

Intro Guide for Executives Creating Content on LinkedIn

Why LinkedIn Matters

LinkedIn is the most effective platform for executives to build visibility, share perspective, and strengthen reputation. You do not need to post daily. A clear and consistent presence is enough to make an impact.

Step 1: Define Your Focus

- Pick **2–3 content pillars** that reflect your expertise and leadership approach. Examples: innovation, leadership lessons, industry trends, company culture, diversity and inclusion. These content pillars will make it easier for you to create content because you already know the central themes you want to share about.
- Align these pillars with your company's strategic priorities and your own professional narrative. These don't need to be set in stone and you should feel empowered to experiment with different types of content depending on what resonates with your network and audience.

Step 2: Posting 101

- **How often to post:** Aim for 1–2 posts per week. Consistency is more important than volume.
- **When to post:** Mornings between Tuesday and Thursday tend to see the highest engagement, but test different times to see when your network responds best.
- **Length:** Keep posts short and scannable. Three to five sentences is usually enough. Break up longer thoughts into paragraphs.
- **Media:** Posts with photos, graphics, or videos typically get more engagement and visibility. A behind-the-scenes photo, a simple chart, or a short video can bring your perspective to life.
- **Scheduling posts:** On LinkedIn, you can schedule posts by clicking the clock icon at the bottom right of the post editor. This allows you to plan your content ahead of time.

Step 3: Engage With Others

- Comment thoughtfully on your team's posts or peers' updates.

- Acknowledge milestones, share congratulations, or highlight a colleague's work. Try to avoid 'empty comments' like "Congrats on the new gig!" or "Congratulations [name]"
- Respond to comments on your own posts to show you are listening and open to dialogue.

Step 4: Make It Personal

- Share **brief stories** that connect professional insights to lived experiences.
- Audiences respond strongly to authenticity. Successes, challenges, and lessons learned all resonate.
- Example formats:
 - A short reflection on something you learned in a recent meeting or a nugget of knowledge that you've shared with your team recently
 - Key takeaways from a conference or article or your unique POV on the insights from the article
 - A story about a challenge your team overcame—people love to hear about challenges or mistakes as it validates their own experiences and makes leaders more relatable

Step 5: Track What Works

- **Where to find analytics:** Go to your profile, click "Posts & Activity," then choose a post and click "View analytics."
- **What you'll see:**
 - Number of impressions (how many people saw your post)
 - Engagements (likes, comments, shares, reposts)
 - Profile of your audience (industries, job titles, companies)
- **How to use it:**
 - If leadership stories drive more engagement than industry news, lean into those.
 - If posts with graphics outperform text, add visuals more often.

Recommendations & Pro Tips

1. **Pin your best content.** If you share a high-performing post or a big accomplishment, pin it to your Featured section so it's the first thing visitors see on your profile.
2. **Engage quickly.** Respond to comments within 24 hours. This boosts momentum and signals to LinkedIn's algorithm that your post is worth serving to a larger audience.
3. **Visuals win.** Posts with photos, videos, or graphics are shown in more feeds. Even a candid photo or a simple chart can increase reach.

4. **Grow smart.** If you want to expand your audience, connect with and engage on posts from LinkedIn Top Voices in your industry. Their communities are active, and engaging there helps you get discovered.
5. **Mix up formats.** Try text-only reflections, posts with graphics, polls, short videos, or carousel documents. Rotating formats keeps your content fresh and signals variety to the algorithm.
6. **Keep it human.** Avoid jargon-heavy corporate speak. Write as if you're talking to a colleague.
7. **Leverage your network.** Tag colleagues, partners, or organizations when relevant. This increases visibility and draws their audiences into your post.
8. **Consistency is key.** A steady cadence builds credibility. Even 2–3 posts a month can establish you as a visible, trusted voice.
9. **Don't overthink.** Not every post needs to be groundbreaking. A quick takeaway, reflection, or simple "thank you" goes a long way.
10. **Experiment and adjust.** If one format or topic outperforms the rest, use that data to refine your content mix.