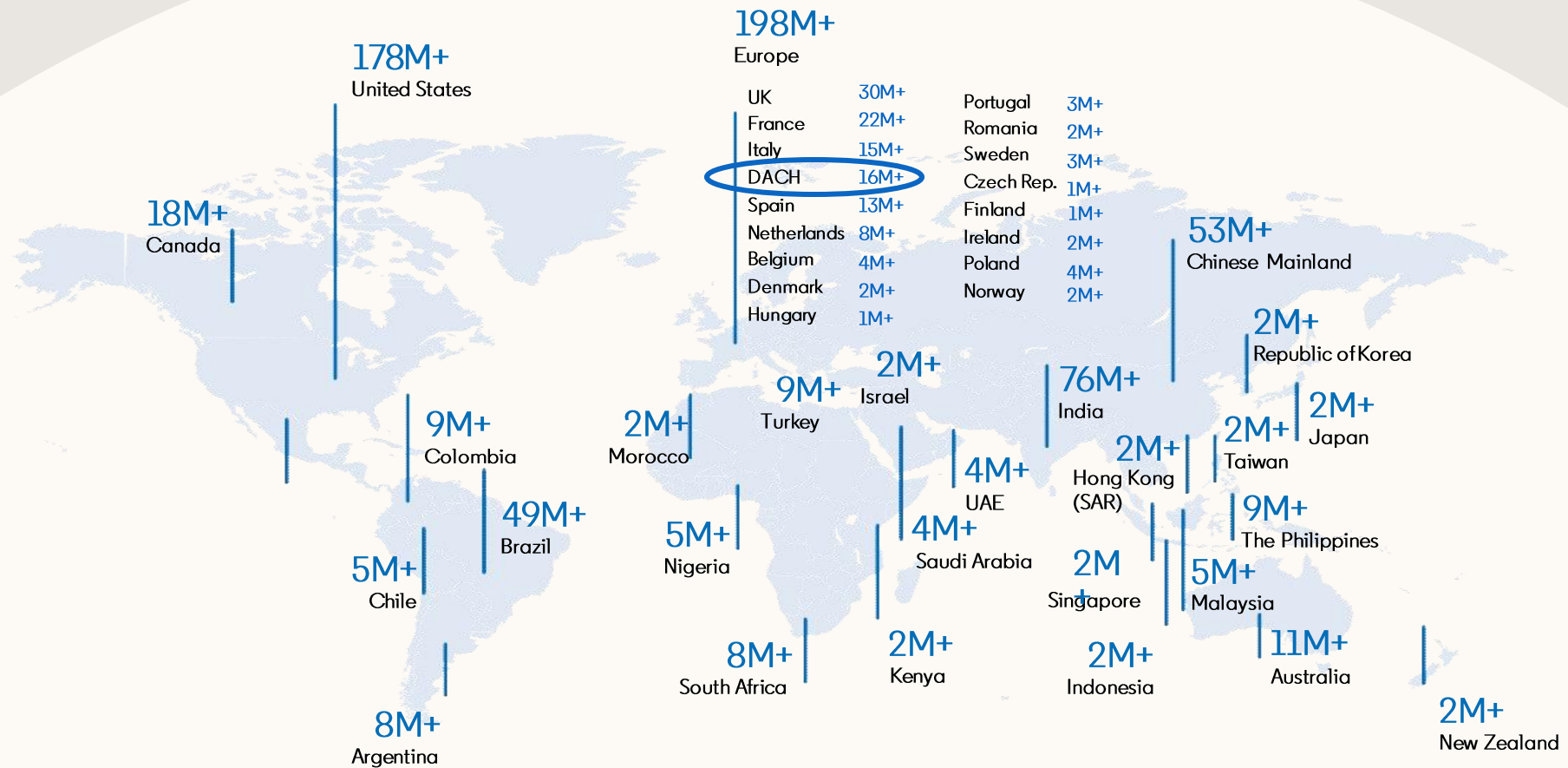
OUR VISION

Create Economic
Opportunity for every
Member of the Global
Workforce.

DACH is among the top 3 audiences in Europe

756M+

Members globally in over
200 countries and territories



What our members can expect from LinkedIn?

OUR VALUE PROPOSITION Connect to Opportunity

For members



Jobs & opportunities



Network & new contacts



Learn & information

The Economic Graph: a crystal ball for the DACH region



Please do not share outside of your organisation

The Economic Graph – Berlin is a magnet for tech talents

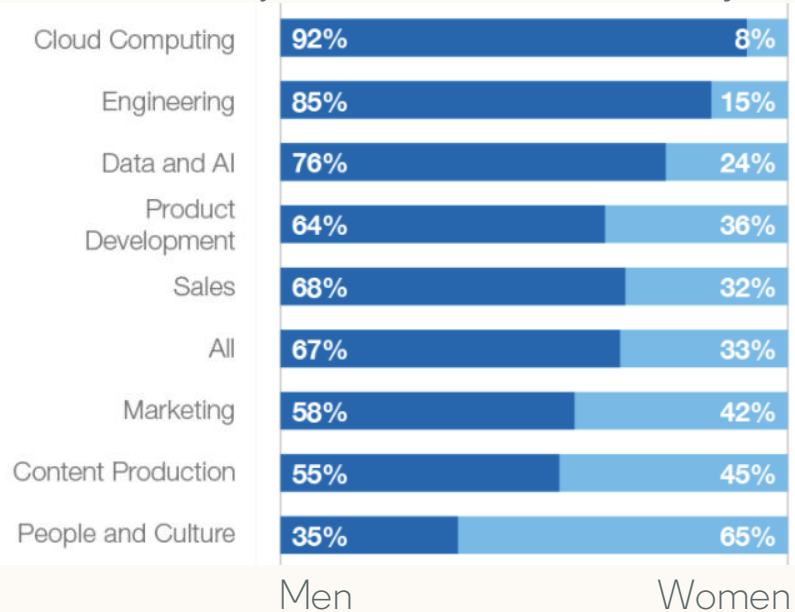
Berlin is not only a start-up hub, but also one of the most important technology and AI locations in Germany.

#Ki_Berlin; Evaluation
Sep. 2019



The Economic Graph – Women are underrepresented in future professions

Women in the jobs of the future, in Germany



For the Global Gender Gap Report, we examined how women are represented in the jobs of the future, meaning the fast-growing professions.



How the LinkedIn Content Ecosystem comes to life



Groups



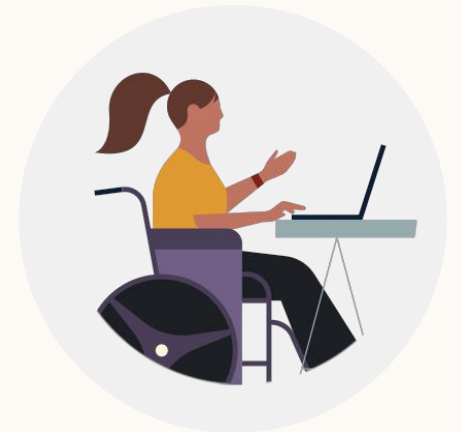
Member's &
Organisation's
content



LinkedIn News
Team



influencer



Learning

The world's professionals come to LinkedIn for knowledge...



Industry News



Expert Advice



Professional Learning



Peer Insights



Peer Recommendations



500+ Influencers




LinkedIn is the most trusted social platform...

For the fourth year running, LinkedIn is the most trusted social platform

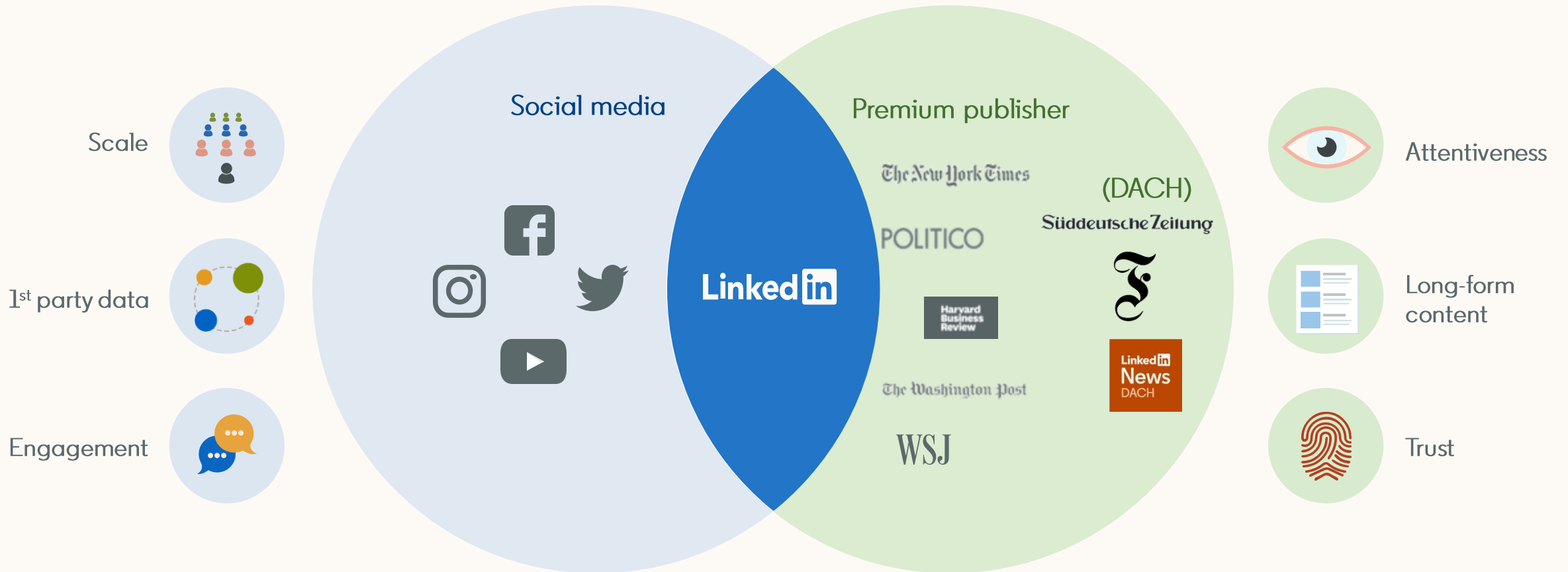
Specifically, LinkedIn ranks first in Legitimacy, meaning people trust that the platform does not show deceptive content such as fake news.



