



## LinkedIn Tips

by Sally Wolf

As a Women's Health Advocate, we would love to see you post using these tips while always tagging @Women's Health Advocates and visiting our page to like, comment and repost our postings at <https://www.linkedin.com/company/women-s-health-advocates/>. Posting educational information to elevate women's health issues in social media can play an important role in influencing decision-makers. Thank you for becoming an effective advocate for this cause!

**Post Individually** – LinkedIn's algorithm usually prioritizes posts by people over entities.

- **Post as individual first**, then repost as company/organization.
- The best comments build on each other to create "**conversations**" versus strings of single comments between the commenter and post author.

### Maximize your Profile

- **Headline**
  - You get 220 characters – be sure to use them wisely!
  - Optimize keywords for SEO
  - The first ~30-40 characters are visible every time you comment
- **About page**
  - ~2600 characters
  - Write in **1<sup>st</sup> person**
  - Include **keywords for SEO** here
- **Profile metrics** to help gauge whether you've optimized your profile.
  - **Quality of DMs** received – are they asking you about your posts and work?
  - **New followers/connections** made – are they in the industry/space that you are looking to grow in?
  - **Profile view(er)s** – is your 90-day count rising? Are the right folks finding you?
  - **Weekly search results** – where have you appeared this week? Including your profile; LinkedIn updates this stat for you on Wednesday evenings weekly.



## Show Your Expertise

- LinkedIn values **expertise** – knowledge sharing, helping others with information that can advance their careers, and so on.
- **Early post responses matter** – the algorithm tests your post with a small audience of 1<sup>st</sup> degree connections within the first hour.
  - If they engage, LinkedIn pushes to 2<sup>nd</sup> and 3<sup>rd</sup> degree connections.
  - While there is no right or wrong time to post platform-wise, your ideal times will be when your “1<sup>st</sup> degree audience” is online.

## Use Compelling Content

- Write well, and from your heart – **stories** do well, **photos** too, and **videos** are now being especially pushed by LinkedIn’s algorithm.
- Open with a **strong hook** – the initial 3 lines matter the most as they are visible in previews – a **bold statement or question** is ideal.
- Create **value for your reader** – include relatable tips and insights.
  - Your **journey** – how you got here, who/what impacted you...
  - Personal content is great when it blends some **lessons** that are applicable to professional journeys and career development.
- Encourage engagement: ask a thoughtful question or an inspirational call to action in your post – what do you think?

**Engage with Top Trending news stories** (in top right corner when you log in on desktop) – this can help you be featured (they feature compelling posts and comments on news posts).

## What Not to Do

- **Over-posting** – try not to post more than **1 - 2x a day**, rule of thumb is morning/evening – so don’t rush to post about an event for example while you’re there, save it...
- **Over-tagging** – especially public figures or large organizations who will not engage, but also avoid repeatedly tagging a narrow group, that can backfire and limit broader reach (think: echo chamber).
- **Overuse of hashtags** – **keep it to 3-5**. You can use them for discoverability but choose carefully.
- **Too many external links** – LinkedIn wants to keep users on their platform. Experiment with a photo in your post and your link (if needed) in your post’s comments.

## How to Repost to Maximum Engagement

- When you repost, you are offered 2 options:
  - A) Post immediately to your feed
  - B) Add your own thoughts
- Both A and B are ok but **if you choose B): add a few thoughtful sentences** (or more) versus something short. For example, avoid adding *just* “this is an incredibly important post”, as the algorithm can see that as duplicative, and not original, thoughtful content – it can get dinged and limit your reach.
- **Meaningful engagement matters** – we can help each other’s posts with engagement, but we can also hurt them! “I’ll be there” or “yes!” tends not to help a post’s performance or commenter visibility, so it is better to write more engaging responses to expand our reach.

