



Rise Sister Membership

Engaging Your LinkedIn Community

Connect & Engage on LinkedIn

LinkedIn Tips

ARE YOU ENGAGED ON LINKEDIN?

I don't mean... do you have a profile and a picture... do you scroll your feed a few times a week and add a "thumbs up" (like) to posts by your colleagues.

That's not engagement.

The word "engaged" is all about building relationships, adding value to each other's lives, and showing up on a consistent basis.

IF YOU'RE THINKING, "SERIOUSLY?!?! I DON'T HAVE HOURS TO SPEND ON SOCIAL MEDIA!" ...

I'VE GOT GREAT NEWS FOR YOU!!! BEING ENGAGED ON LINKEDIN CAN TAKE AS LITTLE AS 30 MINUTES A DAY. YEP, JUST 30 MINUTES.

And changing the way that you interact on the platform.

And being consistent.

This guide provides tips that will have you Engaging instead of Scrolling...

LinkedIn Tips

❖ Know the Brand You Want to Create

- What do you want to be known for?
- Your posts, comments, likes, and shares should be related to the brand you are creating.
- Thought leaders post and comment about their niche, with a few “just for fun” posts included to show their personality. Follow their lead!

❖ Create an Engaging Profile:

- Develop an interesting headline (don't settle for your job title & name of the company you work for)
- Use a professional headshot
- Tell your audience a bit about you and your professional passions in your “About” section
- Don't use LinkedIn as a resume dump. For each position you include, write a short paragraph about the major responsibilities and what you enjoyed about the role.
- Ask for LinkedIn recommendations when colleagues / clients praise your work. Social proof is powerful!
- Use the
- Customize your URL
 - Click the Me icon at the top of your LinkedIn homepage.
 - Click View profile.
 - Click Edit public profile & URL on the right side.
 - Under Edit your custom URL on the right side, click the Edit icon next to your public profile URL.
 - Type the last part of your new custom URL in the text box.
 - Click Save.
- Use the “Featured” section to highlight your products and services
 - Here's how to do it...
 - Click on the three dots (***) next to your posted content
 - Select “Feature on top of profile”
 - Later... if you want to remove it from featured
 - Click on the three dots next to your content
 - Select “Remove from featured”

- Fill out the Services section of your profile
 - You can add up to 10 services – but only 1 description
 - Here's how to do it...
 - Go to your profile
 - Click “Open to”
 - Click “Providing Services”
 - Fill out these fields:
 - ◆ Add Services (choose from the list. You cannot add new categories)
 - ◆ Description = 500 characters
 - Add locations that apply
 - Click “Next”
 - Click “Apply”

➤ Reorder Your Skills

LinkedIn automatically chooses the top 3 recommended to feature

- Here's how to change the order
 - Click the pencil icon in the Skills & Endorsements section.
 - Click on the four lines icon located to the right of each skill to move it up or down the list.
 - Arrange your skills in the order you want them to appear. Remember that the top three are visible when people scroll through your profile.
 - To remove a skill from your list, click the trash can icon located to the right of that skill.
 - To move a different skill in the “Top Skills” section
 - Click **the** pin to remove skills your “Top Skills”
 - Scroll down and click the pin next to the skills you want to add to “Top Skills”
 - Click “Save”

❖ Engage! Every Day

- Even 15 minutes makes a difference!
- Make your time count by having a deliberate plan. An example might be: *Post 1 article, comment / like on 5 posts from other people, re-share 1 piece of content.* That's totally doable in 15 minutes!

❖ **Go Beyond “Liking” Content**

- Focus on adding value through thoughtful comments.
- Remember, when you comment on an influencer’s post it will appear on the feed of their 1st connections, and anyone else who has responded will receive a notification. Adding value is a great way to grow your connections!

❖ **Tag Article Authors & Influencers**

- When you post an article, tag the author who wrote the piece!! Include a line or two about what you loved about their article.
- Do you have a favorite TEDTalk by an Influencer you admire? Share it, talk about why the message resonates with you, and tag the influencer!
- Authors & Influencers will typically like and / or re-share your post – that puts you in front of their audience too!!