Rank	2017	2018	2019	2020
1				
2				
3				
4				
5		 		
6				

Source: Business Insider Intelligence 'Digital Trust Report', October 2020

This is because LinkedIn delivers a unique blend of aspects of social media and publishers



...and has
become a
leading content
engagement
platform

+3

New members join
every second

1,000+

Posts shared
every minute

15x

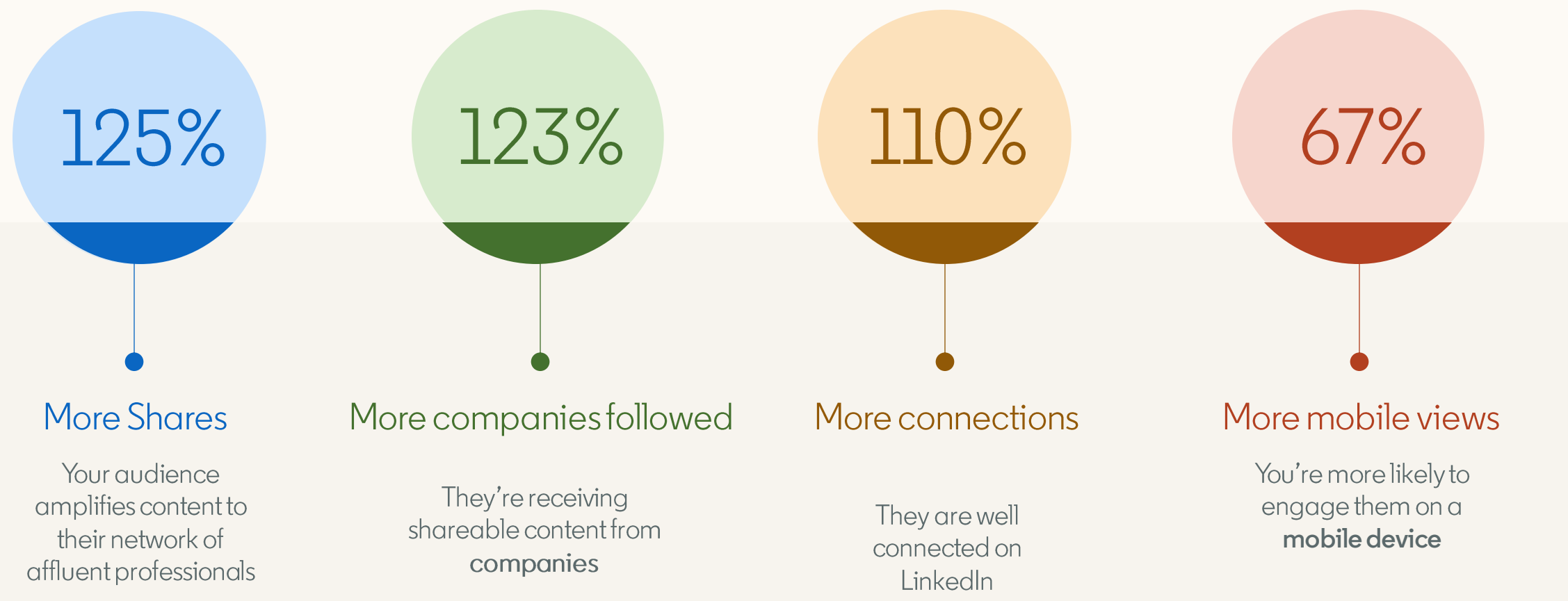
More content
impressions than
job postings

Source: LinkedIn Member Data (Global)

Please do not share outside of your organisation



German members are active contributors to LinkedIn's content economy



Please do not share outside of your organisation

Note: Percentages compare your audience to the average European LinkedIn member | Source: LinkedIn Platform Data, Jan –May 2021



And they seek diversified advice from...

Peers



86%

More are sharing



78%

More check
InMails

Experts



141%

More likely to
be in a group



97%

More active
in groups

Competitors



98%

More company page
views



59%

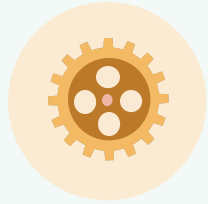
More likely to learn
about what other
colleagues are doing

Please do not share outside of your organisation

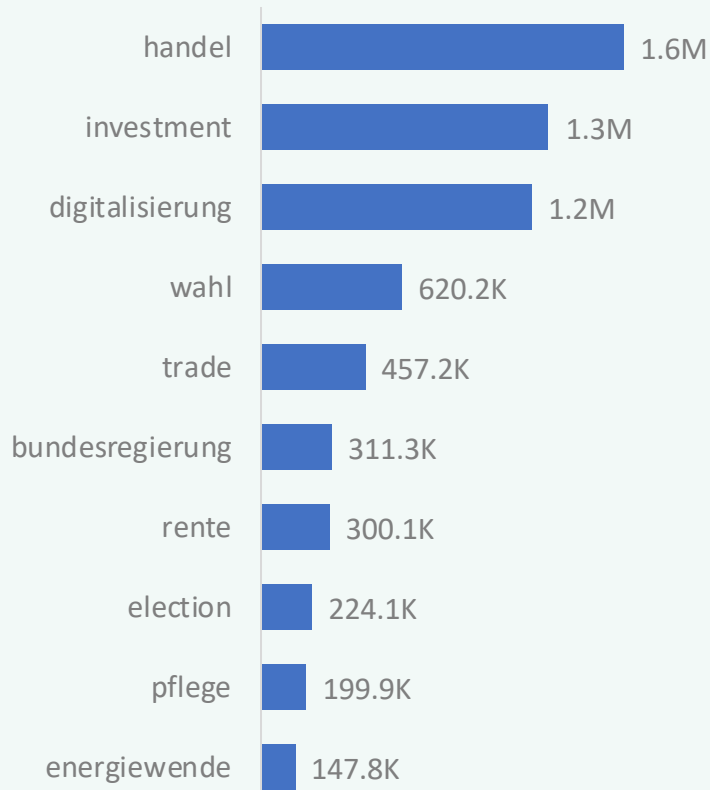
Note: Percentages compare your audience to the average European LinkedIn member | Source: LinkedIn Platform Data, Jan –May 2021



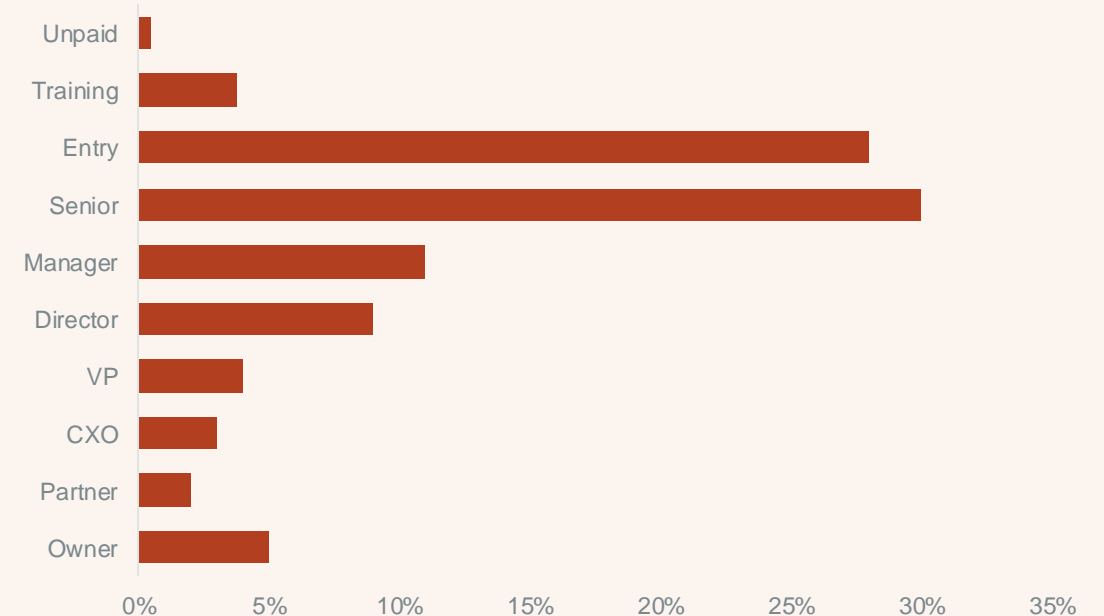
Sneek peek to engaging content topics and some audience insights for the German members



Most engaged government topics in the last 6 months



Seniority Breakdown



Please do not share outside of your organisation

Source: LinkedIn Platform Data, Jan –May 2021





How to start your LinkedIn Page?



Julianne Veille

Senior Client Solutions Manager
LinkedIn Marketing Solutions



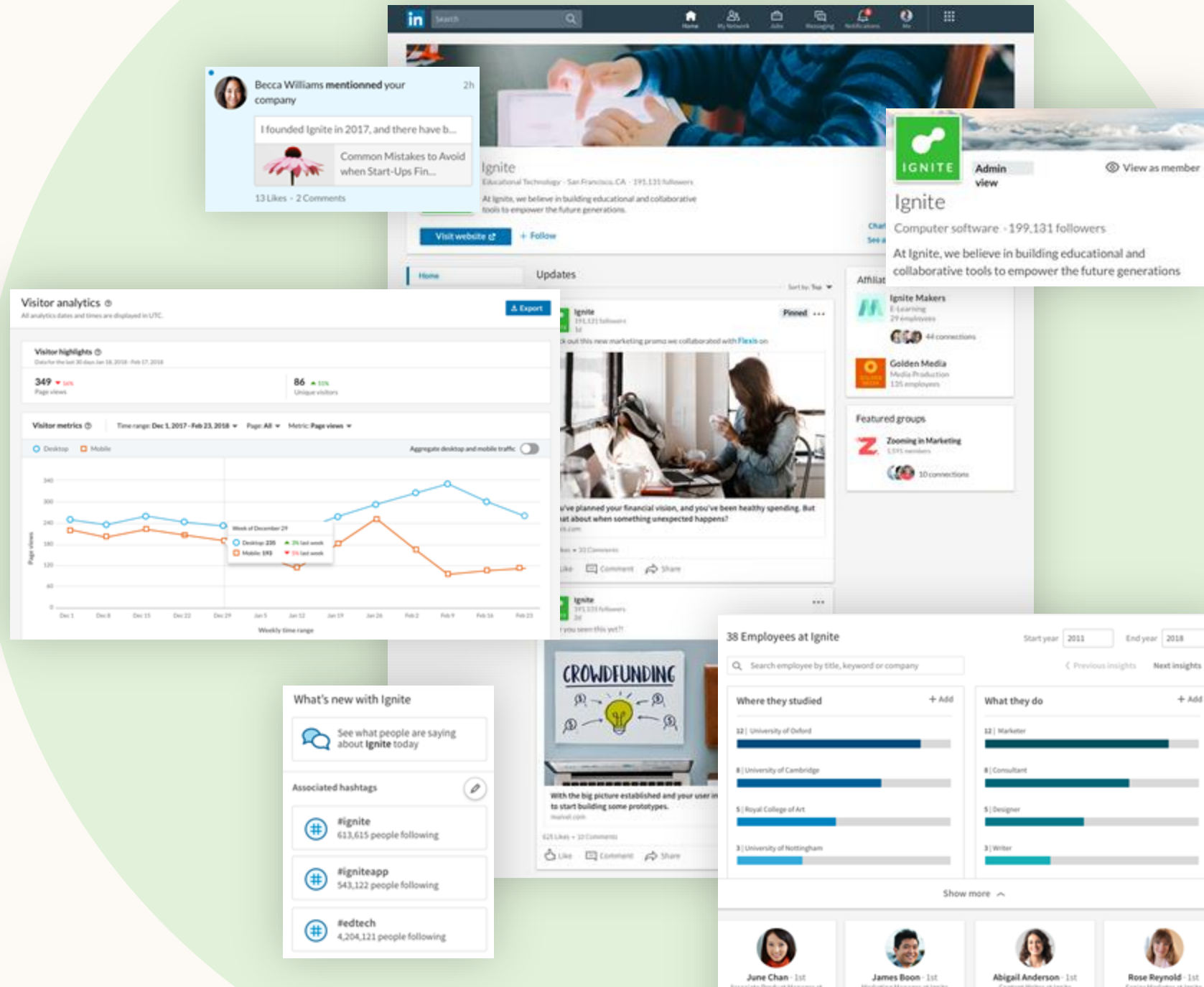
What is a LinkedIn page?

