



The Social Media Manager's Guide to LinkedIn

A series of tip sheets that can help enable your success on social.

A note to the social media manager

Social media is 24/7. And so is the job of the social media manager.

It's up to us to communicate authentically, be culturally relevant and act as stewards of our respective brands, all in 150 characters or less. (That's the maximum number of characters we recommend for a LinkedIn Page update, in case you were wondering.)

In a way, your brand's social media presence is like a blank canvas. It's up to you how you paint it. And only those who publish bold, exciting and engaging content will prevail. To put it simply, being a great social media manager is no small feat.

But great social media managers can wield great power. We're masters of a medium that few understand and that many are intimidated by; One that is becoming increasingly valuable as a way to drive real business impact.

So how do we drive the business outcomes we want to see through our day to day work in social? How do we strike the right balance between being witty and serious? And finally, how do we choose the right social media platforms to partner with to help amplify our voices?

These are all questions we'll be tackling in the pages that follow. We'll share our best social media management tips, taken from years managing LinkedIn's own social media presence, in hopes that we can help you increase the impact of your efforts across the funnel.

And while I'm ultimately here to make a case for why you should be investing more of your time on LinkedIn, I hope that you can use this guide as a roadmap to success in all of your social media communications.

So take a deep breath – you're among friends here. Together we'll elevate the profile of your brand on LinkedIn and beyond.

Warmly,



Steve Kearns
Global Social Media Lead
LinkedIn Sales & Marketing Solutions

Part 1

Your business case for investing in social

Struggling to understand why it makes sense to invest in social?

Or maybe you're on the front lines, but trying to get more resources?

We're here to help.



Why We Use Social Media:

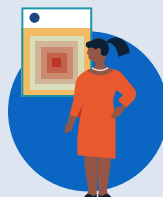
Since we were first introduced to social media nearly 20 years ago, the world hasn't been the same. Social has changed the way we do business – and has elevated the need for savvy social marketing. Professionals use social media to:



Connect with
colleagues and
peers



Get career
advice



Build their
reputation



Keep pace with
industry trends



Vet vendors
and products

...and more. They understand the power of social media to help them reach more people, gain more knowledge, and establish a presence. The social media manager plays a pivotal role as the bridge between your brand and these professionals.

Why Your Boss Should Care:

When it comes to building a business case for social, we know talk is cheap. So we have some stats to back up our claims.

- 3.48B** The amount of people that use social media around the world. That's 45% of the world's population!¹
- 2.5** The hours digital consumers spend on social networks and messaging each day.²
- 54%** The percentage of social browsers that use social media to research products.³
- 71%** The percentage of consumers who have had a positive experience with a brand on social that are likely to recommend the brand to others.⁴

1. Hootsuite & We Are Social Digital 2019 Analysis
2. GlobalWebIndex Q3 Report, 2018
3. GlobalWebIndex Q3 Report, 2018
4. Forbes Report, 2018




Where Social Can Help Your Business Succeed:

The dramatic rise of social media has led to the specialized role of social media manager. Being effective on social takes more than just setting up a social media account and responding to online comments; It takes a certain savvy, curiosity, and range of skills to do the job effectively. A good social media function needs to:

- Reflect what's happening in the larger world of social media – and in your business. These days that means bridging the gap between your audience and their dwindling trust in brands (Fifty-nine percent of people trust a brand's social media while only 41 percent trust its advertising).
- Be a touchstone for everything going on in your business, and a core touchpoint for engaging your target audience. Social media never sleeps. It's available whenever your audience wants and needs it.

The good news is that today you have unprecedented access to technology that helps get the job done using a 24/7 content strategy. You also have access to many social media platforms. So how do you decide which one is right for your business? It makes sense to invest in those that help you reach and engage with the right audience. B2B and high-consideration B2C companies choose LinkedIn for that very reason.




“It’s always an exciting time to be a SMM because social is always changing. ‘Social’ places you on the front lines of an ever-evolving industry which is always forcing you to learn and grow. Being a SMM also allows you to directly tap into the communities you work so hard to connect with, help and communicate with them, and inspire them through work that you love.”

Derrick Chung,
Social Media Manager, LinkedIn



“With an increased focus around community and feeling a true connection with a brand, the SMM role is evolving and becoming even more important. There’s a unique opportunity to help attract new members, while fostering current members and really providing the help and resources that our ‘community’ authentically craves.”

Allie Brewer-Hay,
Community Manager, LinkedIn



“Companies are increasingly realizing the value that social can bring if executed properly. You’re able to reach audiences in ways that you never could in the past and because of this, the role of a social media manager is becoming more and more vital to a company’s’ success.”