❖ **Tag Publications**

- If the piece you are posting was found in an online publication of Fast Company, Forbes, The Washington Post, or any other major publication... tag their business page.
- Most large online companies (and many smaller ones) have pages that you can tag... and... you guessed it, they may like your article and / or share your post.

❖ **Share Your Favorite Business Books – AND Tag the Author**

- Share a short description of why the book resonated with you. Include a link to purchase the book and tag the author.

❖ **Send LinkedIn Requests to Authors & Influencers**

- As soon as you hit “post” on your share of an author’s article or book, send them a LinkedIn request letting them know that you’ve shared their content with your community.
- Here’s an example of a request I sent to Dori Clark, one of my favorite business authors:

“Hi Dorie, I just finished your book "Entrepreneurial You", and I found soooo many great tips to move my business forward! You'll find my Audible review under Jeff Howard (my husband and I share an Audible account). Thank you for the great info! I'd love to connect with you on LinkedIn, Carla”

And... (drum roll please) ... She said yes!!

❖ **Create a LinkedIn Content Library**

- Have articles, blog posts, TED Talks, quotes, and other resources ready to share.
- Create an excel sheet where you will save links to content that you'll share. Add the name of the author, publication, and 1 – 2 sentences about what you liked best in the piece.

❖ **Re-share Content**

- Have you read a post that resonates with you and is in alignment with your brand? Share it with your community!
- Be sure to tag the person and add 2 – 3 sentences about the post.

❖ **Make Introductions**

- Do you know people who should know each other? Perhaps they work the same field, have similar interests, or one of them is in need of a service the other provides.
- Connecting your connections is a great way to provide a benefit to your community... and you can do it easily by sending a joint message on LinkedIn.

Mobile App Only

❖ **Add a voice recording of your name to your profile**

- Even if your name is super easy... like say... Carla Howard!... Add your voice to your profile
- AND... you can add a short message! My recording says “Thank you for visiting my profile, this is Carla Howard”
- Here's how to do it:
 - You can only record in the mobile app
 - Tap on your profile photo
 - Tap “View Profile”
 - Tap the edit pencil
 - Tap “+ add name pronunciation”
 - Hold the blue mike button to record
 - Release when complete
 - Then choose “retake” or “apply”

❖ **Thank People for Connecting with a Voice Message**

➤ My favorite way to do this is through a voice message. Here's how you can do this quickly and easily on LinkedIn from your smartphone:

- Access LinkedIn on your phone
- Click on your new connections profile
- Click "message"
- Tap on the microphone to the right of where you would typically type a message
- A box will open with a large blue circle that has a microphone image inside
- Now, press and hold the microphone image and start recording your thank you message! It's that simple!!
- You only have 60 seconds, so be concise.
- When you're done you will have the option to cancel or send... People love this because it is unexpected and personal!

❖ **Use the "Find Nearby" Function at events**

➤ This feature is handy if you're attending events and want to see who's in the room, to encourage everyone at the event to connect when you are the speaker, or if you can't quite put a face to a name.

➤ Here's how to use it:

- Activate Bluetooth on your mobile device.
- In the LinkedIn mobile app, tap the My Network tab and tap the blue circle button.
- In the pop-up menu, tap the Find Nearby icon to see all nearby LinkedIn members.
- If a nearby member is a connection, you'll see the option to send them a message.
- If not, you can invite them to connect.
- When Find Nearby is switched on, other LinkedIn members can discover you too, even when you're not using the LinkedIn mobile app.
- Be sure to change your "Find Nearby" status when you no longer want to be searchable on the app

❖ If you are a premium LinkedIn subscriber you can set up an 'Away Message' letting your network know when you are out of the office

THE EASIEST WAY TO CREATE ENGAGEMENT IS TO FOCUS ON THE VALUE YOU ARE BRINGING TO THE PEOPLE IN YOUR LINKEDIN COMMUNITY. THINK OF YOUR POSTS, COMMENTS, CONNECTION REQUESTS, AND SHARES AS GIFTS.

FOCUS ON VALUE.

ENGAGE. EVERY. SINGLE. DAY.

YOUR COMMUNITY WILL RESPOND!!!

Connecting with Carla

Email: Carla@TheProfessionalWomansMentor.com

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LinkedIn: <https://www.linkedin.com/in/theprofessionalwomansmentor>