Your place in the world's professional community

Join the conversations that matter

Know and grow your audience

Engage your people



Build a compelling organic presence through your LinkedIn Page

1

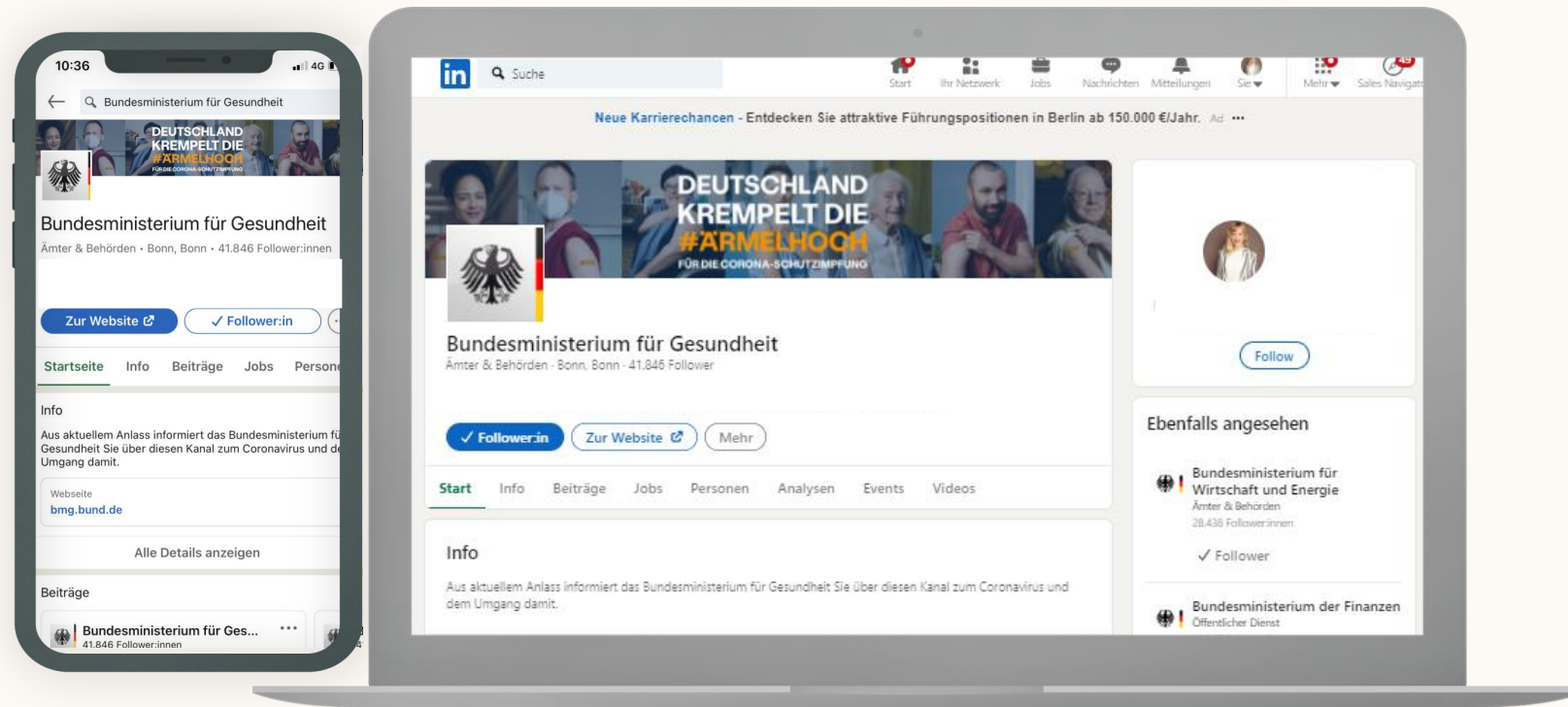
Publish and share content

2

Promote your organization and services

3

Attract followers



Organisations
with completed
and active pages
are more
successful at
achieving growth
objectives



5x

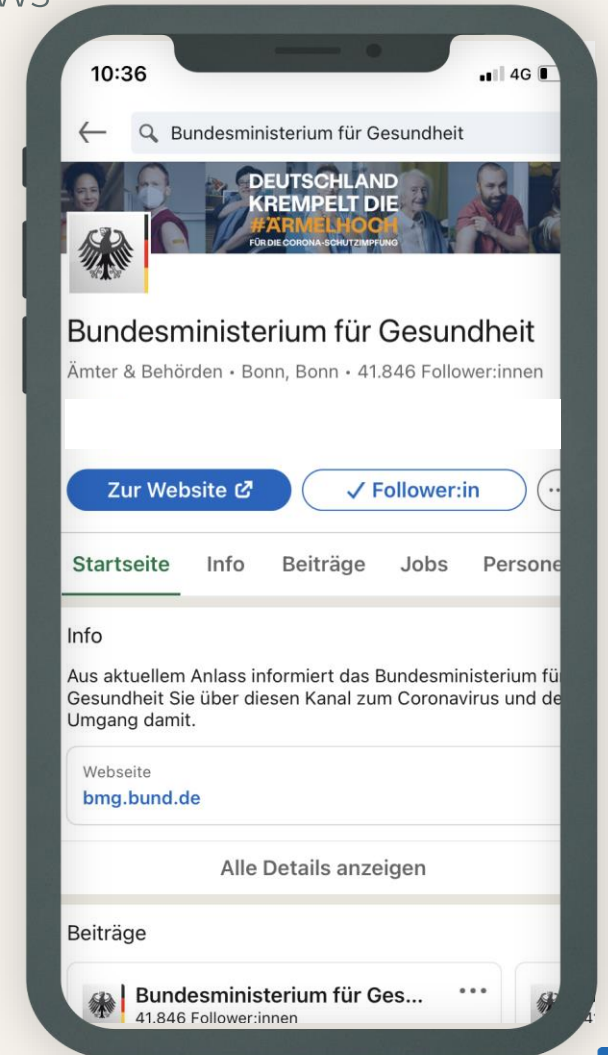
Lift in page views

11x

Lift in clicks per follower

7x

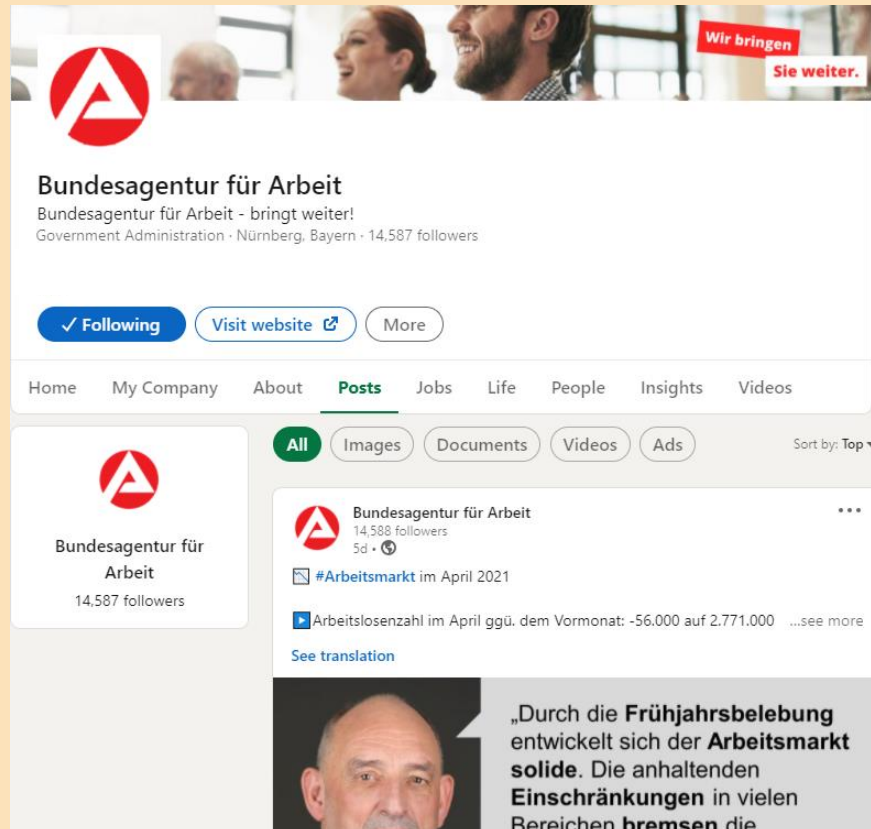
The average
impressions
per follower



Content can set you apart

Post engaging, insightful content!

Upload PowerPoint presentations, PDFs, videos, etc. Keep audiences engaged with relevant content from your Page.



Associate yourself with trending hashtags

Be #relevant.

Visitors can see hashtags you've included in your updates and click them to learn more. Choose relevant hashtags and contribute to the discussion! Choose 3 of your own – linked to your organization's purpose.

Community hashtags

Trending posts in #klimaschutz

Ausschreibungsdetails

evergabe-online.de · 1 min read

20 people are talking about this

#umwelt
214 followers

#digitalisierung
50,056 followers



#digitalisierung

50,029 followers

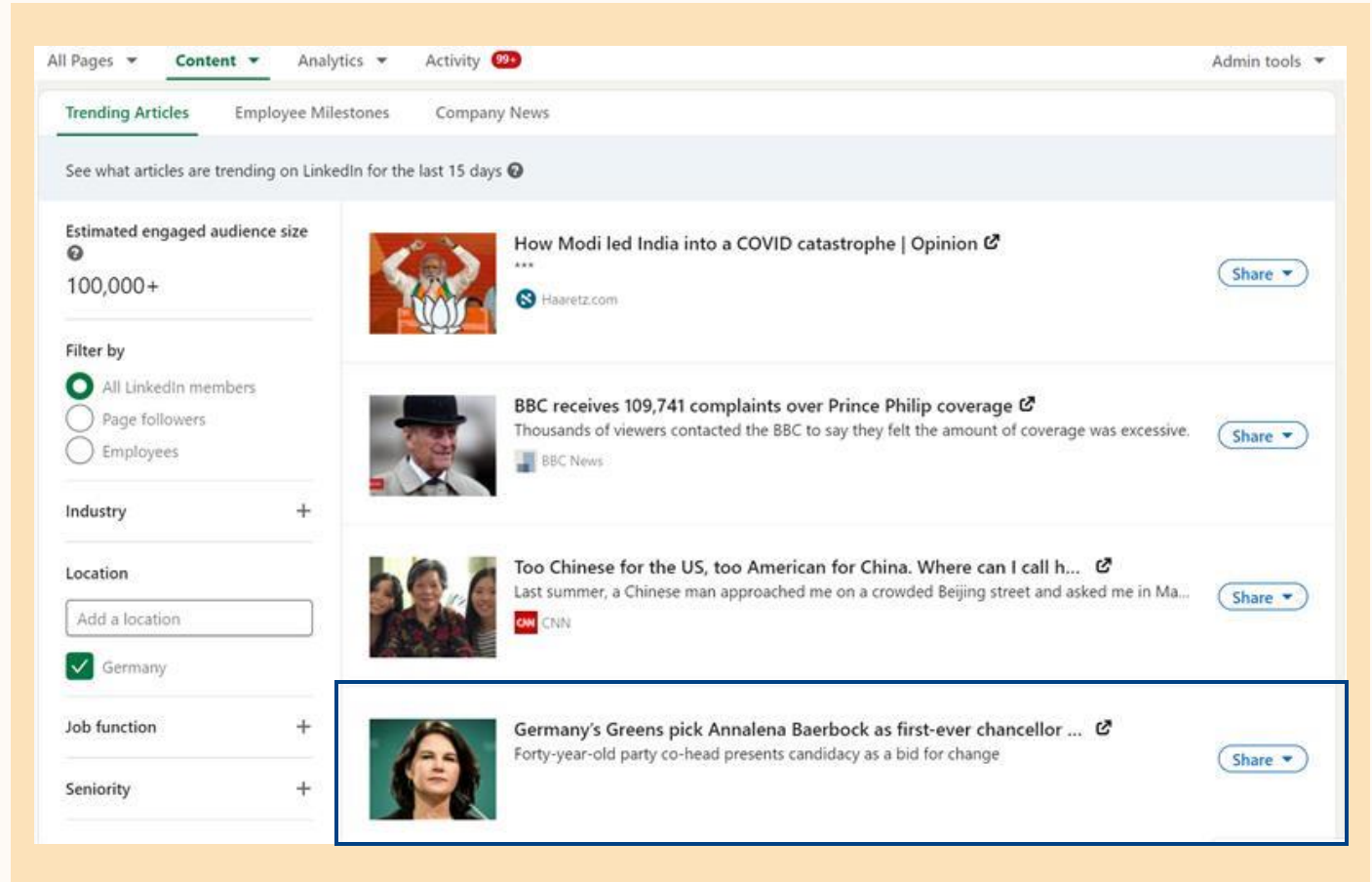
Follow

Discover trending content within your target audience

To know & grow your audience, find the content or topics that matter to the people you most want to reach.