Ismael Verduzco,
Social Media Manager, LinkedIn

Part 2

Why social media managers should spend time on LinkedIn

So, you've convinced your boss it makes sense to invest in social. Well done! Now it's time to make some decisions about how to spend your oh-so-precious time (and resources).



*You can choose from many social media platforms.
But if your main goal is engaging the right business
professionals in the right way, LinkedIn should be high
on your list.*

Let's explore why.

What makes LinkedIn a powerful platform for brands

While the professionals you want to reach might spend time on an array of social media channels, you need to catch them at the right time, when they're in the market and the mindset to purchase.

That's what sets LinkedIn apart. **It's where the professionals you want to connect with are ready to engage with brands like yours.** LinkedIn is where you can foster a community

and move prospect and customer relationships forward. It's also the platform you can use to generate the results that matter, everything from driving awareness to driving business growth.



The right environment

With LinkedIn, you get a professional space fit for our community of professionals. We cultivate a high-quality, brand-safe environment. People trust the information and content shared on LinkedIn because it's shared by legitimate professionals.

For the second year running, LinkedIn was the most trusted social platform globally in Business Insider's Digital Trust report.



The right audience

On LinkedIn, we've assembled the right audience – the world's largest professional community numbering over 660 million members*. These are the world's business leaders, decision makers, influencers, today's daily practitioners, and tomorrow's future leaders. It's everyone who matters to your brand. This is quality reach at scale. Professionals come to LinkedIn driven to exchange ideas and grow their careers. Unlike on other platforms, they're in a professional mindset on LinkedIn.

The right engagement

Your time is better spent on LinkedIn is because you can reach the right professionals in the right mindset to drive organic engagement. Quality conversations and content thrive in the LinkedIn feed, driven by member engagement and quality content from brands, publishers, and even members. In other words, you can drive awareness, encourage consideration, and even help your company convert prospects to customers on LinkedIn.

Worldwide membership

600M+ members in over 200 countries and territories

Regional membership

NAMER 181M+	Europe 206M+
APAC 175M+	LATAM 95M+
Middle East & Africa: 31M+	

70% more than 70% of our members are outside the US

24 LinkedIn is available in 24 languages

90% More than 90% of B2B marketers leverage LinkedIn over all other platforms

92% of B2B marketers use LinkedIn to distribute content

97% of B2B marketers use LinkedIn for their content marketing efforts

78% 78% of B2B marketers rate LinkedIn the most effective social media platform at helping their organization achieve specific objectives



Time on LinkedIn is time well spent

LinkedIn's own social media managers know first-hand about the value of spending time on LinkedIn. Here they explain it in their own words.


“Like any profession, SMMs should be well exposed to all aspects of their expertise since they all offer something different. LinkedIn is just one of many social landscapes, but to me, it offers something unique: a truly active, vocal, helpful and knowledgeable community of professionals that can help you accomplish your career goals. Brands can and should be a part of that community, and as SMMs, we have the chance to use LinkedIn to be a key asset in their journey.”

Derrick Chung,
Social Media Manager, LinkedIn



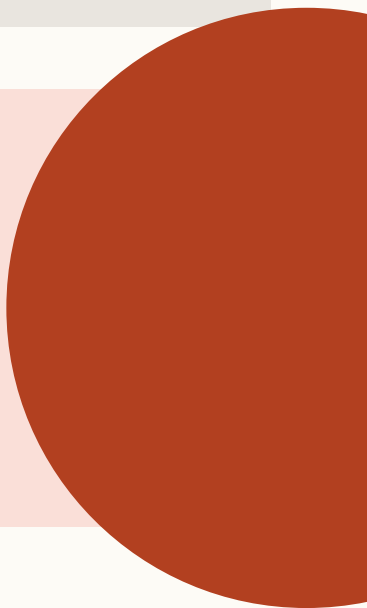
“Generally speaking, I think that people go to different platforms with different motives. Some platforms may be people’s go-to for humor, others for creativity, while LinkedIn is an interesting combination of a few. People go to LinkedIn to be inspired, to learn, to connect. The knowledge sharing that takes place on the platform makes it special. Whether you’re a social media manager sharing a company update, article, or building your talent brand, your audience is coming to the platform for information and connecting.”

Ismael Verduzco,
Social Media Manager, LinkedIn



“LinkedIn is the valuable key to rounding out the social ecosystem. People crave different things from different platforms and to have a spot where you can learn, be inspired, find the tools and resources that will connect you to opportunities and your community is truly one of a kind. You can tap into such a range of professionals at different stages in their careers, all in one place.”

