

Maximise Your Reach & Engagement on LinkedIn



What will we cover today?

1. Complete profile set-up

2. Algorithm insights

3. Finding + writing content

4. Evaluating



1

Profile set-up

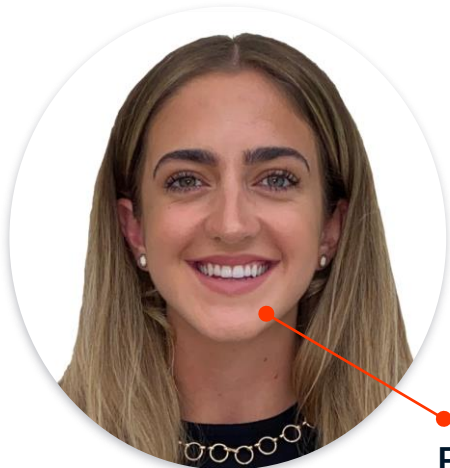
1. URL

<https://www.linkedin.com/in/darrenwestall-394530194/>

<https://www.linkedin.com/in/darrenwestall/>

2. Images

Profile image



Expression of
personal brand

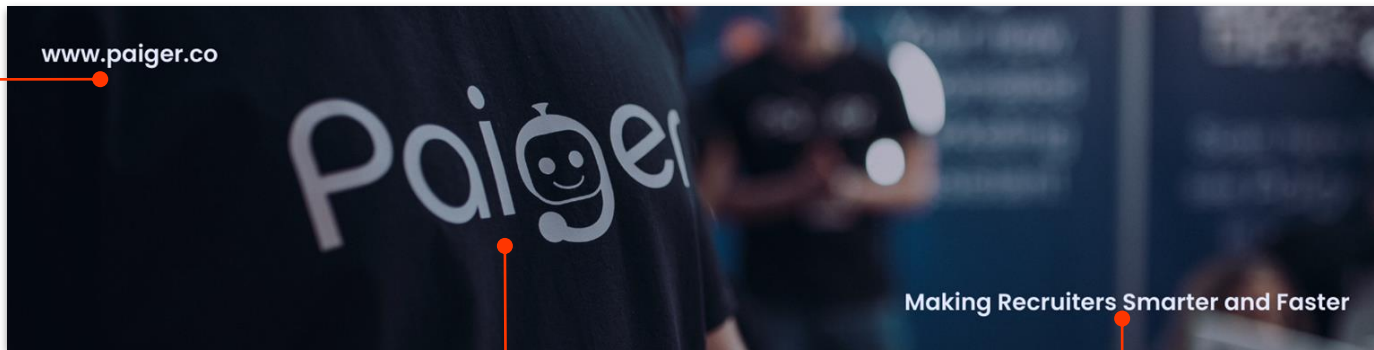


Plain
background

2. Images

Banner image

A call-to-action (CTA)



Your logo

Your strapline

3. Headline

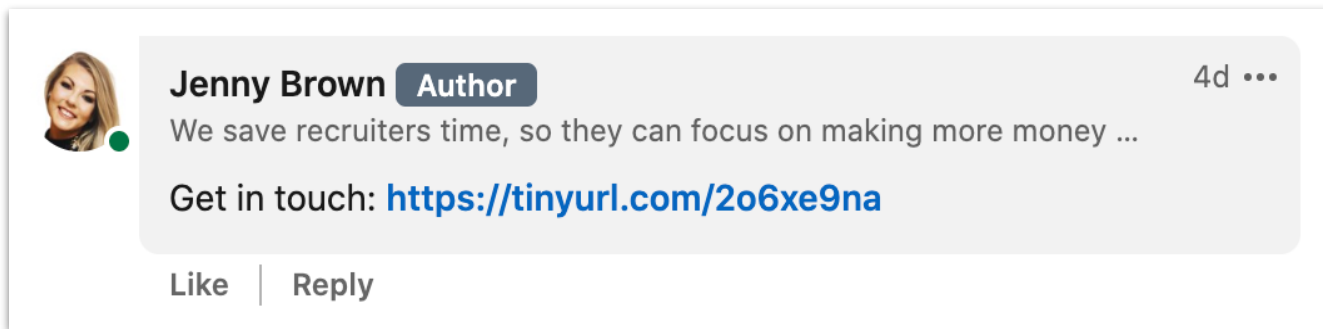
On your profile

Jenny Brown · 1st

We save recruiters time, so they can focus on making more money 💰 We
save marketers time, so they can focus on strategy ✓ We are Paiger 🔥