Content suggestions will help you:

- See which content and topics your audiences are engaging with across LinkedIn.
- Refine these insights by job function, industry, and seniority so that you can develop a nuanced content strategy for all the people who matter.



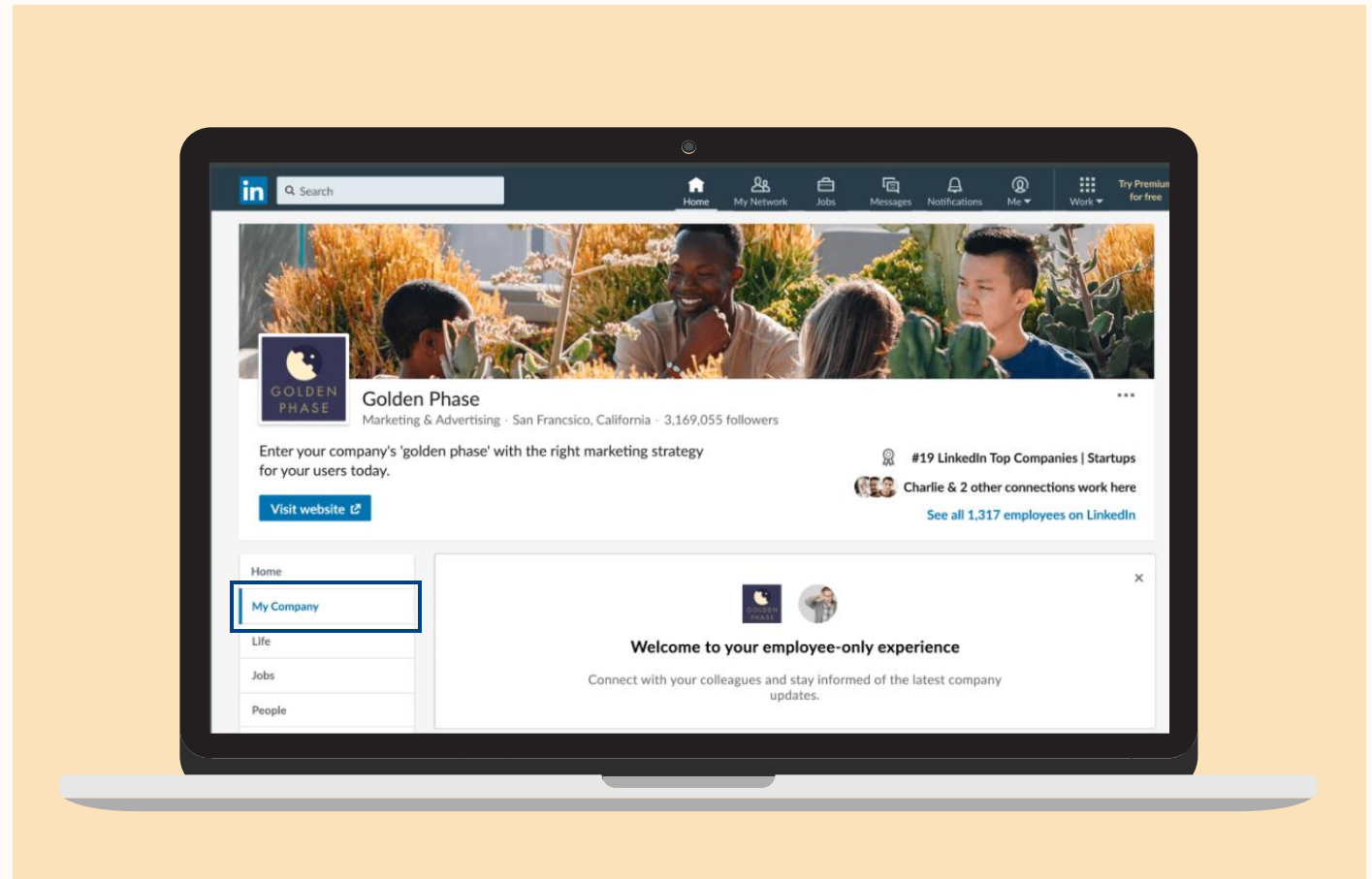
The screenshot displays the LinkedIn 'Content' page, which is used for discovering trending articles. The page has a navigation bar at the top with 'All Pages', 'Content' (selected), 'Analytics', and 'Activity' (with a 99+ notification). Below the navigation bar, there are tabs for 'Trending Articles', 'Employee Milestones', and 'Company News'. A subtitle reads 'See what articles are trending on LinkedIn for the last 15 days'. On the left side, there is a filter panel. It shows 'Estimated engaged audience size' as '100,000+'. Under 'Filter by', 'All LinkedIn members' is selected. There are also filters for 'Industry', 'Location' (with a search box and 'Germany' selected), 'Job function', and 'Seniority'. The main content area lists four trending articles, each with a thumbnail image, title, source, and a 'Share' button. The articles are: 1. 'How Modi led India into a COVID catastrophe | Opinion' by Haaretz.com. 2. 'BBC receives 109,741 complaints over Prince Philip coverage' by BBC News. 3. 'Too Chinese for the US, too American for China. Where can I call h...' by CNN. 4. 'Germany's Greens pick Annalena Baerbock as first-ever chancellor ...' (this article is highlighted with a blue border). The LinkedIn logo is visible in the bottom right corner.

Join the conversations
that matter

Discover trending content within the “My company” tab

Join the conversations that matter most in a trusted, employee-only community

- Share organic posts and content curated by your marketing team to build employee advocacy
- Interact with one another by engaging with trending LinkedIn posts from each other's coworkers
- Connect with one another through dynamic suggestions based on location, team and shared coworkers



Understand who's visiting your Page and what gets engagement

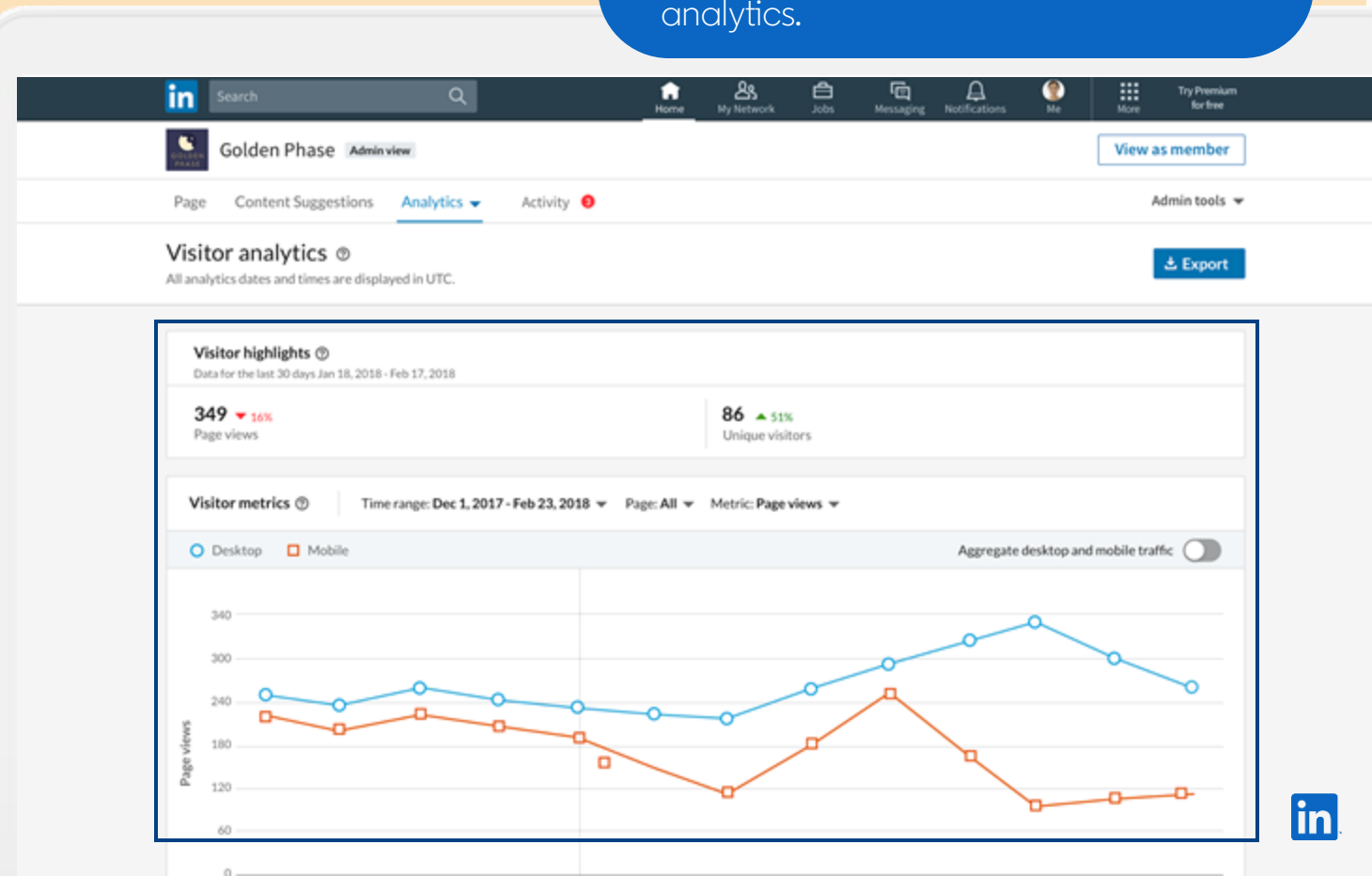
The analytics tab makes it easier to understand your audience & action your insights.

From this tab you can:

- Monitor Page activity and engagement
- See performance with custom date ranges and easy demographic charts
- See the professional traits of your followers and visitors
- Evaluate the effectiveness of your posts

Pro Tip:

Contact your LinkedIn Government Team to get even deeper follower analytics.



What makes a Page Best-in-Class?

Post consistently



Increase reach with
#hashtags



Use an authentic
tone



Use strong,
creative content

Present
ideas & questions

Tag members &
companies

Your game plan for growing followers...



One time

Ask your employees to update their LinkedIn profiles with their work experience

Add the LinkedIn “Follow” button to your website

Invite your first-degree profile connections to follow your Page



Daily

Link to your Page in all your marketing comms

Post daily to establish a trusted voice

Reply to comments & encourage further discussion



Weekly

Review analytics to identify which content performed best

Ensure you are publishing a broad content mix to attract new audiences

Interact on your community's hashtag feeds



Monthly

Encourage your employees to re-share your top Page posts with employee notifications

Switch up your community's hashtags to reach new, relevant audiences

Extend your content's reach



Reach your company followers with **organic updates**







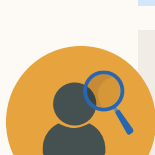
Get your updates in front of more people with **sponsored content**

- Company followers

- LinkedIn audience beyond your follower base

First party
data =
unique and
precise ad
targeting

20 targeting dimensions to define your ideal personas on LinkedIn

	Company name	Company connections	Company followers	Company industry	Company size
	Member gender	Member age	Member interests	Member groups	
	Member schools	Fields of study	Degrees		
	Job title	Job function	Job seniority	Years of experience	Member skills
	Matched audiences	Custom segments	Lookalike audience		

What can you do with Sponsored Content?



Engage

Engage with highly viewable & shareable content

Sponsored Content ads fill the majority of a mobile feed, resulting in amazing viewability. They also have built-in social amplification: when members like or comment on an ad, it appears in other member feeds.



