

# How to Share Content on LinkedIn



Mic Adam

## Social Media activities

- Social Selling Expert
- Employee Advocacy
- Conversation Mngt
- Social Media
  - Policy Creation
  - Training
  - Consulting/Strategy
- Market research

What I will answer today is...

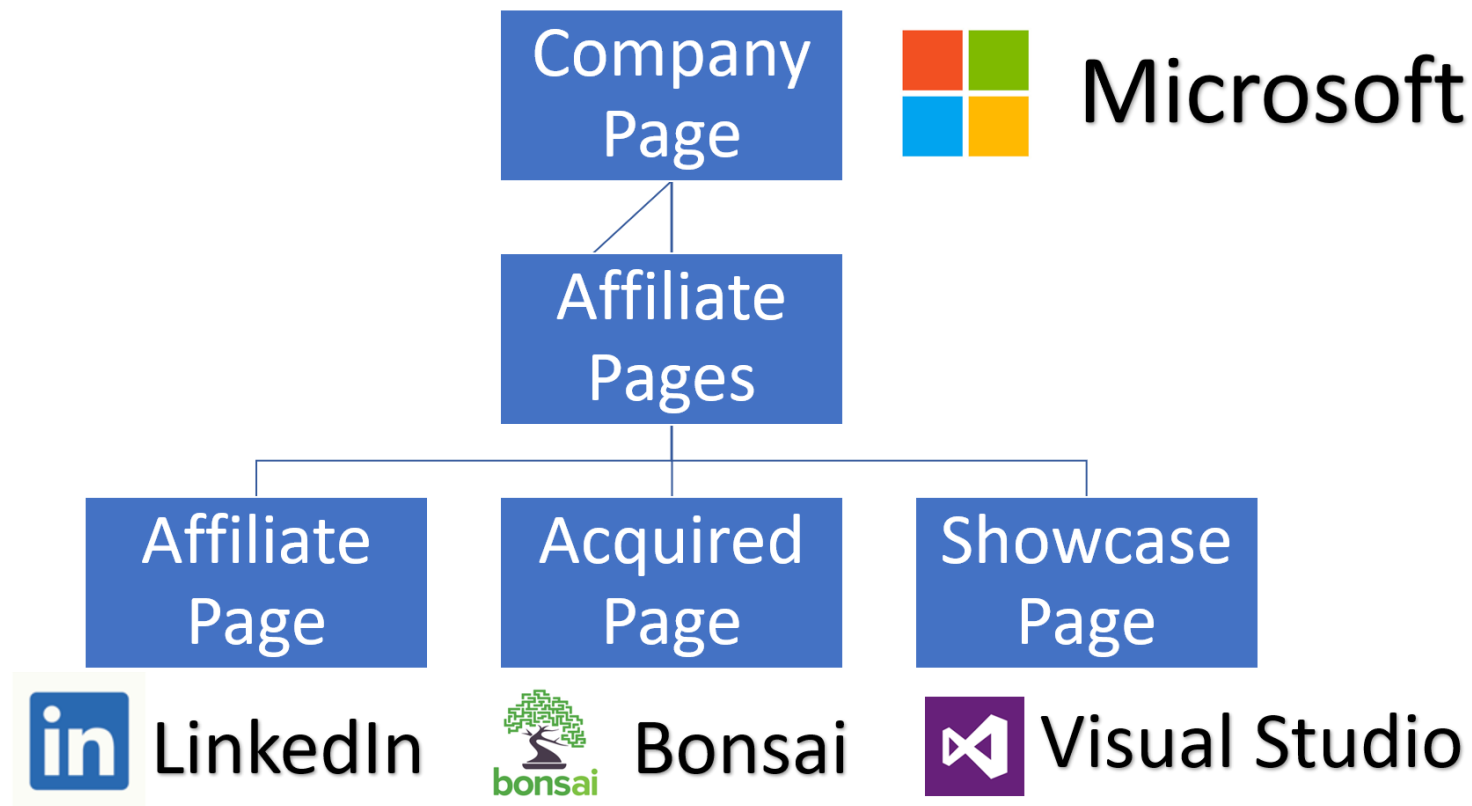


Content on **LinkedIn**

# Where to share content?

- Compage Pages -> Followers
- Affiliate Pages -> Followers
- Groups -> Members (?)
- Personal profile -> Connections/Followers
- Personal Message -> Individuals

# Company Page vs Affiliate Pages



# Frequency & Timing



There is no right answer  
except to play and experiment.

