

Emojis, Polls, & Going Live

The ultimate guide to driving LinkedIn engagement

By the very nature of LinkedIn, its users are **BUSY** professionals

You need to cut through the noise.

And it is certainly worthwhile,

46% of **social traffic** to corporate websites comes from the platform¹.

To ensure you are heard loud and clear, you need to get the fundamentals right to begin with.

So, let's kick off with that...

Make sure your profile is complete

Let everyone know who you are, what you're about, and what you can offer. Companies with complete information get

30% more weekly views².



Have a professional head shot

Don't be shy, LinkedIn profiles with headshots get

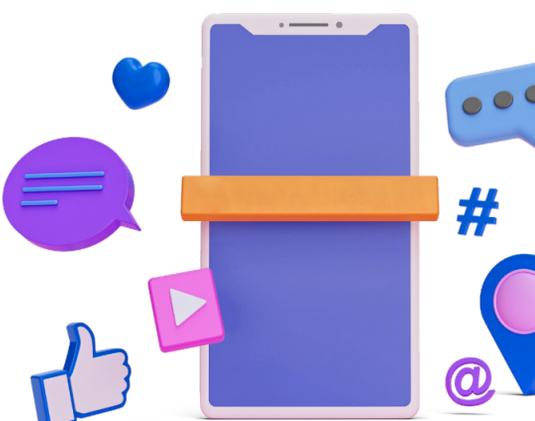
14x more views³.

Check your post settings

There are five options that you can tailor your audience to:

- Anyone**
- Anyone + Twitter**
- Connections Only**
- Group Members**
- Event Attendees**

It goes without saying that the broader the audience is set to (i.e. anyone), **the more likely your post will reach far and wide**



Turn on LinkedIn Creator Mode

If you are a regular poster, this is a must. Creator mode is a setting designed to encourage users to post more of their own content. It makes a few minor changes to your profile and **results in your posts being displayed more prominently.**

Once you've sorted out the basics, it's time to get posting.

Here are some tips to get heard loud and clear on the platform for professionals.

Post frequently

While this may seem obvious, it makes a massive difference. Posting just once a week can **double engagement levels⁴.**

Be snappy

Most users spend around **eight minutes** browsing LinkedIn per session. You don't have your audience for long - so you need be punchy⁵. Make your posts **short, engaging, and to the point** to maximise their chances of being read.

Be useful, be interesting

There is a huge amount of content on the internet. You need to stand out by providing **relevant and valuable content** that engages your target audience.

Images are key

A picture paints a thousand words, and results in double the comment rate⁶ - perfect for those customers scrolling through their newsfeed.

Tag away

Tag people you know will be **interested in your content**, providing they're relevant! It means they will receive a notification that they have been tagged which can only help with that all important engagement.

Don't get hashtag happy

Sticking to **three targeted hashtags per post** and adding them right at the end of your content is the most effective approach. LinkedIn recommend using no more than three, as after this your engagement probability decreases⁷.

The top ten hashtags for 2023 - #India #Innovation #Management #HumanResources #DigitalMarketing #Technology #Creativity #Future #Futureism #Entrepreneurship

DO get emoji happy

Not including emojis statistically decreases your chances of getting likes. **15 or 16 emojis per post** is the reported optimum⁸.

Document Ads are the future

You can now share valuable assets/documents to your timeline. Early indications show this is powerful, with **4x better engagement** than single image ads⁹.

Go to the polls

Posts that involve a poll have been reported to **increase engagement by 115%¹⁰.**

To go live is to thrive

Video is certainly powerful, but live streams even more so. Results indicate they receive **24x more comments and 7x more reactions¹¹**. Just don't forget that you are live!

But to really get heard, you need to **increase your network**. It has a huge snowball effect once you get the ball rolling, and **there are two simple ways to get those connections breeding.**

Be responsive

It sounds obvious but not everyone does it - respond to comments on your posts and don't be afraid to **add something new** to keep the conversation going.

Be engaging

Make comments when you feel like you've got something **constructive to add to someone's post**. This results in the creator being notified, encouraging engagement and conversation. Your comment is also inserted into the feed of your network which will also **encourage interaction.**

To put it simply, get out there and get closer to the action. The **'Six Degrees of Separation'** rule estimates that all people are just six or fewer social connections away from each other - so start knocking on those virtual doors, who knows what could be in store behind them!