



GUIDE

LinkedIn Best Practices

Five steps to a winning LinkedIn strategy

With more than half a billion users, LinkedIn is the world's largest and most active professional networking platform. Your LinkedIn Page represents a huge opportunity to grow your brand, build relationships, and attract top talent.

Read on to learn how to create a winning LinkedIn Page for your business.

#268179969

1. Optimize your LinkedIn Page

If you build it, they will come, right?

Like anything, start by laying a solid foundation for your page and build on top of that. Completing your page will make it more discoverable, boosting the chances of your content being seen and helping you grow your audience faster.

In fact, according to insights provided to Hootsuite from LinkedIn, completed pages generally receive twice as many visitors as incomplete pages.

To optimize your LinkedIn Page, ensure you have filled out the following information:

- **Logo:** Companies with logos get six times more page views. Include your company's logo and a cover image to bring your page to life.
- **Company Description:** Lead with relevant keywords and phrases that describe your company's mission and purpose. LinkedIn members can search by keywords, so include words and phrases that describe your business, expertise, and industry focus.
- **URL:** Make sure your audience can find your website.
- **Address & HQ Country:** According to LinkedIn, job posts from pages with addresses are more likely to be viewed by job seekers.
- **Industry:** This is another key piece of information that people will want to know at first glance.
- **Company Size:** Let people know how many employees your organization has.

Think of this as your company's virtual first impression for other brands and potential customers or employees. Invest time to ensure that your page is visually appealing, on-brand, and professional.

For more tips to help you create a compelling page, read our guide: [7 Easy Ways to Optimize Your LinkedIn Page](#).

2. Attract followers

It's important to build your LinkedIn Page following. According to data provided by LinkedIn, pages with at least 150 followers typically get five times more page views than those that don't.

Your colleagues and employees are your best resource to start growing your audience. In fact, [according to LinkedIn](#), employees have on average 10 times more first-degree connections than a company has followers.

When your employees add your company to their work experience, they become followers of your page and unlock each of their networks, expanding your reach.

How Hootsuite Helps

Save time by managing your LinkedIn Page in the Hootsuite dashboard along with all your social networks.

Visit hootsuite.com/linkedin to learn more

3. Publish engaging content

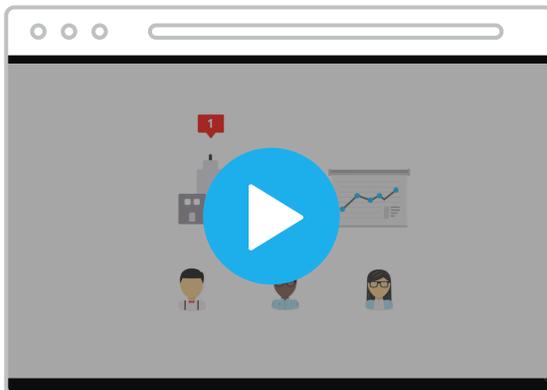
Now that you have followers, how do you connect with them effectively?

Like anything social, start a conversation. Provide your followers with value by posting updates to your LinkedIn Page on a regular basis. Publishing will likely also help you grow your LinkedIn audience. When a member engages with one of your updates, it's shared with their LinkedIn network, which expands your reach and generates brand awareness.

Your LinkedIn Page is your brand's chance to share company and industry news and thought leadership articles. Likewise, asking your followers to weigh in on industry hot topics is a good way to keep the conversation fresh and interesting.

Here are a few best practices for posting to LinkedIn:

- **Be eye-catching.** Make sure every update includes a video or image. Updates with an image get 98 percent more comments—and uploading a video is 5 times more likely to start a conversation.
- **Always consider time of day when posting.** LinkedIn is a professional network, so aim to publish in the early morning, at lunchtime, or early in the evening. Remember: It's important to test to find out your best posting times.
- **Expand your content mix to reach a broader audience.** Try sharing thought leadership from your own executives, or showcase your company culture.
- **Reach the right audience.** Zoom in on your preferred audience and perfect your messaging for them.
- **Post frequently.** Posting frequent updates on LinkedIn is the best way to grow your audience. In fact, according to LinkedIn, organizations that post at least once a month generally gain followers six times faster than those that don't.



Best Practices for Sharing Content on LinkedIn Pages

LinkedIn is a business-oriented social platform, so the content you publish there should highlight your organization as an industry thought leader.

In this video, you'll learn best practices for sharing content on LinkedIn, including creating Slide Shares, Social Cards, and post targeting to grow your audience.

4. Engage with your followers

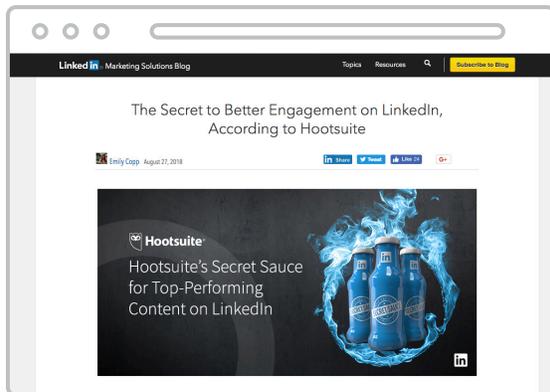
Social media is meant to be social. That statement may sound obvious, but it bears repeating—especially if your business still spends more time talking at people rather than with them.

This often happens because the business is investing more time and energy into publishing than engagement. Publishing refers to all the outgoing messages sent directly from your company's account, while engagement refers to the direct one-on-one conversations that take place between your company and other people.

Engagement is what will help you develop the most meaningful relationships on LinkedIn with potential and current customers alike.

“Your followers don’t want to talk to a faceless organization. They want to talk to real people on social media,” says Nick Martin, social engagement coordinator at Hootsuite. “Engaging one-on-one lets them know there’s a real person behind the account, and that can really make a difference in the trust they have for your brand.”

So remember to monitor what your audience is saying publicly on your LinkedIn content and respond to comments on your posts.



Hootsuite's Secret Sauce for Top-Performing Content on LinkedIn

At Hootsuite, we've done lots of testing to find out what works for our brand. Read our top tips on how to improve your engagement on LinkedIn, including using your ad budget to reach a specific audience.

5. Measure your LinkedIn success

Why should you care about metrics? Because without measuring your social media efforts, you won't be able to tell if your social strategy is working.

Start by [developing SMART goals](#). After all, you'll never know whether you achieve your goals if you don't take the time to set goals in the first place. LinkedIn can support businesses in many ways, so you need to determine exactly what you want to get out of your LinkedIn business efforts. Are you trying to build a network for social selling? Establish yourself as a thought leader? Recruit top talent in your field?

You can use analytics to establish baseline targets based on your current performance, and then create short and long-term goals to work towards. If you use Hootsuite Analytics, you can monitor the performance of your LinkedIn Page in the same dashboard where you track results for all your social channels and campaigns.

For more tips on how to create a winning LinkedIn strategy for your business, read our guide:

[LinkedIn for Business: The Ultimate Marketing Guide.](#)

To learn how Hootsuite helps you build your brand, strengthen customer relationships, and drive business results on LinkedIn, visit hootsuite.com/linkedin