3. Headline

When you comment

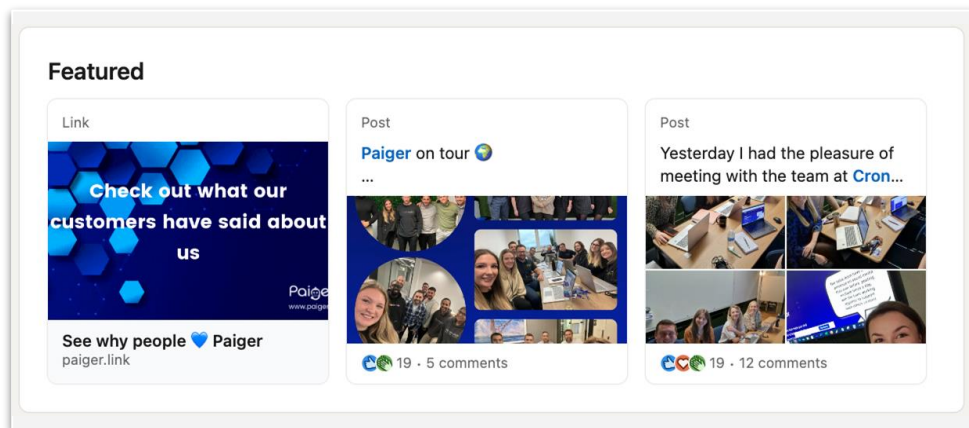
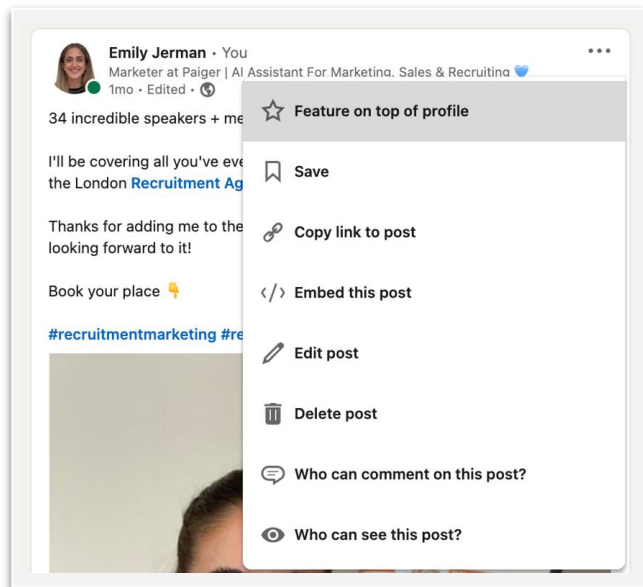


