



Tips to Improve your Use of LinkedIn

1. Keep in mind that **your audiences are professionals** who like content that will help them appear thoughtful, intelligent and engaged on LinkedIn!
2. Flip your content around **to attract conversation rather than just push messages**. A great example of this is swapping A for B – in the second option you're engaging your audiences and priming them for your update that you can share in the comments rather than leading with it.
 - A) 'We have a great new health and safety policy that's better for our customers and our teams – read about it here.'
 - B) 'Who do you know that's the ultimate stickler for health and safety? Tag them in the comments and let us know!'
3. Consider how you can **help your audiences to network with each other** to provide greater value.
4. Speak to specific segments of your audience with more relevant content by **organically targeting**. This is particularly effective for communicating to international audiences as you can target by country.
5. Similarly when using **LinkedIn for recruitment**, consider how you can advertise jobs by focusing on engagement. Instead of announcing an open position, why not ask your audiences what makes a good person for that specific role. That way, your post will also reach more people and you're more likely to find the right candidate!