

Staff LinkedIn Strategy

Standard Operating Procedure & Execution Framework • August 2026

Part 1: Amplifying Executive & Boss Posts

Core Objective

Convince LinkedIn’s algorithm that the post is highly valuable within the first 60 minutes.
High initial engagement drives LinkedIn to distribute the content widely to 2nd and 3rd-degree professional connections.

Step-by-Step Action Plan

Timing / Target	Action Required	Guidelines & Examples
Step 1 (Within 5 Mins)	All Staff: Like Post	Click 'Like' immediately after the post notification is shared in the team chat.
Step 2 (Within 60 Mins)	All Staff: Meaningful Comment	Write a 1–3 sentence insightful comment. Avoid generic praise. • Example: 'Excited to support another innovative SaaS company!' • Tip: Use AI tools to help draft tailored comments.
Step 3 (Within 60 Mins)	Management: Detailed Comment	CEO, Ops Director, & Sales Director write a 4–6 line detailed insight. • Example: 'One of the things we enjoy most is helping ambitious SaaS companies scale. Company X has built something genuinely different...'
Step 4 (Within 60 Mins)	10–20 Staff: Repost with Thoughts	Select staff share the post using 'Repost with your own thoughts' (Do NOT just click Repost). • Example: 'Excited to see one of our clients preparing for launch.'
Step 5 (2 Hours Later)	All Staff: Reply to Colleague	Revisit the post and reply to at least one colleague's comment (e.g., 'I agree!'). This creates a real

conversation thread that LinkedIn favors.

CRITICAL RULES: What Employees Must NEVER Do

-  NEVER leave single-word comments (e.g., 'Nice', 'Great', 'Congratulations') — these look spammy and fake.
-  NEVER leave emojis only.
-  NEVER copy-paste identical comments or raw unedited AI text.
-  NEVER tag massive lists of people (e.g., tagging 20+ connections).
-  NEVER flood posts with excess hashtags (avoid 30+ hashtags).
-  NEVER simply click 'Repost' without adding personal thoughts.

Part 2: Individual Profile & Network Growth

The core objective of Part 2 is to grow each staff member's personal LinkedIn profile to secure more 1st-degree connections and drive direct message conversations.

Growth Execution Standard

- Each employee will perform the exact same connection and outreach strategy on their assigned LinkedIn account that Norman carries out on the Boss account.
- Daily execution is required to consistently convert connections into active message dialogues.
- Video Training Reference: All steps, workflows, and account management procedures are recorded in detail below.

Required Video Walkthrough & Training:

[Google Drive Training Folder:](#)

https://drive.google.com/drive/folders/1glhEFowvUdi7Tm5YPGF2mdMBbsSy-g9s?usp=drive_link