4. About section

- Lead with value
- Break up the text
- Build a relationship

Remember a call-to-action

5. Featured



All-Star Status

1. Profile picture
2. Experience
3. Skills
4. Summary
5. Industry & Location
6. Education
7. Connections

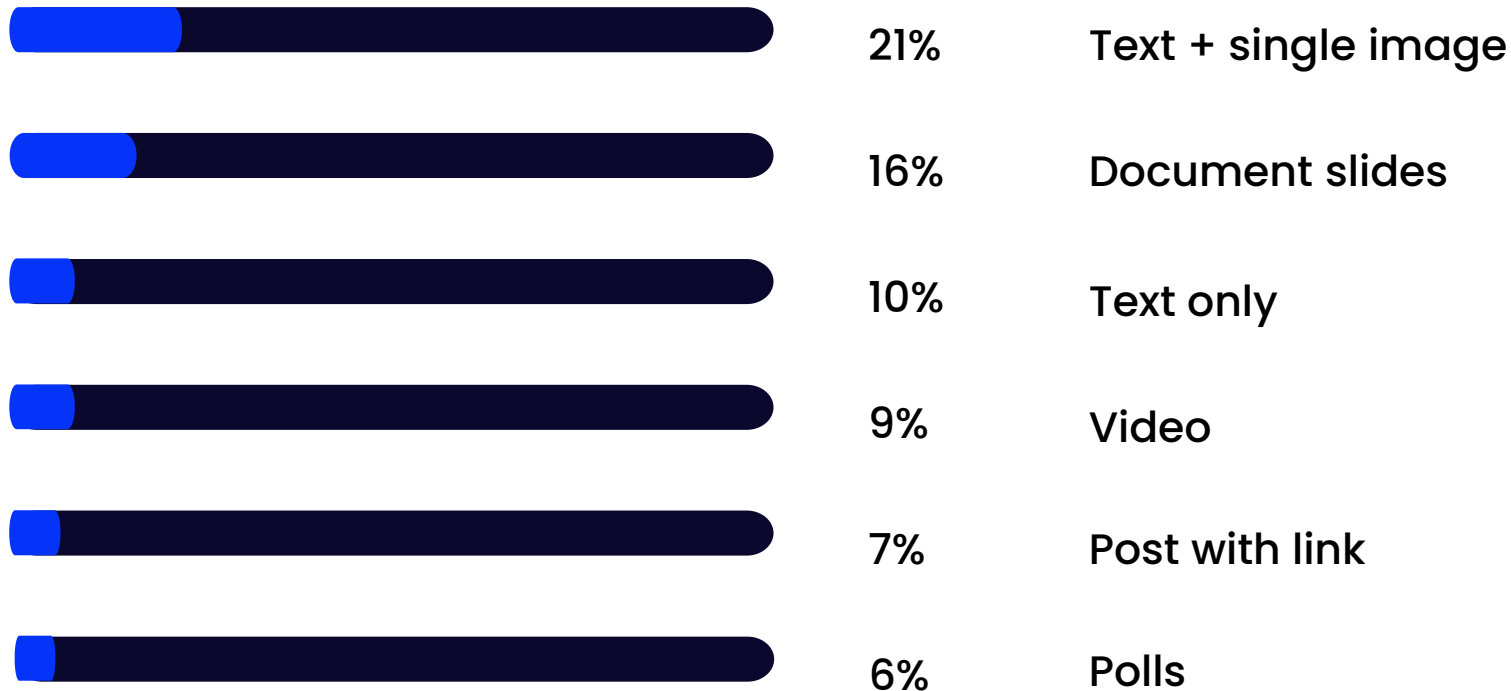
2

Algorithm insights

1. Best times to post

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
08:00 am							
09:00 am							
10:00 am							
11:00 am							
12:00 pm							
13:00 pm							
14:00 pm							
15:00 pm							

2. Content formats to use & their reach



3#

Hashtags is the optimum number

4. Tagging

- + 10-15% if tagged engage
- 40-50% if they don't...



A re-share is pointless

A like is nice

A comment is everything

3

Finding + posting content

875,000,000

But less than 1% share content weekly

1. Find your niche

- What do you want to be known for?
- What does your company want to be known for?
- Who is your target market?

2. Finding content

Hashtags

Your colleagues

Newsletters

Podcasts

Content curation

AI tools

3. Saving your ideas

1. Conversations
2. Podcast/ article opinions
3. Screenshots

4. Structuring your post



Bun: call to action



Cheese: insights



Meat: opinion



Sauce: intro



Bun: headline

5. Sharing your ideas

Hashtags



#recruitment
2,690,605 followers

Follow



#jobsearch
1,973,503 followers

Follow



#recruitingnow
8,362 followers

Follow

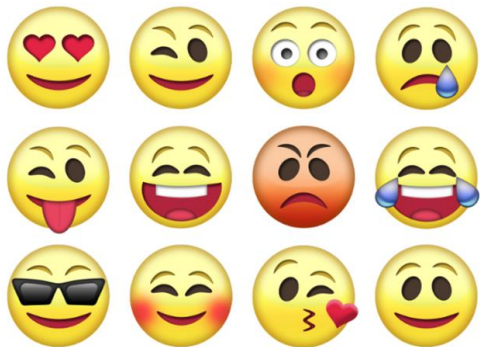


#recruitmentindustry
1,693 followers

Follow

5. Sharing your ideas

Emojis



- + Like rate 57%
- + Comment rate 33%

4

Evaluation

1. SSI Score



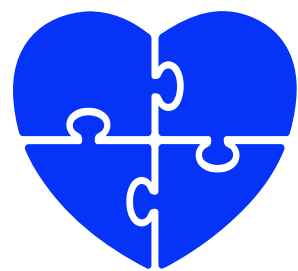
1. Establish your personal brand



2. Engage with the right people



3. Engage with insights



4. Build relationships

2. Follower or connection count

3. Inbound messages

4. Team engagement

5. Your individual goals

New business

New relationships

Brand awareness

Consistency

Thanks!

Any questions?

Find me on LinkedIn here:



Download the playbook here:

