

Powering Up LinkedIn

Being epically YOU and getting yourself more opportunities.

Hi! I'm Annelies.

Business Owner

Client Brand Manager

Event Host

Speaker

- PEOPLE
- PERSONALITY
- VALUES

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Today

- Benefits of LinkedIn
- Circle of Influence
- Account optimisation
- Engagement
- Groups/Events etc
- Personalisation
- LinkedIn Best Practice

Why LinkedIn is good



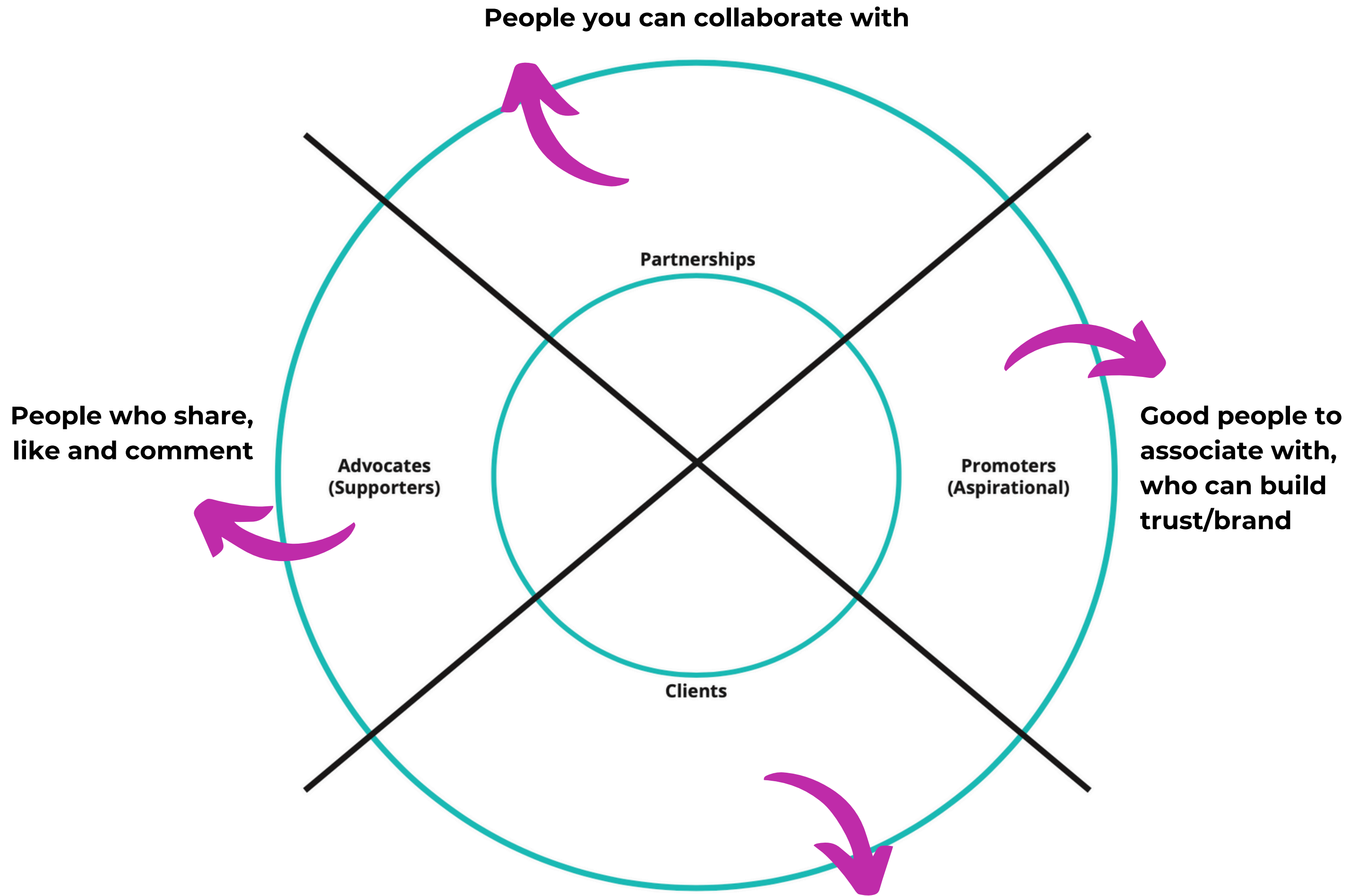
PURPOSE OF LINKEDIN

- Connecting professionals
- Access to industries
- Career growth
- Networking
- Knowledge sharing