Allie Brewer-Hay,
Community Manager, LinkedIn



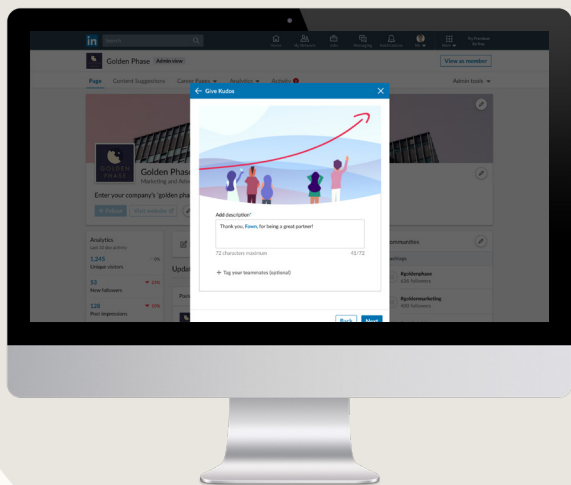
“No matter how you define success, LinkedIn is the place that can help you achieve it. From your business goals, to your personal professional goals, LinkedIn’s purpose and value is clear for B2B and B2C.”

Page Williams,
Sr. Marketing Manager, LinkedIn

Part 3

How to tell your brand's story on LinkedIn

We keep hearing about the need for companies to tell their stories. As a social media manager, you play a key role in that storytelling. Here's how to approach it on LinkedIn.



Tap into the magic of storytelling

Storytelling is an essential way your brand can best connect with the people you're trying to engage. LinkedIn caters to storytellers by providing a channel where people expect to be taught, entertained, and inspired.

With stories that incorporate the emotional and visual, you invite your audience to immerse themselves in a memorable experience – one that creates a powerful association with your brand. Get the art – and science – of storytelling right, and you'll evoke emotions that inspire your audience to take action.

“As the owner of the content that is shared on social, it's exciting to know the impact that you can have with each message that you deliver. Understanding that a piece of content can reach hundreds, thousands, even millions of people is super inspiring.”

Ismael Verduzco,
Social Media Manager, LinkedIn

Create a content roadmap

So how do you come up with and share the best stories on LinkedIn?

1. Set up your LinkedIn Page.

2. Create a content strategy tied to your goals, a plan that outlines what you want to achieve through your time spent on LinkedIn.

A successful content strategy requires an exchange of valuable content for member engagement. After all, to evoke emotions and win the hearts of your audience, you need to tell a relatable story that grabs their attention by tapping into their motivations and priorities.

To be relevant, figure out what information draws in your audience, what topics interest them, what challenges they're facing, what goals they're trying to achieve.

Then tie these to your own social media goals, which may include:

- Showcasing your brand's thought leadership.
- Building brand awareness through campaigns, posting about events your brand is attending, and sharing photos to showcase events, company outings etc.
- Generating leads (such as by promoting webinars, content downloads, etc.)

Your content roadmap is the intersection of your audience's interests and your goals – it defines the content that satisfies both your audience and company needs.

Are you on tap to impact metrics at every stage of the buying cycle? If so, consider these potential goals:

1.

Increase interest/awareness by driving more LinkedIn Page subscribers and likes and comments on our content.

2.

Move potential buyers toward a decision by getting them to opt in to a list or sign up to download an asset.

3.

Encourage buyers to choose your solution by driving them to contact sales or schedule a demo.

Proof that thought leadership drives demand

LinkedIn teamed up with Edelman to survey 1,300 business decision makers about the impact of thought leadership on buying decisions. The numbers speak for themselves:

91% of business decision makers describe brand thought leadership as 'important'

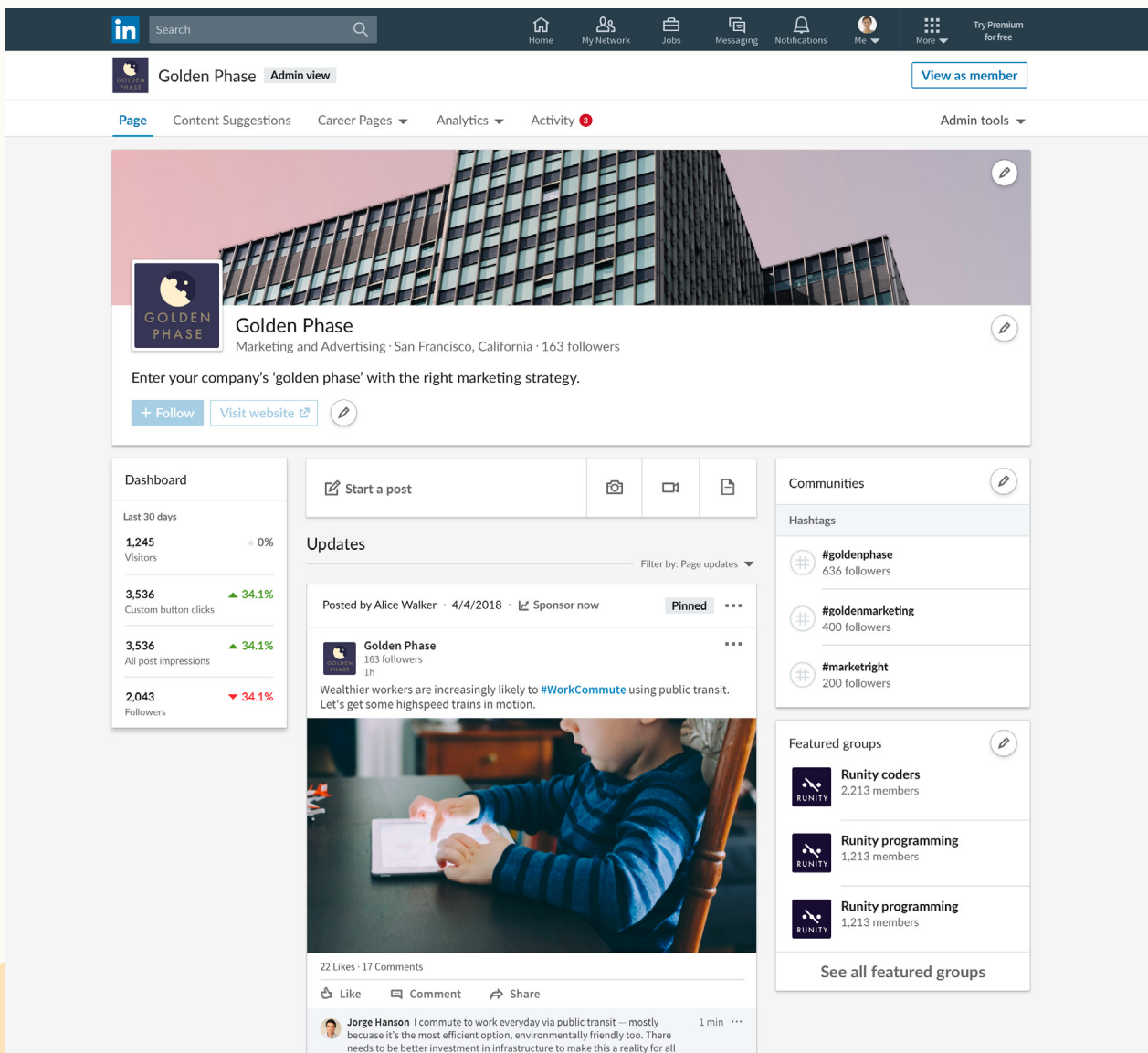
37% have included a company on an RFP after seeing its thought leadership

50% spend at least 1 hour per week engaging with it

45% said thought leadership has led them directly to award business to a company

52% said thought leadership is 'one important way I vet an organization'





Make your LinkedIn Page the destination Here's what you need to know.

- **What it does:**
A LinkedIn Page helps keep your brand top of mind with professionals on LinkedIn, a group comprising more than half a billion members worldwide.
- **What audiences can find:**
Your LinkedIn Page is where people get to know your brand and where you get to interact with your audience. It's often one of the first pages LinkedIn members visit to learn about your company.
- **Where they'll see your content:**
Your posts will appear on your LinkedIn Page and in the news feed of each of your followers across all devices and platforms.
- **How your content can win:**
Catch the eye of prospective customers by featuring relevant and creative content, such as one-sheeters, entertaining posts, and how-to content. By delivering useful and engaging content that address your prospects' interests, you foster engagement and help your brand's story spread fast.

What makes LinkedIn so powerful and essential?

LinkedIn is your conduit to connecting with potential and existing customers, and the influencers who can extend your reach as they discuss and share your content.

Treat your LinkedIn Page as a dynamic marketing tool. Here are just a few of the ways to take advantage of it:

- **Establish authentic connections with members by leveraging employee voices.** Seamlessly reshare articles your employees are writing on LinkedIn.
- **Establish thought leadership.** Publish content your target audience cares about most, which you can figure out using our Content Suggestions feature.
- **Showcase the very best of your company.** See when people mention your brand on LinkedIn and instantly re-share the best mentions with your followers.
- **Drive more of the results you care about.** Add a free button to your profile that can send traffic to your website, point people to a sales rep, and more.
- **Highlight what makes your company unique** by posting richer content, including white papers and other documents and seamlessly integrated videos.
- **Work in a way that works for you.** Post to and update your LinkedIn Page – and respond to comments – whether you're on mobile or desktop so you never miss a chance to engage your followers and grow your brand.



Win with voice & tone

You are the voice of your brand on social media, so make sure you represent it well.