Jonathan Adler

1 to 7 x Week – Between 8h & 10h  
Max. 1 post/day

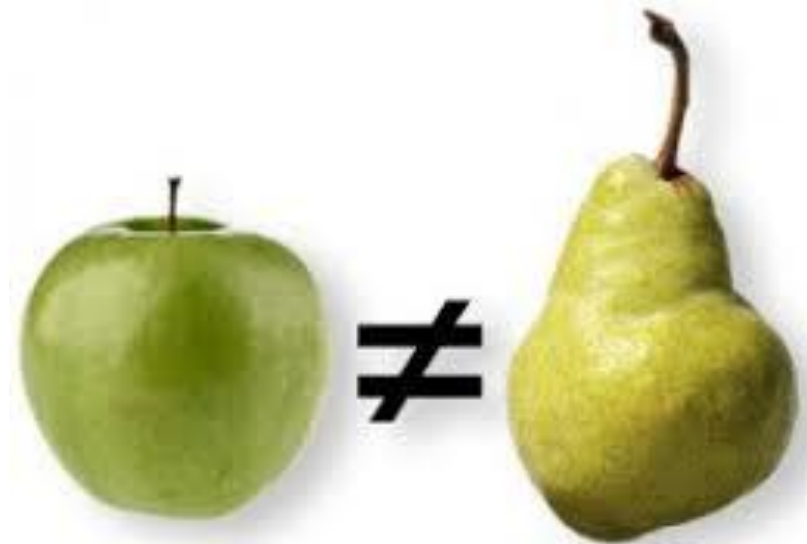
# Types of posts

- Status Updates (with image, video or pdf)
- Inspiration Posts by LinkedIn
- Articles
- Polls
- Events
- Stories (Mobile only)
- LinkedIn Live (approval required)



# LinkedIn's crooked way of keeping track of the stats

- Impressions/views of posts
- Views for Articles
- Video plays
- Impressions & Votes in Polls
- Attendees to an event



It is all about the views & engagement!





# Looking for a tool to monitor



## Content Report

< Thu 1. Oct - Fri 30. Oct  
Tue 1. Sep - Wed 30. Sep

1W 4W **MTD** QTD YTD WEEKLY MONTHLY CUSTOM

**HINT:** These are your aggregated top of funnel metrics.

### ▼ ADVANCED FILTERS

Labels ⓘ

+ C

+ Create your first label

Users ⓘ

Mic Adam

Search ⓘ

Text search...

Search

### TRENDLINES

Views ⓘ

**48,914**

Oct 1 → Oct 30

-12 %

**55,509**

Sep 1 → Sep 30

Likes ⓘ

**591**

Oct 1 → Oct 29

-17 %

Sep 1 → Sep 30



# The Algorithm, an evil force at work?



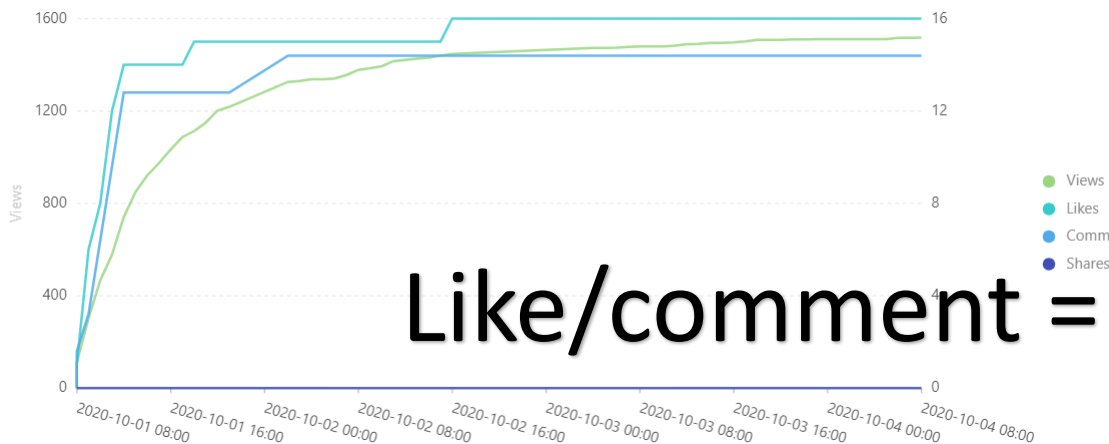
# Let the algorithm work for you

- 1200 characters (including emoji)
- 3 to max. 9 Hashtags(?) -> 3 are in URL of post
- Tag people (focus on 1<sup>st</sup> degree -> LinkedIn Jail)
- Multi-media or link
  - Pdf – video – photo – text & emoji
  - Vary your type of multi-media
- Use the special types to vary your content

# The lifecycle of a post

- First 50 views: 10 min. - 20 min.
- First 4h boost (period for Likes/Comments)
- Between 4h – 8h boost is slowing down
- After 8h to 1 day slowing down even more
- Post continues to live for at least 1 week (+/-10%)

**Babysitting**



**Like/comment = 35-65 views**

And then there is post's support...





Like



Comment



Share



Depends from whose point of view



# The good, the bad and the ugly...

## **The good**

- Notify Employees on your Company page
- Your employee advocacy program
- The email notification
- Tags (1st degree)

## **The bad** but acceptable...

- Chat pods (LinkedIn, Facebook, Messenger, WA, etc.
- The spreadsheet pods

## **The Ugly**

- Automation pods like Lempod and alike

# The 5 lessons from the Content Master

- Post regularly
- Vary your posts
- Keep an eye on the numbers
- Be ready to babysit your posts
- Play by the rules





What else do you want to know?