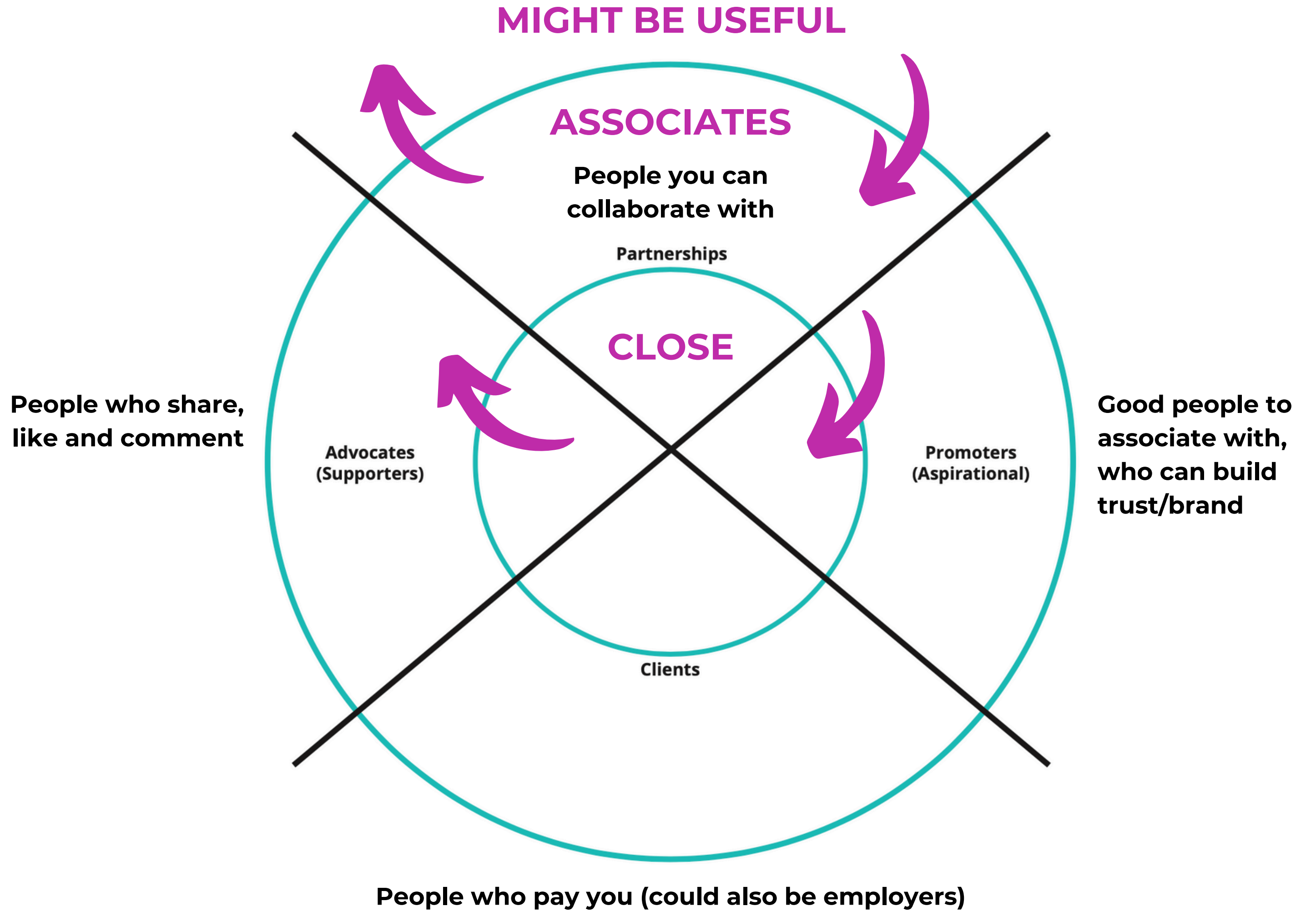
NETWORKING GOALS

- Expanding industry connections
- Finding clients
- Accessing resources.

The Circle of Influence



The Circle of Influence





**OPTIMISE BEFORE
YOU BUILD**

Let's Optimise

- Banner
 - Bio
 - About
 - Featured
 - Experience
 - Interests
-
- Searching
 - Adding people
 - Active and Reactive content
 - Content sourcing - Answer The Public / Google Alerts

Crafting a Connection Request



Making it Personal:

Shows you're genuinely interested in connecting, not just expanding your network for numbers. A personalised approach also increases the likelihood of a positive response.

Mention Commonalities:

When reaching out, look for common connections, groups, or shared experiences (like attending the same conference or having similar roles in the industry).

Be Specific and Brief:

A short, meaningful message is more effective than a lengthy one. Aim to address why you're interested in connecting and what value you can bring to the relationship.

Sample Messages



Connecting with a Colleague's Contact:

"Hi [Name], I noticed we both know [Mutual Connection]. I've seen some of your work in [industry/topic] and am very interested in connecting and learning more about your approach. Looking forward to connecting!"