Reach

Provide extreme reach across both desktop & mobile

In 2019, over 350 billion posts were viewed within the feed. Make sure your marketing budget is being spent where it matters: the feed — where your target audience is investing most of their time.



Achieve

Accomplish all your marketing goals

Whether a member is casually on LinkedIn, researching for information, or actively engaging with one subject - the versatility of the Sponsored Content format delivers strong results, no matter your campaign objective.



Content, Comms & Marketing...

Best Practice for Government



Robin Hüdepohl

Senior Consultant Content &
Marketing Strategy
LinkedIn Marketing Solutions







Content on LinkedIn: quantity & quality!

Jens Spahn • Follower:in
Bundesminister für Gesundheit
14 Std. •

Nach dem Corona-Kabinett habe ich mich heute Mittag den Fragen der Journalistinnen und Journalisten gestellt. ... mehr



96 57 Kommentare

Bundesministerium der Finanzen
11.127 Follower:innen
1 Std. •

#Klimaschutz und #Nachhaltigkeit werden zentrales Leitmotiv im Finanzsystem, sagt Bundesfinanzminister Olaf Scholz zur heute vom Bundeskabinett ... mehr



2 2 Kommentare

Germany Trade & Invest
GTAI
63.367 Follower:innen
3 Tage •

The United Kingdom's decision to leave the European Union (#Brexit) has led to a reorientation of business worldwide. #GTAI advises and supports ... mehr
[Übersetzung anzeigen](#)



Brexit: Expanding to Germany
gtai.de • Lesedauer: 1 Min.
49 3 Kommentare

Sebastian Kurz • Follower:in
Bundeskanzler der Republik Österreich
3 Std. •

Wirtschaft und Arbeitsmarkt verändern sich in einem enormen Tempo. Damit Österreich wettbewerbsfähig und auch attraktiv für Talente, Arbeitnehmer und ... mehr



158 7 Kommentare

DIHK
6.500 Follower:innen
1 Std. •

Dank wirtschaftlicher Aufholeffekte in vielen Weltregionen haben sich die #Auslandsgeschäfte der deutschen Unternehmen im Frühjahr ... mehr



DIHK World Business Outlook Frühjahr 2021

Bundesministerium für Verkehr...
6.714 Follower:innen
4 Tage •

Wir begrüßen unser neues Behördenschiff ATAIR - eines der modernsten Schiffe unserer Zeit. Bundesminister Andreas Scheuer hat die ... mehr



On LinkedIn, three brand dimension come together



Source: Nicolas Blanc & Kristin Rice, LinkedIn, Talent connect Vegas 2016

People are on LinkedIn to expand their knowledge, network and career...

...and not because of an urgent need to make a transaction or purchase



Intention to:

- learn about latest industry trends
- build up expertise
- exchange views and opinions
- build and nurture network
- solving work related problems
- discover job opportunities



Intention to:

- consume and post news quickly



Intention to:

- stay in touch with friends
- be entertained



Intention to:

- navigate the web
- look up information
- find, compare, buy



Intention to:

- find and compare
- buy & review

Sales or Transaction Readiness



Content on LinkedIn is typically placed under one of 4 pillars...

The 4 content pillars of LinkedIn			
Industry-orientated	Brand-orientated	Product-Orientated	People-Orientated
What the industry cares about	Communicating and promoting the brand	Education and promotion of products/services	Self promotion and community networking
<ul style="list-style-type: none">• 1st & 3rd party data, trends and graphs• Industry predictions & opinions• Industry commentary & news	<ul style="list-style-type: none">• Company culture & values• Employer branding• Corporate Social Responsibility• Press Releases & Annual Reports	<ul style="list-style-type: none">• Product announcements• Product FAQs & How Tos• Product demos & reviews• Product promotion & advertisements	<ul style="list-style-type: none">• Career advice & motivational• Personal stories, experiences, achievements, announcements• Celebrating / endorsing the achievements of others• Championing the community

Content Best Practice

From Government to...

Citizens



Businesses & Organisations



Talent & Employees



The BMG on LinkedIn

A “success story“ in challenging times



Citizens

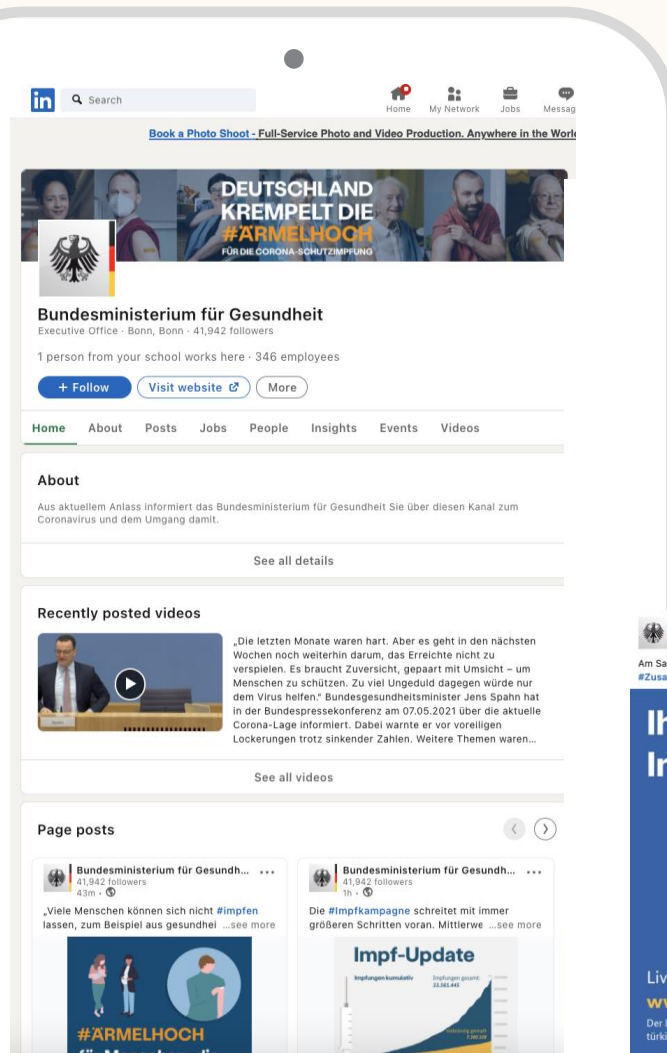
Organisation:
Bundesministerium für Gesundheit

Region:
Deutschland

Format:
Single image post / Video


What's happening:

- Direct invitation and callout to participate in a Q&A stream on vaccinations and testing (ad1)
- Animated Explainer Video on risks despite vaccinations (ad2)
- Teaser for the “#Ärmelhooh” podcast series (ad3)
- Proactive sharing of voices from the other side (ICU nurse) (ad4)




The BMG on LinkedIn

A “success story” in challenging times

**Bundesministerium für Gesundheit**
40.387 Follower:innen
10 Monate • Bearbeitet •


Ab jetzt finden Sie Bundesgesundheitsminister Jens Spahn hier auf LinkedIn.

**Jens Spahn • Follower:in**
Bundesminister für Gesundheit DE
10 Monate • Bearbeitet •


Liebe LinkedIn-Community,
ich freue mich sehr auf den Austausch hier und auf gute Debatten über Ideen für
erfolgreiche 20er-Jahre. ... mehr anzeigen

*Liebe LinkedIn-Community,
ich freue mich sehr auf den Austausch
hier und auf gute Debatten über Ideen
für erfolgreiche 20er-Jahre.
Jens Spahn*


Jens Spahn hat das kommentiert


**Jens Spahn • Follower:in**
Bundesminister für Gesundheit DE
9 Monate •

Am kommenden Montag bin ich zu Gast im [#LinkedInLive](#). Ich freue mich auf Ihre Fragen!


**LinkedIn News DACH**
559.603 Follower:innen
10 Monate •


Wie gelingt der Weg aus der Coronakrise? Wie bereiten wir uns auf die nächste Welle des Coronavirus vor? Im [#LinkedInLive](#) Interview beantwortet Gesundheitsminister [Jens Spahn](#) am Montag, 13. Juli, um 12.30 ... mehr anzeigen



#LinkedInLive
Stellen Sie Ihre Fragen zum Weg aus der Coronakrise an Gesundheitsminister Jens Spahn.
Montag, 13. Juli, 12:30 Uhr


108 • 36 Kommentare


**Jens Spahn**
Bundesminister für Gesundheit DE
Berlin, Berlin, Deutschland • [Kontaktinformationen](#)
[✓ Follower:in](#) [Mehr](#)


**Bundesministerium für Gesundheit**


Info


Ich mache Politik, weil ich einen Unterschied machen will. Mit guten Debatten und dem gemeinsamen Willen, unser Land voranzubringen, können wir Vieles erreichen. Jedoch nur, wenn wir die Dinge anpacken und handeln. Als Gesundheitsminister setze ich mich derzeit vor allem für ein starkes Gesundheitssystem in Deutschland ... Mehr anzeigen

Aktivitäten
72.286 Follower

**Die Zahl der Intensivpatientinnen und -patienten steigt viel zu schnell. Wir...**
Jens Spahn hat das geteilt
245 Reaktionen • 293 Kommentare

**Der hessische Ministerpräsidenten Volker Bouffier und ich haben uns...**
Jens Spahn hat das geteilt
831 Reaktionen • 80 Kommentare

**Wir sitzen all im selben Boot und sollten daher weiterhin auf uns und unsere...**
Jens Spahn hat auf einen Kommentar geantwortet

**Es gibt nicht die eine einzige Lösung, sondern viele Ansätze, u.a.: Testen,...**
Jens Spahn hat auf einen Kommentar geantwortet

No drama. No drama...

Switzerland Tourism lands a viral hit and shares it via LinkedIn



Citizens

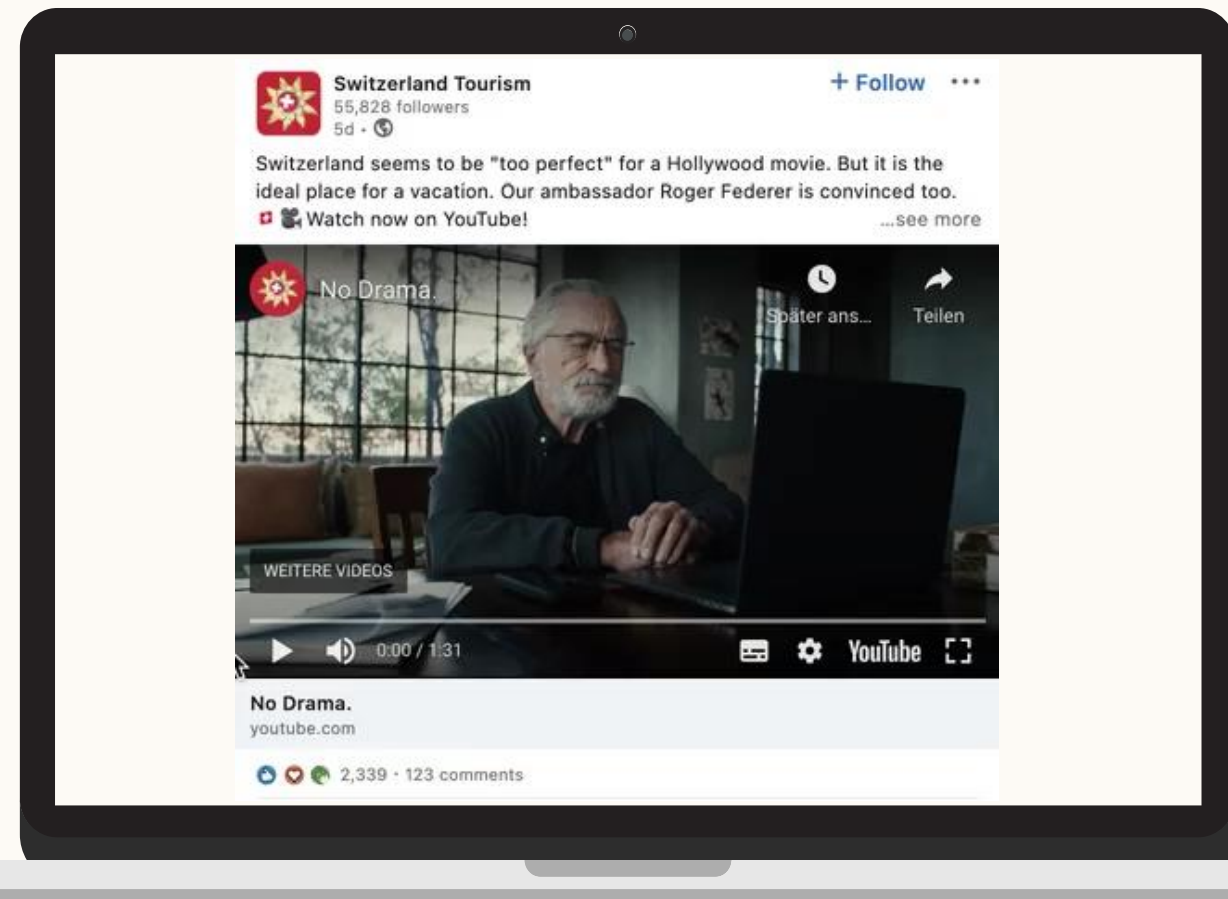
Organisation:
Switzerland Tourism

Region:
Switzerland

Format:
Video

What's happening:

- Switzerland Tourism shares a video in which Roger Federer and Robert de Niro debate about the outlook of holidays in Switzerland
- The campaign plays with the stereotypical views of Switzerland being boring, neutral or uneventful, but shows the viewers that the opposite is the case
- In doing so, they are turning a perceived brand weakness into a strength



#zukunftsmacher at the BMVI

The German Ministry of Transport and Digital Infrastructure chats to innovation pioneers



Citizens

German Federal Ministry of Transport and Dig... + Follow ...
6,807 followers
2w · 📍

Mit dem Elektro-Shuttle kommen Sie jederzeit, umweltfreundlich & günstig von A nach B! 🇩🇪

Die barrierefreien Elektrofahrzeuge von ioki #Hamburg können jederzeit, ohne festen Fahrplan oder Linien, per App bestellt werden. Fahrgäste mit ähnlichen Routen werden mithilfe eines Algorithmus automatisch zu Fahrgemeinschaften gebündelt und gemeinsam befördert. Praktischerweise sind sie auch direkt in den Tarif des Hamburger Verkehrsverbundes integriert. Damit werden alle angesprochen, die kostengünstig, umweltfreundlich und bequem von A nach B kommen möchten. Besonders in Außenbezirken ist das Angebot eine top Ergänzung zum #ÖPNV.

📌 Hinter dem Projekt stehen die Verkehrsbetriebe Hamburg-Holstein GmbH und ioki, ein #Startup der Deutschen Bahn, spezialisiert auf On-Demand-Mobilität.

Wir haben ioki schon 2019 mit dem Deutschen Mobilitätspreis ausgezeichnet. Mit #ZukunftMacherin Christina Sluga haben wir uns über ihre Idee unterhalten! 🗣️



Das Besondere aber an diesem Angebot ist, dass es komplett in den

Christina, wie rufe ich mir ein Elektroshuttle?

Organisation:

The German Ministry of Transport and Digital Infrastructure

Region:

Deutschland

Format:

Single image post / Video

German Federal Ministry of Transport and Dig... + Follow ...
6,807 followers
3w · 📍

Lara, was ist eine intelligente Straßenlaterne?

Eine Laterne, an denen Sie Ihr Elektroauto laden können und in d ...see more



E-Scooter oder Fahrrad?

Lara, was ist eine intelligente Straßenlaterne?

What's happening:

- The government organisation interviews pioneers and entrepreneurs of mobility in their #zukunftsmacher series
- The format is very contemporary and fresh, as people are interviewed in a casual setting, thus portraying the ministry very approachable and future-oriented
- It's a great opportunity for viewers to learn more about current mobility projects in Germany and how they themselves can benefit and use the initiatives and services

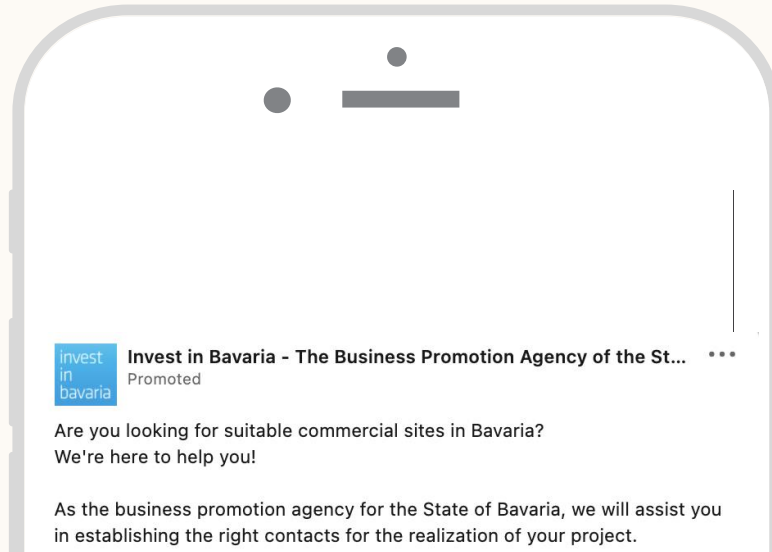


Investing into the state of Bavaria

Including a glimpse of the landscape



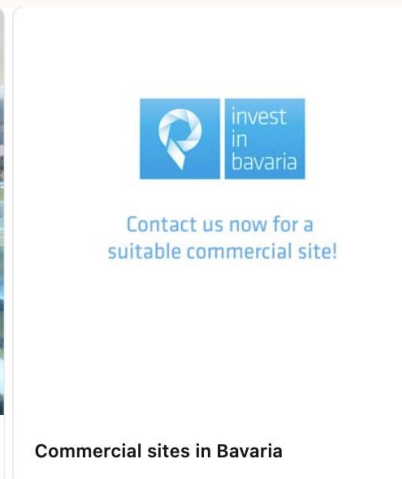
Businesses &
Organisations



Organisation:
Invest in Bavaria

Region:
Germany

Format:
Carousel Ad



What's happening:

- Invest in Bavaria actively addresses new potential clients and companies who might look for commercial sites in Bavaria
- The use a carousel ad format (clickthrough function) showing typical Bavarian landscape and this the potential location of a client's new site
- Nice design interplay between the landscape photo and the corporate blue illustrations in order to trigger attention

Hello. We are retargeting you!

Invest in Estonia takes a self-ironic approach in its ads



Businesses &
Organisations

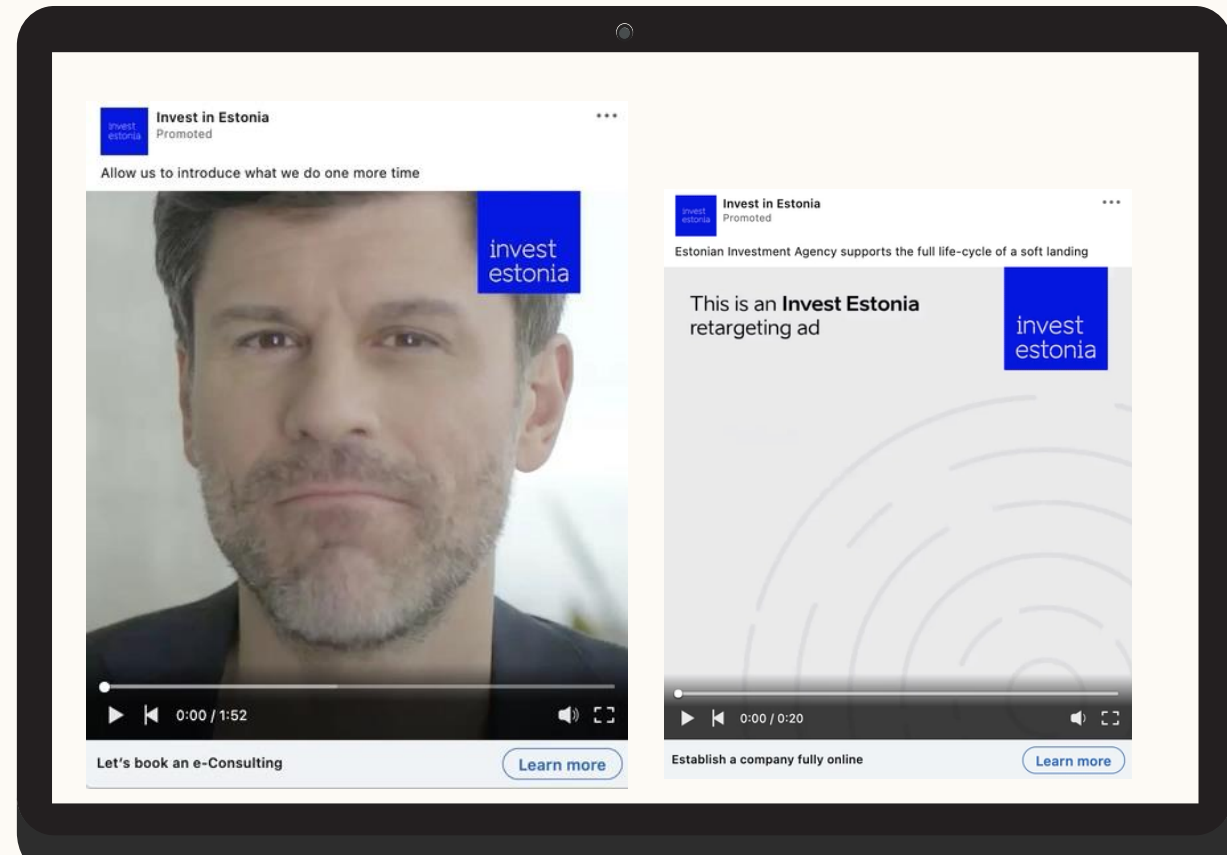
Organisation:
Invest in Estonia

Region:
Baltics / Estonia

Format:
Video

What's happening:

- Invest in Estonia uses a very creative, human approach in speaking to potential investors through its video series
- It feels more personal than the average communication on these topics.
- In a very humorous, witty way they also reveal that the viewer is being re-targeted (and thus demystifying the topic itself)
- In ad2 they even take it a step further and explain the steps behind the retargeting

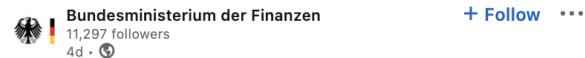


Short news snippets about the world of finance

The Federal Ministry of Finance comes straight to the point



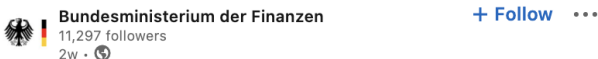
Businesses &
Organisations



Bundesfinanzminister Olaf Scholz im Handelsblatt zu den [#Coronahilfen](#) und zum [#Kurzarbeitergeld](#):

"Ich bin fest überzeugt, dass wir die Wirtschaftshilfen nochmal verlängern und nun bald eine klare Ansage bis Ende des Jahres machen sollten. Auch die Regeln zur Kurzarbeit sollten wir noch mal verlängern. Selbst wenn die Pandemie im Sommer größtenteils überstanden sein wird, werden noch viele in diesem Jahr auf Unterstützung angewiesen sein. Die sollen sie dann auch bekommen."

