



THE TALENT
TRIFECTA

Executive's Guide to LinkedIn Engagement

As an organization executive, your LinkedIn presence can grow awareness and engagement with your talent audience. By spending 10 minutes each day posting content and engaging in conversations, you will expand your network of individuals with the expertise your business needs.

Every time you post, your post shows up in the

feeds of your first-degree connections. The more views, comments, and shares your posts receive, the more likely they are to show up to users outside of your first-degree connections.

This guide provides a list of activities by day that allow you to demonstrate your knowledge and grow your network.

Monday	Tuesday	Wednesday	Thursday	Friday
Share a relevant industry article in a post. Include 2-3 sentences highlighting your thoughts on the article.	Create a post to highlight a team member or colleague and the work they do. Focus on an organizational value or recent accomplishment. Include a photo of the individual or team and link to the highlighted individual(s)' profiles.	Contribute to a LinkedIn Collaborative Article. The list of available articles can be found here .	Share one of your organization's open positions. Add a few sentences about why the role is desirable, the team is excellent, or the work is particularly impactful. If it is advertised on LinkedIn, share the link for the LinkedIn ad. If not, share the link to the job on your ATS.	Share one of your organization's recent posts from its LinkedIn company page. Add a few sentences about how that post relates to your role or why you are proud to work for the company.

Daily:

- Comment on three posts in your feed. Select at least one post from someone who is a second-degree connection. These comments can be as simple as congratulating someone for a new job or promotion.
- Respond to everyone who comments on your post from the day before, even just to say thank you. The algorithm counts your comments as additional engagement, which will increase the reach of your posts.
- Send connection requests to individuals you engaged with who can add value to your network.
- Review and accept or decline connection requests.



Make LinkedIn engagement a part of your daily routine. Block 10-15 minutes on your calendar at the same time every day to complete these activities.

If you prefer to create your daily posts at once, LinkedIn allows you to schedule your posts in advance. If you decide to go this route, be sure to still perform the daily actions.