Social is your brand's opportunity to stand out, so if it fits with your brand's identity, use humor and even take a contrarian stand where you see fit. If you can entertain while sharing knowledge, you'll score big, greatly boosting the odds of your content being shared.

"A community will gather around your brand and your content if you are:

1. Helpful
2. Human
3. Heartfelt (understanding, empathetic of the audience's needs)"

Derrick Chung,
Social Media Manager, LinkedIn



Build trust

Nothing matters more than building trust with your audience. If your audience is going to base their business decisions on your content, they need to trust the source! When it comes to building trust, direct personal interaction and peer influence are critical.

Your employees are your greatest asset and typically have 10x the reach of your LinkedIn Page. Leverage their voice to build trust for your brand.

Trust also hinges on content quality over quantity, so avoid brand fatigue – and distrust – that can come with overexposure. According to Edelman, quality of writing and visuals is the most important criteria for determining whether they trust a brand's social media content.

Again, let's turn to our seasoned team of LinkedIn social media managers on why trust matters and how to build up a deep well of it.

As Page explains, "Social isn't what it used to be. It's not about personalization or impressions; it's about building trust. In a world of bells, whistles, distractions, and confusion, the ability to build 1:1 trust is paramount and liberating."

Makes sense. Yet it's not always clear what helps establish that trust.

According to Ish, it's a matter of consistently sharing quality content that resonates most with your audience. "Find out what they are most interested in learning from your company and use creative forms of content to deliver that information. Engage with your followers and allow for opportunities for them to engage with your brand," she says.

Allie continues in that vein, saying the key is talking to your audience rather than at them. "The more human and relatable you are in your tone and your 'look and feel,' the more your audience will likely feel that you are coming along with them on their journey and that you're there to help them every step of the way. People see that and want to be a part of that type of feeling and movement. It naturally draws them in."

Page underscores the need to be honest, provide value, and focus on building the trust. "When thinking about content to share, ask yourself, 'What value will the audience get out of this?' or 'Would I share this?'"

Part 4

Reaching 1 million followers— or your own goal— on LinkedIn organically

Reach your own goal – and stay relevant and top of mind with your audience – by following our lead.



At LinkedIn, we set out to build a strong organic social presence. In the process, we took our LinkedIn Marketing Solutions Showcase Page from 100,000 to 1 million followers in just two years – a 10x increase! And the Page has continued to grow exponentially ever since. Here's how we did it.

Set engagement targets

Once you've developed your content roadmap, you'll want to identify what you're trying to achieve with your LinkedIn Page. Only then can you figure out the right content to post and track impact over time to ensure your investment is delivering value. Set a goal for engagement and then track your progress over time using your Analytics page (more on that below).

Deliver value

Remember what defines a successful content strategy: an exchange of valuable content for audience engagement. In other words, if you want and expect LinkedIn members to engage, you need to add value in the form of providing helpful, inspiring content. Do this by maintaining a hyper-focus on what matters most to your audience.

Maintain steady posting cadence

We believe you gain meaningful, consistent engagement and foster familiarity by posting via your LinkedIn Page at least once each day. While we've found that our own updates posted in the morning usually earn the highest engagement – and a slight bump occurs again after business hours – experiment to see what works best for your company. Every audience will be different, so the times when they consume content will vary too!

Grab attention with eye-catching formats

Your post will stand out if you embed rich media, such as videos. In fact, video quickly takes your LinkedIn Page from static to dynamic.

Take advantage of the ability to post native videos with captions onto your LinkedIn Page. Not only will this draw in the eye of your audience, it will boost the chances of broadening your reach. Our research found members are 20x more likely to share a video on LinkedIn than any other type of post.

You can also post Microsoft Word documents, PDFs and PPTs. In fact, companies such as Netflix and HubSpot are leveraging this technology on our platform to share their “culture stories” – a behind-the-scenes look at what it's like to work at those companies.



How to create remarkable professional video content for LinkedIn

1. Get the right equipment: video camera, tripod, microphone, and lighting
2. Make a video focused on a single idea or topic and aligned with your goals
3. Edit your video for length and add a call to action
4. Post your video on LinkedIn

Mix up your content

Let the 4-1-1 rule be your guide: For every piece of content you share about your brand, share an update from another source and four pieces of content written by others. This rule helps keep your feed centered on your audience's needs, rather than making it a place for your organization to talk about itself.

While you want to fuel your feed with fresh content, you don't need to create new content from scratch every day. Instead, share your brand story by repurposing infographics, blog posts, videos, links to events, eBooks, and webinars. You should also re-share your top-performing content so anyone in your audience who missed it the first time around gets another shot at seeing it.

