LinkedIn Content Playbook 2026

Workflow Link: 📄 LinkedIn Social Playbook.jpg

How it works?

Step 1: LinkedIn Profile Optimization

Update profile before publishing content.

- Add cover banner aligned with positioning.
- Upload professional profile picture.
- Write clear headline with value proposition.
- Add CTA button with external link.
- Write structured About section.
- Add Featured section with:
    - Case studies
    - Lead magnets
    - Demo links
    - Key posts

Step 2: Audience Building

Grow visibility among the right people while scaling content.

- Identify ICP contacts using:
    - **Clay**
    - **AI Ark**
- Identify niche influencers.
- Segment by job title, industry, geography.
- Send automated connection requests via **HeyReach**.
- Track acceptance rate.

Step 3: Create Content Strategy

Research and validate post ideas.

- Use **Claude** and **Perplexity** for idea generation.
- Analyze competitors' posts and formats.
- Record and analyze calls using **Sybill**.
- Review post analytics using **Shield**.
- Document recurring topics and high-performing formats.

Step 4: Content Types

Structure posts by funnel stage.

- **TOF (50%)**
  - Giveaways
  - Build in public
  - Personal stories
  - Thought leadership
- **MOF (25%)**
  - How-to posts
  - Playbooks
  - Frameworks
  - Old way vs new way
- **BOF (25%)**
  - Demos
  - Case studies
  - Product launches
  - Objection handling

Step 5: Visual Formats

Assign format per post.

Available formats:

- Infographics
- Short-form videos
- Carousels
- GIFs
- Single-image posts

- Text-only posts

Step 6: Operationalize Content Production

Structure workflow for content production.

- Team roles

    - Designer
    - Writer
    - Editor
- Pipeline stages

    - Idea
    - Draft
    - In Progress
    - For Approval
    - Live
- Use board view to track status.

- Content Calendar

    - Assign publish date.
    - Balance TOF, MOF, BOF posts.
    - Maintain consistent posting frequency.
- Scheduling

    - Schedule posts via **Ordinal**.
    - Set automation for:
        - Auto-like via selected profiles.
        - Auto-comment via selected profiles.
- Internal Monitoring

    - Send Slack notification after publishing.

Step 7: Capture and Covert Leads

Track inbound signals and monitor:

- Engagement via **Jungler**

- Profile views via **Teamfluence**
- Lead magnet opt-ins via **beehiiv**
- Follower growth via LinkedIn
- Demo requests via website forms

Follow-up process:

- Reach out to engaged users.
- Book meetings via **Cal.com**.
- Move qualified leads into sales process.