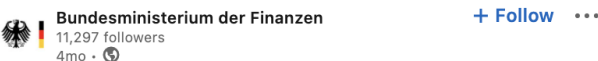
[#Überbrückungshilfe](#) [#Neustarthilfe](#) [#Unternehmen](#) [#Kurzarbeit](#)



Klare Rechte und Ansprüche - Neue Verordnung über die [#Anzeigepflicht](#) von [#Leiharbeit](#) in der [#Fleischwirtschaft](#) schafft Rechtssicherheit bei der Anwendung des Arbeitsschutzkontrollgesetzes.

Jetzt online <https://lnkd.in/gQRqCXQ>

[#Zoll](#) [#Arbeitsschutzkontrollgesetz](#) [#Arbeitnehmerüberlassung](#)
[#Arbeitsrecht](#) [#Arbeitsschutz](#) [#Fleischindustrie](#)



"Die [#Frauenquote](#) kommt, frauenfreie Unternehmensvorstände verschwinden", sagt Bundesfinanzminister Olaf Scholz zum Kabinettsbeschluss zum Zweiten [#Führungspositionen](#)-Gesetz. "Das ist gut und das ist überfällig."

...see more

Organisation:

Bundesministerium der Finanzen

Region:

Germany

Format:

Single image posts

What's happening:

- The Federal Ministry of Finance seems to have a strategy of simple, short, text-only posts, which include a maximum of 3-4 sentences and a handful of hashtags.
- They use LinkedIn to keep followers, companies and entrepreneurs up-to-date with short news snippets on topics concerning finance policies, taxes and financial government support.
- The examples show that although LinkedIn is typically used for marketing and communication including imagery and/or videos, it does work with a "text approach", too.

Social Proof!

Letting others talk about your own success or story leads to Engagement



Businesses &
Organisations

Organisation:

Business France and Singapore Economic Dev. Board

Region:

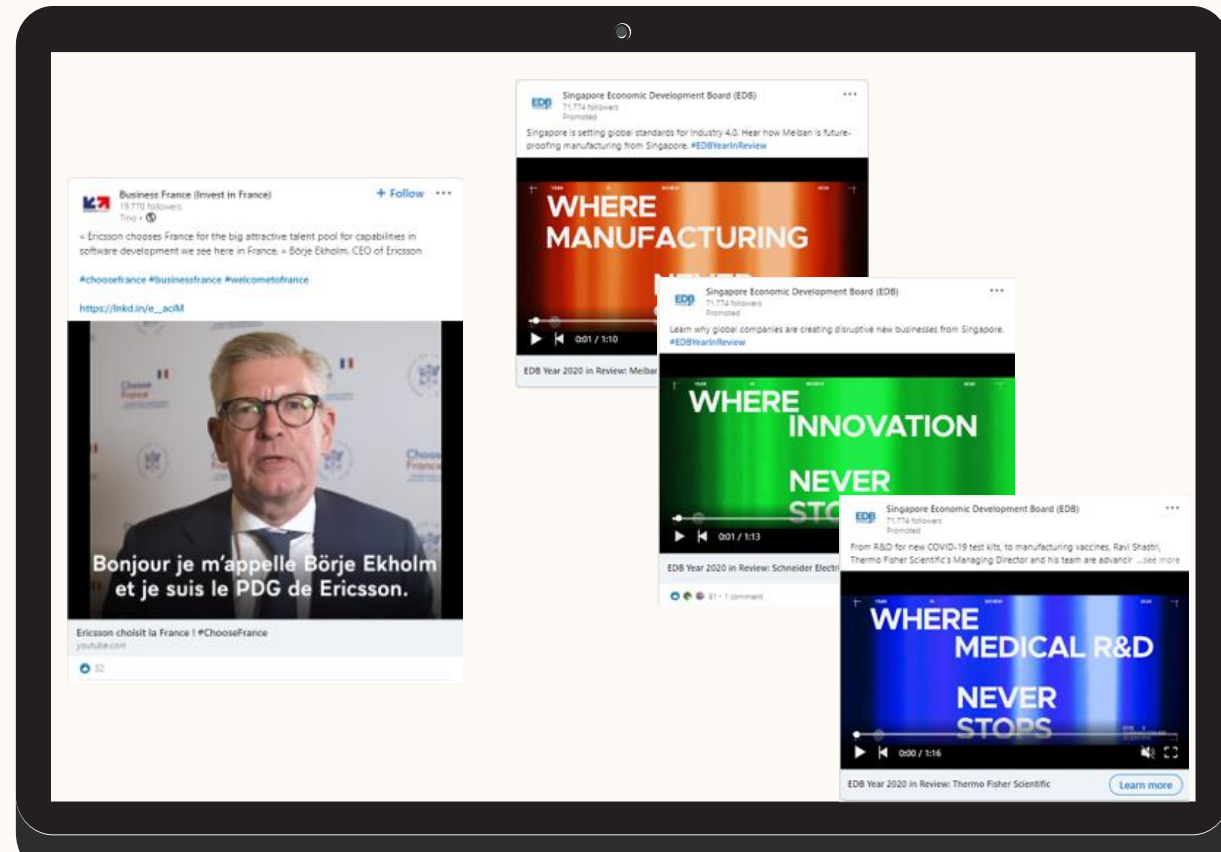
France and Singapore

Format:

Video

What's happening:

- In their #choosefrance campaign, “Business France” interviews CEOs from companies worldwide who chose to do business with and in France and let them explain why it was such a success. This is good social proof point.
- The Singapore Economic Development Board takes a similar approach by sharing “A year in review” video series focusing on different industries and basically letting clients (e.g. Schneider Electric or Microsoft) share in those videos why their choices to go to Singapore was so important and right. The campaign also has a prominent cohesive visual.

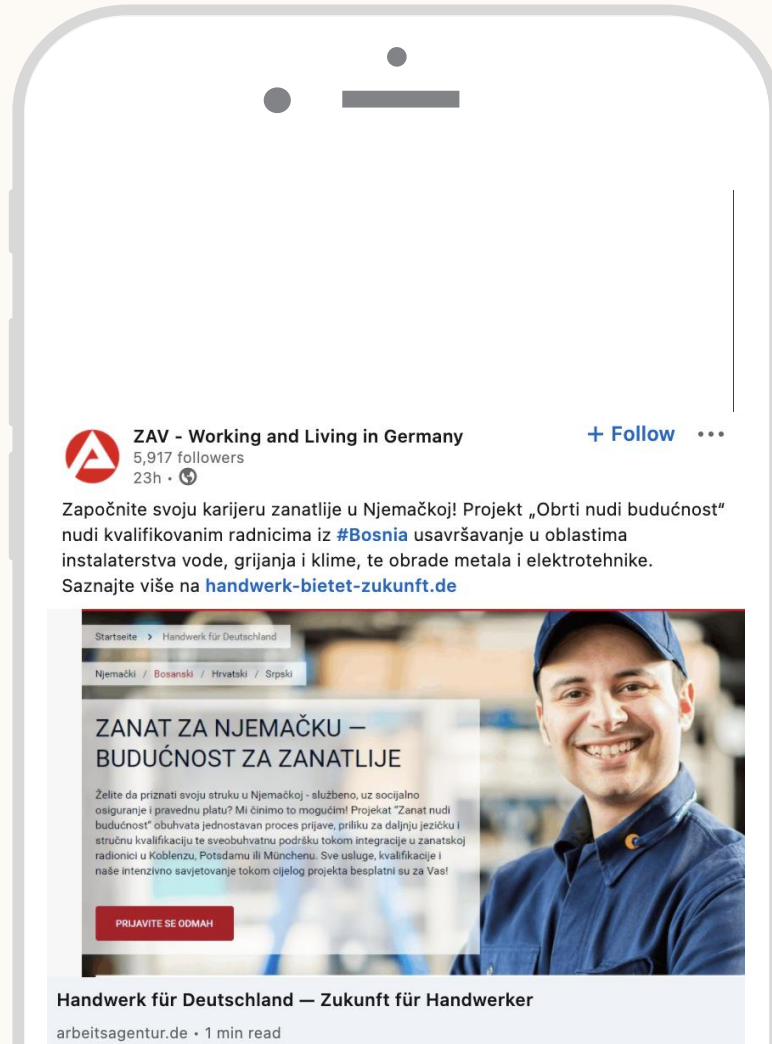


Adressing talent for working and living in Germany

ZAV launches a multi-lingual campaign on LinkedIn



Talent & Employees



Organisation:

Arbeitsagentur / Zentrale Auslands- und Fachvermittlung (ZAV)

Region:

Germany

Format:

Single image posts

What's happening:

- ZAV targets specific professionals (e.g. nurses, builders, electricians) to promote the opportunity to live and work in Germany
- Positive imagery is combined with colour-highlighted Call to Actions
- Attention: do not overload imagery with text (see ad1) as approx. 80% of ads are consumed on mobile



Come and program Germany's user interface!

A creative campaign by ITZBund



Talent & Employees

Organisation:

Informationstechnikzentrum Bund

Region:

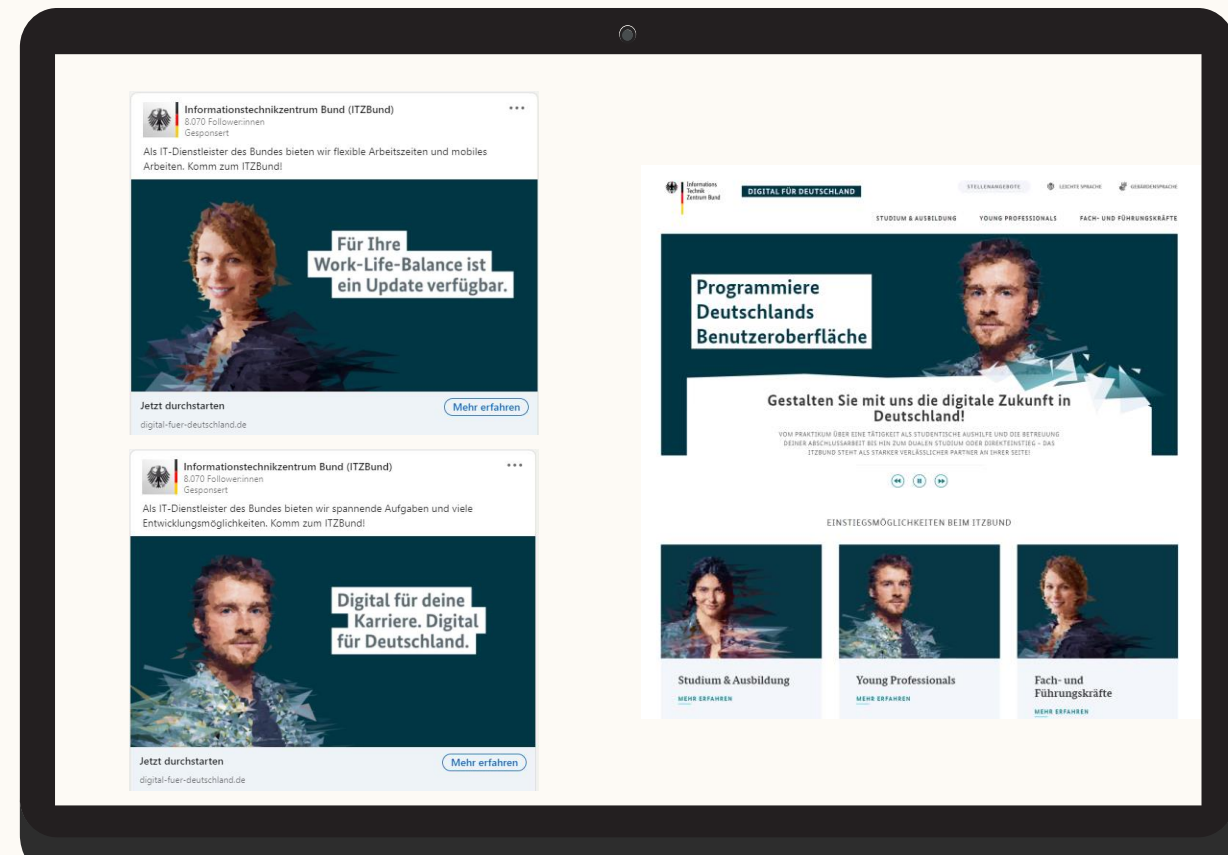
Germany

Format:

Single image posts

What's happening:

- ITZBund is looking for new hires in the area of IT and Software Development
- The copy "Programmiere Deutschlands Benutzeroberfläche" fits perfectly to the slightly distorted imagery, portraying ITZBund as a fresh, modern employer.
- Overall, the ads are straightforward and "easy to digest", as they only consist of 1-2 sentences of copy, a simple image / photo as well as a clear, colour-highlighted claim.