Respond to comments

Stay true to the “social” part of social media by encouraging your community to interact with you. Ask questions and respond to comments. Come across as personable, warm, and friendly and you'll find it easy to connect with your audience. Make it your goal to truly engage in a two-way conversation rather than monopolize an interaction to broadcast a message. While you want to observe your company's social media guidelines, look for every opportunity to add a personal touch to your interactions, whether referring to the person by name or adding emojis or GIFs to your comments.

Take advantage of hashtags

On social platforms, hashtags help people find topics and content of interest. On LinkedIn, hashtags are searchable and members can click on hashtag links to find similar posts.

Using hashtags in your posts on LinkedIn helps members discover and join relevant conversations, and helps you show up in trending conversations. With that in mind, target each LinkedIn Page update to the most relevant audience by creating a customized feed featuring hashtags. You can even @ mention people who are affiliated with an update or content you're sharing to gain exposure to their network.

Include a call to action

Once you've grabbed your audience's attention, you need to make the most of that opportunity. Remember those goals you defined in your content strategy? Well, whether you are on the hook to drive downloads, leads, or revenue, take advantage of audience engagement by encouraging them to take action. LinkedIn Page updates including links can see up to a 45% higher follower engagement than updates without links. And be sure to take advantage of the opportunity to customize your calls to action using eight different options (e.g., invite members to register for an event, contact your company directly, and more).

