





# 1. Connect

Connections are members who are connected on LinkedIn because they know and trust each other. If you have a connection with someone, you can see each other's shared items and updates on your LinkedIn home page. You can also send messages to your connections on LinkedIn. Expand your existing network by connecting intentionally:



- Add your existing customers to your connections
- Add new contacts
- Always use a personal message when you send a connection request
- Search for the right contacts
- Add the social media buttons/links to your email signature and on other touchpoints
- Send a personal message to people who have viewed your profile
- Ask your connections to introduce you
- Upload the attendance list of an event into LinkedIn



## 2. Follow



By default, you follow your first-degree connections, and you can unfollow them at any time. When you follow someone on LinkedIn, you can see that person's posts and articles on your homepage without having to make a connection with them. However, the person you are following will not see your posts.

So follow:

- (Ex) customers
- Prospects (respond to their posts and make a connection afterwards)
- (Professional) groups
- Interesting contacts from your colleagues or clients

Don't forget to invite your new connections to follow your company page - this way they can get to know your company even better.



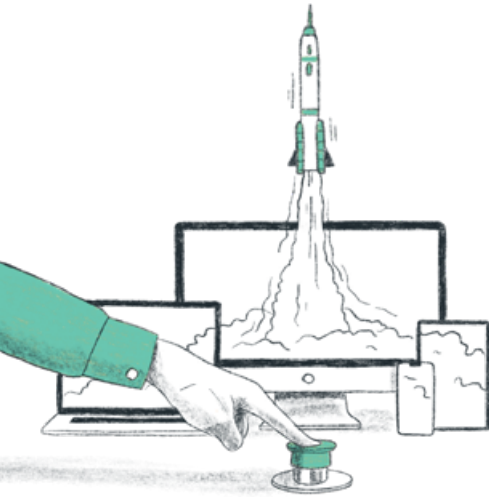
## 3. Interact

LinkedIn likes to see a lot of interaction and rewards your interaction with a better Social Selling Index (SSI) score: this means your posts get picked up better and you gain more reach and interaction. So it is a 'self-fulfilling prophecy'.



- Like
- Share
- Respond and participate in conversations
- Follow
- Connect (tag other people in the comments of a post)
- Ask for a recommendation
- InMail (= paid premium LinkedIn feature)

## 4. Post

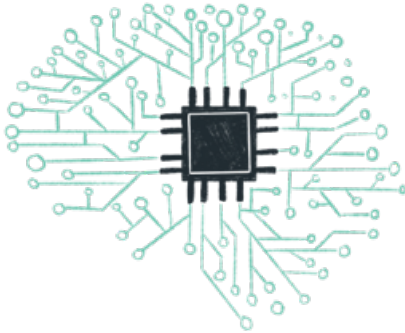


As soon as you post a new update on LinkedIn, the algorithm looks at what kind of post it is. Text, an image, a video, a link or a combination of these? Then it gets a label: 'spam', 'low quality' or 'approved'. Your post needs to fall into the latter category to score well and appear in as many newsfeeds as possible. Vary your content as much as possible and make sure that your posts give people a real reason to follow you.

- Infographics
- Talking Heads, interviews, news, Q&A
- Video
- Figures & charts
- Inspirational quotes
- Blogs & tips

The best moments to post are in the morning and during the afternoon on weekdays (especially Tuesday, Wednesday and Thursday).

# LinkedIn algorithm



The LinkedIn algorithm is a smart formula that determines what you see in your timeline and what others see of you. You don't get to see all updates, because there are just too many. That is why the algorithm makes a selection of posts that are probably interesting to you. The faster and more often your post is liked and shared, the more it is labeled as relevant.

That way it appears in more newsfeeds and that increases the reach of your post.

## Tips for posts that score:

- New is hot
- Share knowledge (quantity over quality - up to 100 words per post)
- Use hashtags when it makes sense: include 3 to 5 relevant hashtags in your post. Don't overdo it.
- Interaction is key: Like - Comment - Share is the word!
- Comments provoke comments
- 1st hour is crucial: so think about posting when your connections are online
- Video gets more engagement
- Links in your message: First publish your update without the link. Then edit the post and add the link.
- Your SSI score has an impact on posts



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