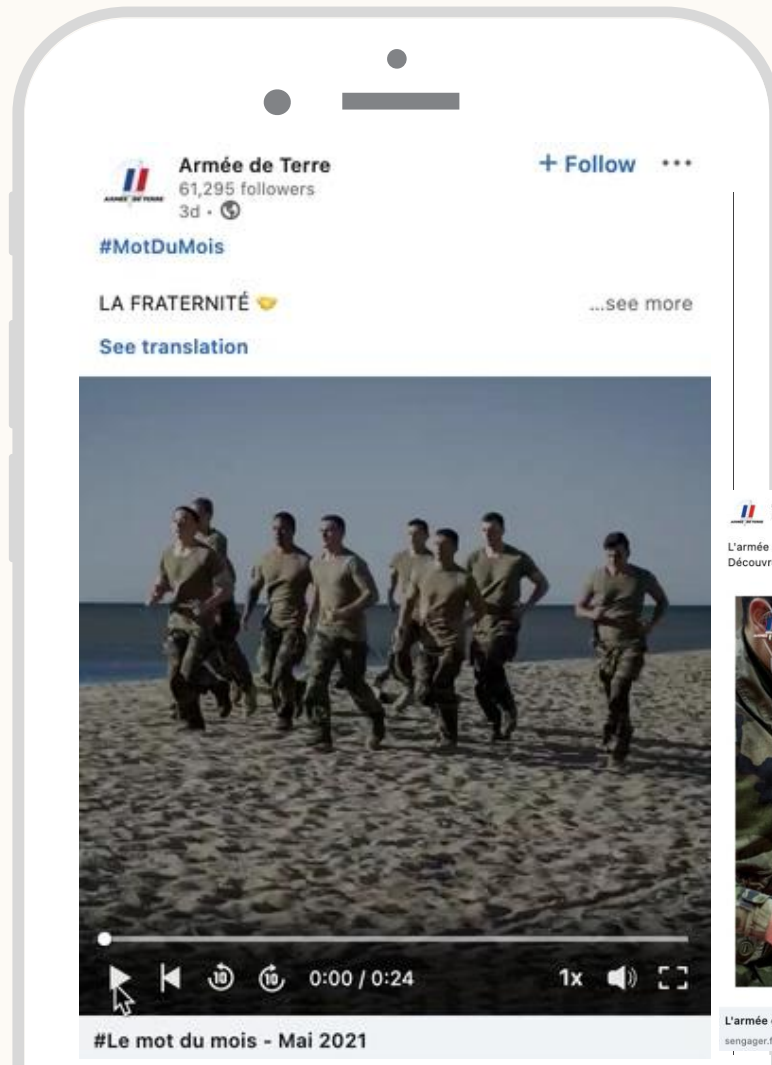


Inspire excellence. Form a team. Don't give up.

The French Armed Forces share an imagery led Employer Branding campaign



Talent &
Employees



Organisation:

French Armed Forces / Army

Region:

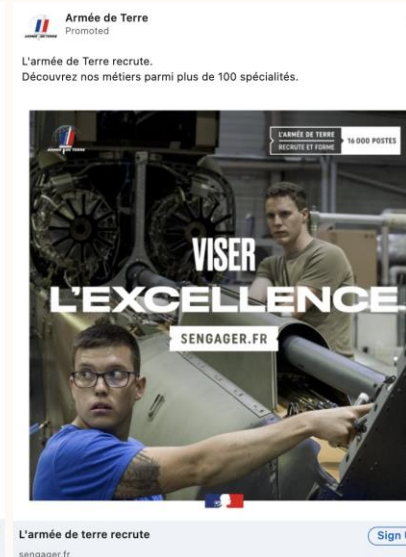
France

Format:

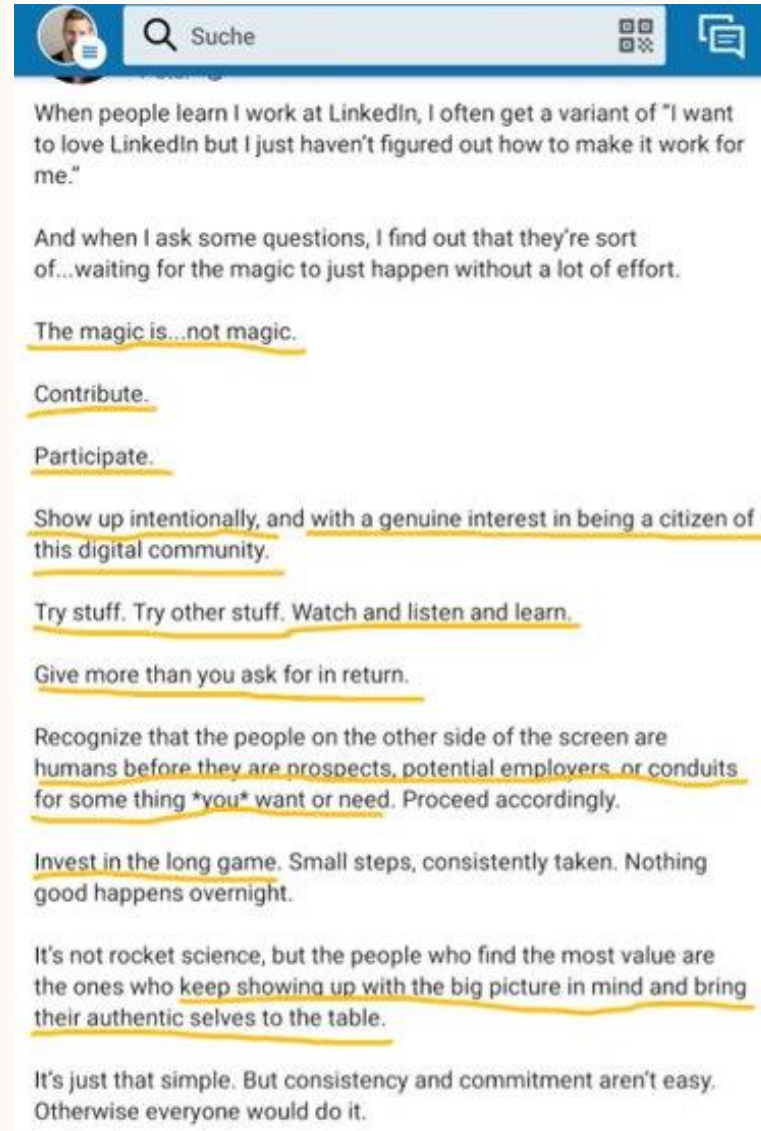
Videos / Single Image Ads

What's happening:

- The French Army uses LinkedIn for Employer Branding posts on a big variety of roles – e.g. soldiers, engineers, IT professionals and medical professionals
- They use very powerful imagery, mirroring the focus of the roles and this inspiring people to apply for an employer they hadn't yet considered for those job profiles
- In addition, the brief but inspiring campaign claims stick out in the feed and transport the Employer Brand message well.



And maybe the most important message: AUTHENTICITY



In a nutshell: A recipe for content success on LinkedIn

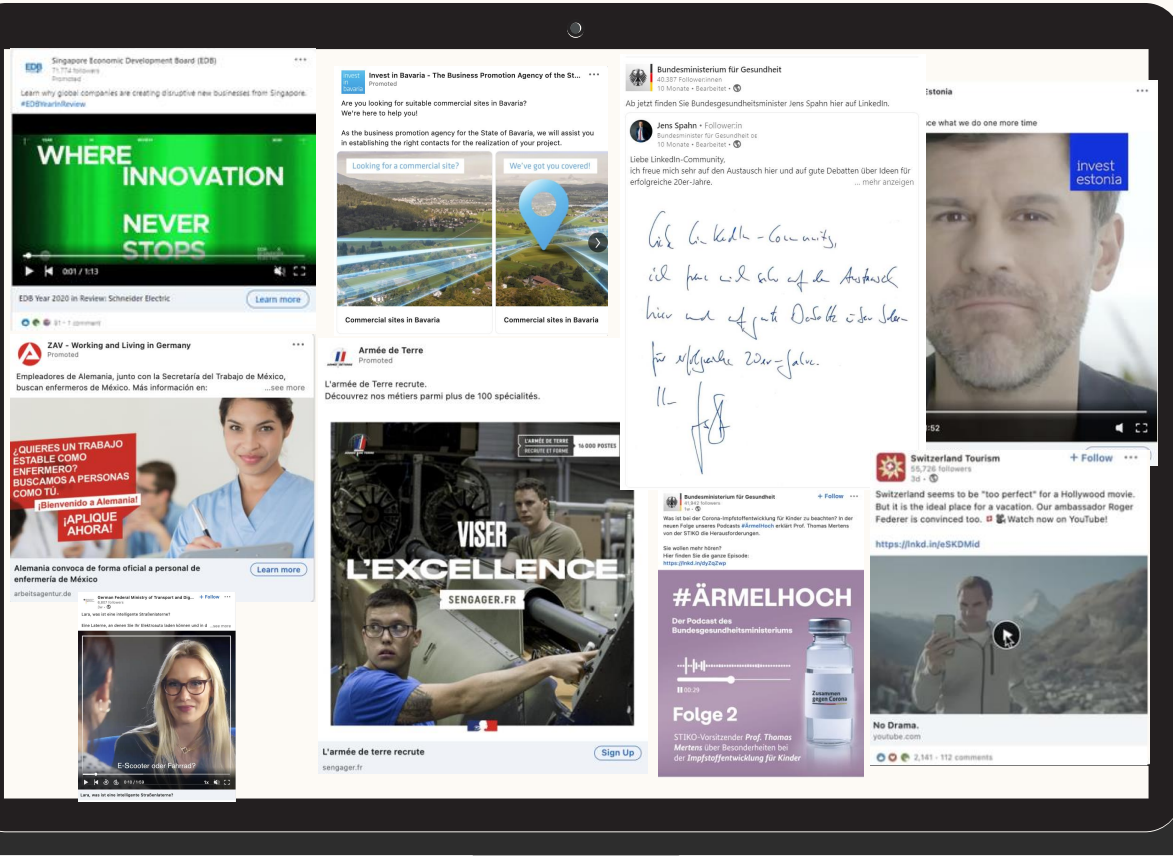
#1 Be bold and build your brand

#2 Ensure recall and continuity in the feed

#3 Be an original - Visuals are the new headlines

#4 Talk like a human

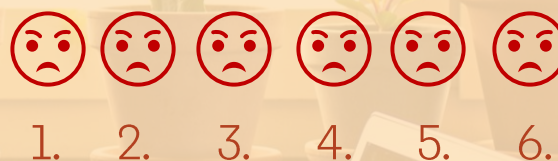
#5 Don't be emotional in B2B



Many thanks for
your time and interest 😊

Please send us your feedback!

Negative



Neutral



Positive



A short survey
bit.ly/GOV_120521

Let's get in touch.



[Franziska Lange](#)



[Julianne Veille](#)



[Robin Hüdepohl](#)



This document has been developed by the Marketing Solutions Government Sales Team in Germany to help answer client questions regarding communication on LinkedIn.
THIS IS NOT AN OFFICIAL LINKEDIN COMMS OR MARKETING RESOURCE.