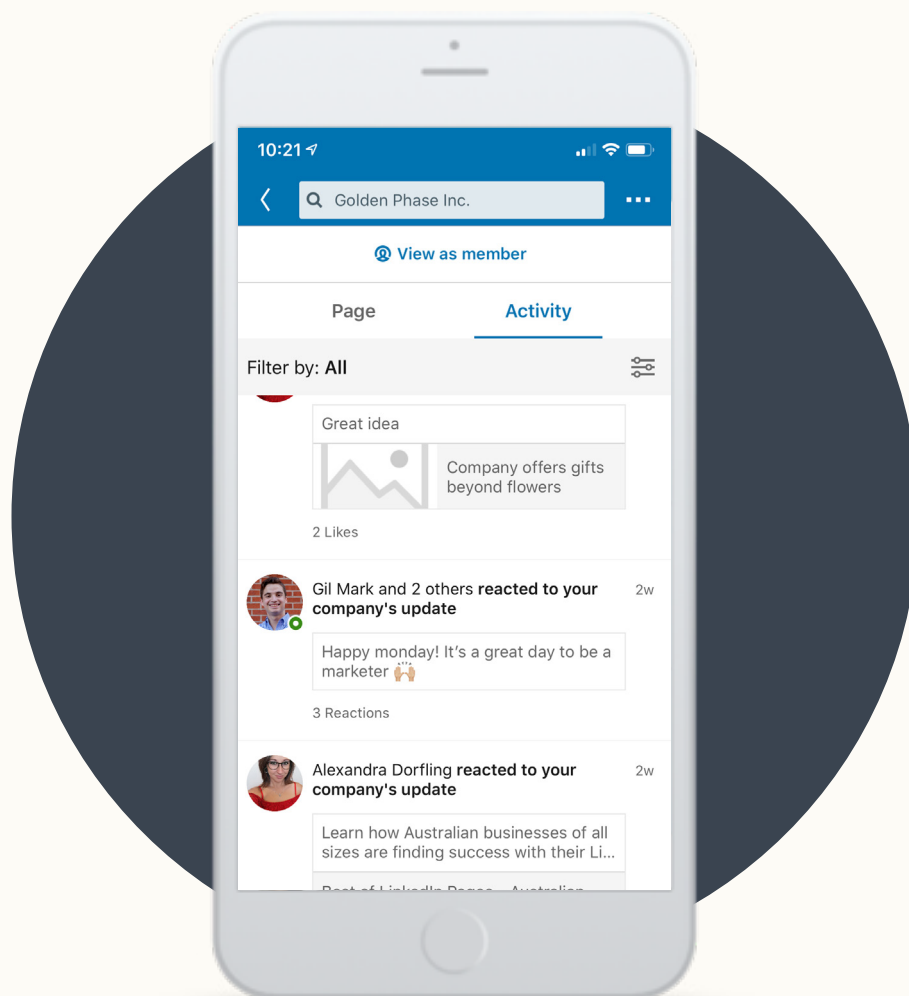
Act on LinkedIn page insights

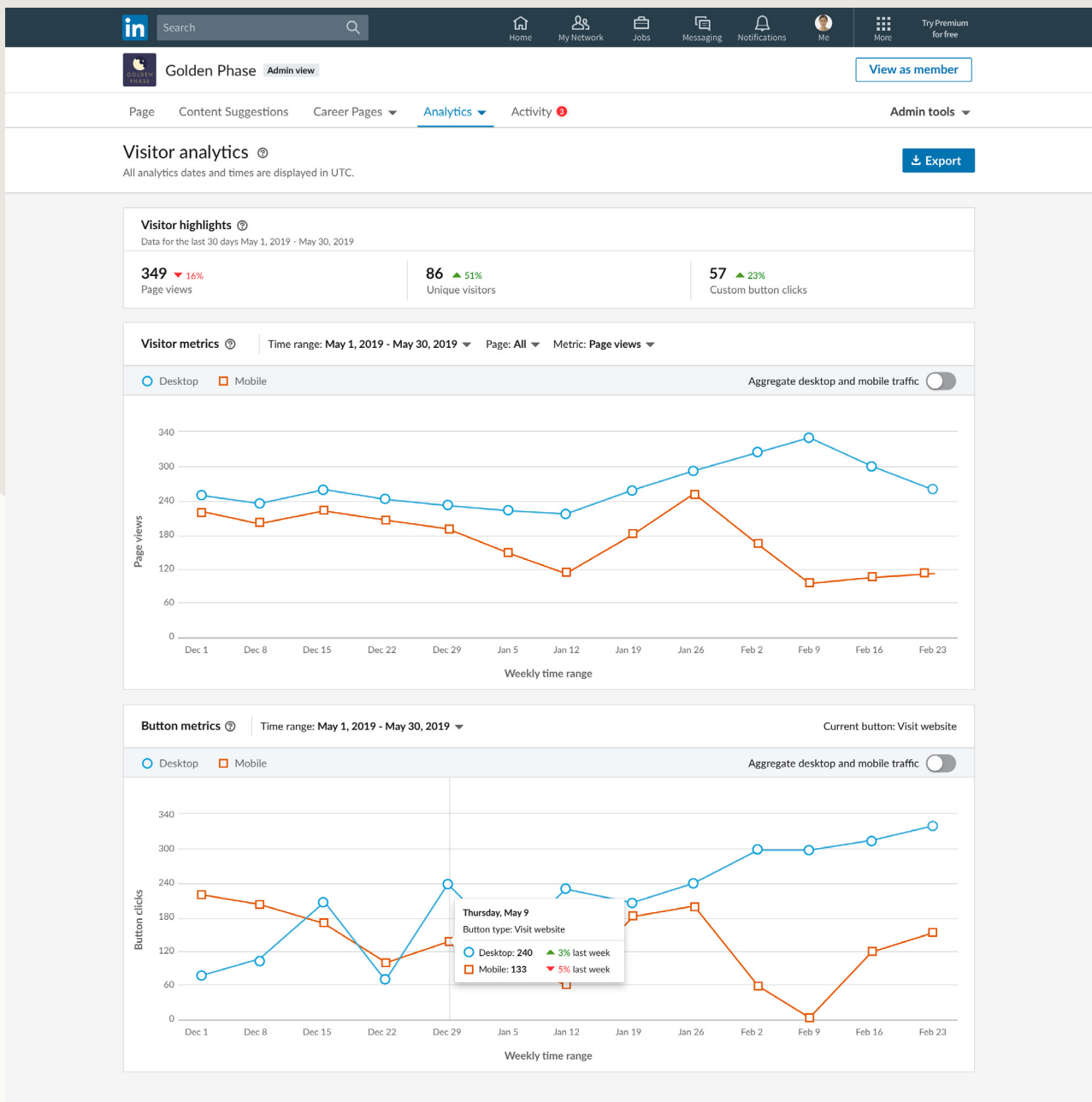
As a social media manager, you can drive awareness and advocacy for your brand by establishing relationships with the right audience and engaging with them through relevant content and personalized interactions. But you won't know how to drive results for your business unless you know who you are engaging and what content is driving engagement.

That's where LinkedIn Page Insights come into play. Your Analytics page displays monthly engagement metrics for all your posts collectively, while also showing Updates, Reach and Engagement separately. These analytics built into your LinkedIn Page show who is engaging with your updates. By analyzing who is engaging with what, you can focus on refining

your most compelling content and offering even more of it. Plus, using Content Suggestions, you can measure each post's popularity and level of interaction and determine what content to feature next. If you add a tracking code to the links you include in your posts, you can even see what traffic you are driving to your company's site through your LinkedIn Page updates.

As you optimize your updates based on individual performance, you should see an uptick in your overall engagement month over month.





Grow your audience

If you cater to your audience's pain points, business needs, and content preferences, you'll be rewarded with engagement in the form of likes, shares, and comments. Over time, that engagement translates into connecting with an increasingly larger community of the right people.

In fact, with built-in LinkedIn Page Analytics, you can easily and visually understand the professional characteristics of your followers and visitors. You'll see their title, role, seniority, industry, geography and more. By staying up to speed on what interests your audience, you naturally keep them engaged.

