

Tips and Tricks to post of LinkedIn

LinkedIn can be a great tool to, not only build your own brand, but establish your company as a leader in the industry. To gain the greatest success when posting to LinkedIn, you must understand how the platform works, what posts receive the biggest success, and how to use the tools in the platform to receive the best results.

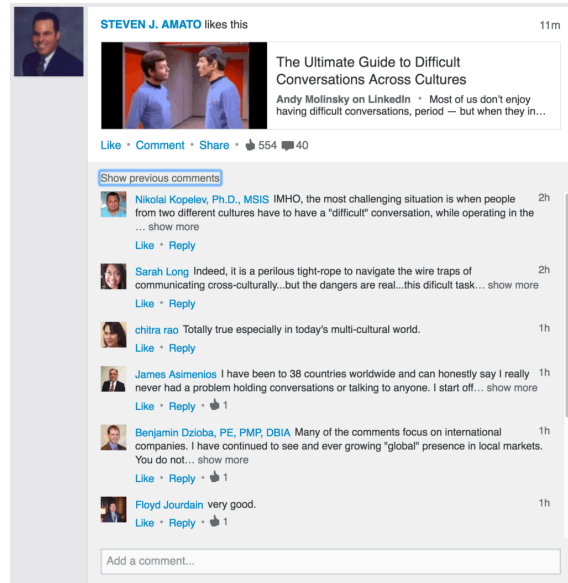
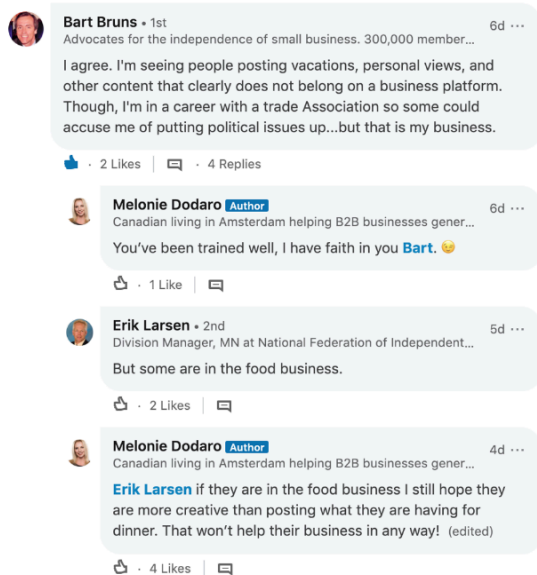
Below are a few features that LinkedIn has to improve the success of your posts. Implementing these tools will help highlight Momentum Telecom, as well as building a stronger LinkedIn presence and engagement for yourself.

1. Post often but not too much

- Posting too much on LinkedIn can hurt your presence on the social media platform. Maintaining a regular posting schedule is essential and will make your content relevant without over-communicating with your followers. How often should you post on LinkedIn?
- Post two to three times a week and but no more than 30 times in a month.
- Posting early in the morning is an ideal time to post on LinkedIn. You can check the post later in the day to respond to anyone that may have posed a question or asked for more information.

2. Don't only share your content, ensure you are sharing others Content

- ““For everyone self-serving post, you should repost one relevant post and most importantly share four pieces of relevant content written by others.”
 - Tippingpoint Labs and Joe Pulizzi of the Content Marketing Institute
- By sharing other content, you are delivering additional awareness that may be applicable to your followers. The content you are sharing can be informational or news, and trends.
- Commenting on your post or someone else's will differentiate you apart from the noise on LinkedIn.



3. Don't be afraid to use Video

- If you haven't done so, try to upload live videos could be a webinar, live streaming from an event, or dialogue on camera. Using this tool and posting live videos show a higher engagement and comments than a static post.

4. Tag people, influencers, and coworkers to encourage interaction and potential reposts

- Ensure you are only tagging people relevant to the topic, or it can be deemed spam. Strategically think about who you want to acknowledge and continue to tag them repeatedly and could also be perceived as spam.



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If you don't know where to start when it comes to creating content for your business, Marcus's Big 5 will help you come up with lots of topics.

This is content marketing 101, as explained by [Natalie Hailey](#).

Natalie Hailey
Hot Content Founder, speaker & Entrepreneur In Residence at Lancaster Un...

According to [Marcus Sheridan](#), the top 5 blog article topics which move the needle in any industry...

 **The Big 5**
hotcontent.co.uk

2 Likes • 202 Views

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5. Market yourself, but do not make it seem as if it's a sales pitch

- LinkedIn is a platform to create and build relationships and to make new contacts. Being overly assertive should be avoided to not discourage engagement from followers. However, participate in though leadership-style conversations. If people are interested, they will view our website and the products we offer.

6. Always produce LinkedIn-specific content

- After creating a post, your initial reaction is to post to LinkedIn, Facebook, Twitter pages, etc. But remember, your followers are likely the same on each of those social media platforms. This becomes redundant and becomes irrelevant to the followers. Create specific posts for each of those platforms to see success.

7. Use Hashtags

- Adding hashtags to your post is another “trick” to getting your content noticed. This allows LinkedIn to sort your posts and distinguish your posts from other content and competitors. When using hashtags, ensure they are relevant to the topic of the post. When the proper hashtags are used, it allows users to find your content more easily. Lastly, when the appropriate hashtags are used, members can find information on specific topics, and your article will be seen as an option.

8. Utilize Analytics to Optimize your Content

- To access your analytics, you need to click on the ‘Me’ icon at the top of your LinkedIn homepage. Then under ‘Manage,’ select ‘Posts & Activity.’ You will have access to your most recent posts via an analytics icon located on the site for each of your recent posts. You will receive real-time information and help you comprehend which posts had a higher success rate to plan for future posts.



Demographics of your readers ?



Top 4 industries

36%	Marketing and Advertising
16%	Financial Services
9%	Information Technology a...
7%	Professional Training & ...



Top 4 job titles

28%	Marketing Specialist
20%	Salesperson
10%	Business / Corporate Str...
6%	Business Owner



Top 4 locations

39%	Greater Minneapolis-St. ...
7%	Dallas/Fort Worth Area
5%	Greater Philadelphia Area
4%	Dayton, Ohio Area



Top 4 traffic sources

32%	LinkedIn.com
19%	LinkedIn Pulse
19%	LinkedIn Profile
13%	Groups