The screenshot displays the LinkedIn Admin interface for a page named 'Golden Phase'. The top navigation bar includes the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, and Me. The main header shows 'Golden Phase' with an 'Admin view' tab and a 'View as member' button. Below this is a secondary navigation bar with 'Page', 'Content Suggestions' (active), 'Career Pages', 'Analytics', 'Activity', and 'Admin tools'.

The 'Content Suggestions' section is divided into two main areas:

- Left Sidebar (Filters):**
 - Estimated audience size:** 12,000,000
 - Filter by:**
 - ☒ All LinkedIn members
 - ☐ Page followers
 - ☐ Employees
 - Industry:**
 - ☒ Education Management
 - ☐ Financial Services
 - ☐ Information Technology and Services
 - ☐ Market Research
 - Location:** +
 - Job function:** +
 - Seniority:** +
- Main Content Area:**
 - Trending content for last 15 days:** Includes buttons for 'Education and Learning', 'Leadership Development', 'Artificial Intelligence', and 'Technology'.
 - Articles for: Education and Learning, Leadership Development, and Artificial Intelligence**
 - Article List:**
 - Children in Singapore will no longer be ranked by exam results** (mju.com, 5.21% Engagement rate, Education and Learning)
 - A degree of confusion over apprenticeships** (codelane.ca, 5.21% Engagement rate, Education and Learning)
 - Skills gap in America is now bigger than ever before** (emedia.com, 5.21% Engagement rate, Education and Learning)
 - Leadership is what it takes to stand up and speak. Leaders are now...** (emedia.com, 5.21% Engagement rate, Leadership Development)
 - What is Deep Learning AI? A Simple Guide with 8 Takeaways** (fresheo.com, 5.21% Engagement rate, Artificial Intelligence)
 - Quantum computers will break the encryption that protects ...** (itkik.com, 5.21% Engagement rate, Artificial Intelligence)
 - How Speech Recognition is Set to Disrupt** (itkik.com, 5.21% Engagement rate, Artificial Intelligence)

You can further grow and activate your community by taking advantage of the network effect of employee advocacy to amplify your reach.

On average, employees have 10x the connections as their company has followers on LinkedIn. When your colleagues share your content with their many connections, it quickly grows your brand's visibility. Using LinkedIn Elevate, you make it easy for your colleagues to share your content with their personal communities of friends and other professionals.

Part 5

Achieve your goal faster with paid

If your content offers value, why not give it a boost to make sure even more of your target audience gets a shot at consuming and sharing it?



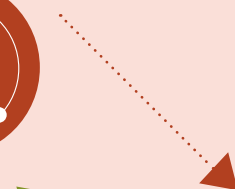
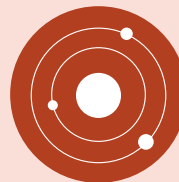
An integrated organic and paid strategy is the key to unlocking your brand's potential on LinkedIn. Simply put, combining organic and paid creates a virtuous circle.

Sure, it's great when people discover your content. But you'll likely see more impact for your efforts by strategically promoting that content to a targeted group of people.

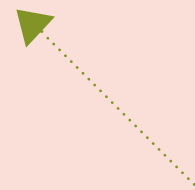
Your organic reach gives you a solid foundation for investing in paid media to further expand that reach. By testing and optimizing to figure out which posts resonate most with your target audience, you know precisely which content to feature in your paid media. Boosting the reach of your top-performing content with Sponsored Content in turn exposes your LinkedIn Page to new audiences who will engage with your steady stream of organic content.

Just remember: You need five organic posts on your LinkedIn Page to get started with LinkedIn ads so develop your organic content strategy with that in mind.

Organic reach amplifies paid



Invest in the best organic content



Conclusion

Elevate the profile
of your brand
on LinkedIn

Your job as the face and voice of your company's brand is to engage your audience and pave the way for meaningful interactions and relationships. Do this well and you'll be helping deliver measurable business value.



Take advantage of LinkedIn to reach and engage your target audience, whether that's B2B or high-consideration B2C companies



Tap into all the ways you can use your LinkedIn Page as a dynamic marketing tool



Tell your brand story via content, always focusing on building trust and growing your audience



Give your content a boost with paid media

Reach your goal organically by following in the footsteps of the LinkedIn Marketing Solutions team:

1.

Set engagement targets

5.

Mix up your content

2.

Deliver value

6.

Respond to comments

3.

Maintain a steady posting cadence

7.

Take advantage of hashtags

4.

Grab attention with eye-catching formats.

8.

Include a call to action

9.

Act on LinkedIn Page insights



Ready to get started?
Create your
LinkedIn Page today.