Connecting with an Industry Leader:

"Hello [Name], I've been following your work on [specific project/topic] and found it inspiring. I'd love to connect and stay updated on your insights!"

Connecting after an Event:

"Hi [Name], I attended your talk at [Event Name] and gained a lot from your insights on [Topic]. Would love to connect and keep learning from your posts!"



SHARE DIGITAL LOVE

Liking, sharing, and commenting.

Meaningful comments that add perspective or ask questions are especially effective in building visibility and relationships

DIRECT MESSAGING

If a post resonates or sparks ideas, follow up in a private message. Keep it professional but personal, acknowledging the post and adding thoughts or further questions.

EXAMPLE ENGAGEMENT MESSAGE

Hi [Name], I just read your recent post on [Topic] and found your take on [specific point] insightful. I'd love to know how you see this evolving in our industry. Thank you for sharing!



GROUPS

Value of Groups: Connecting with like-minded professionals, sharing expertise, and staying updated on niche topics. They provide an opportunity to engage in discussions and gain visibility among relevant people.

Finding Relevant Groups: Some groups may be private and require approval to join.

Engagement in Groups: Participate actively by contributing to conversations, asking questions, or sharing valuable resources.

Group Engagement: Introduce yourself when you join, share what you're looking to learn or contribute, and aim to comment or post once a week in a group for consistent engagement.



EVENTS

- **Importance of Events:** LinkedIn events are ideal for networking and staying up-to-date with industry trends. Joining these events allows participants to connect with others interested in similar topics.
- **Finding Events:** Events section under the “More” tab and search for events using industry keywords. Point out the option to follow event organisers to stay updated on future events.
- **Event Interaction:** After attending an event, follow up with presenters or attendees with a personalised message, mentioning a specific part of the event that resonated.



LET'S EXPLORE

Regularly finding and adding people is a great way to build a network.

If your content is up to date they will know why you've added them.

FYI: You might have restrictions on the number of messages you can send and people you can add.

- Searching People
- Searching Posts
- Searching Groups
- Searching Events
- Following Hashtags

6-7AM

**POST YOUR OWN
CONTENT**

AM COFFEE BREAK

Add people

PM COFFEE BREAK

Comment/like/share

REPEAT



An example strategy



BUILD

- Optimise your account
- Ensure updated content
- Featured section
- “Hi I am, and I do...” post

FIND

- See what they are following, liking, commenting etc.
- Like, share, comment on their stuff for a short while

ADD

- If they have looked at your profile send them a connection request, if not, send them a request with a message about something insightful they said.
- Tag them into useful/interesting posts they might like

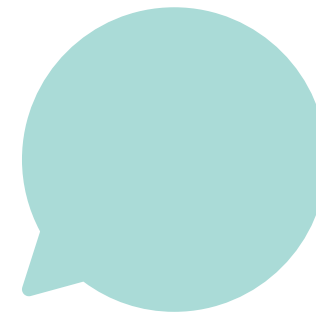
WHAT INFLUENCE DO YOU HAVE?



REFERENT
Likeable
and respected



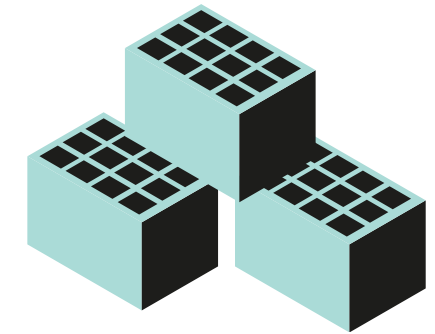
REWARD
Incentivise
through pay or
perks



INFORMATION
Access to
specific information



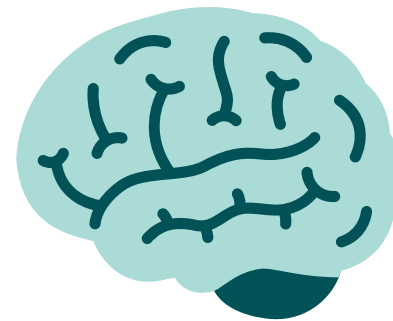
CONNECTION
Alliances with
influential people



FOUNDER
Perception of knowledge
through experience



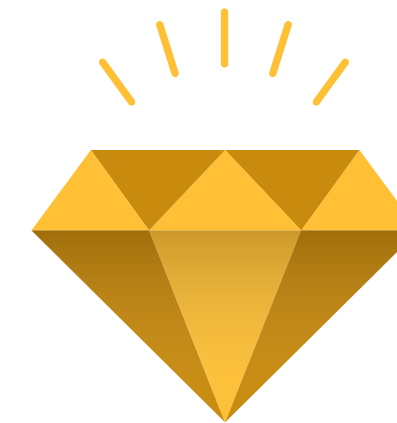
COERCION
Use force or fear



EXPERT
Knowledge and skill



LEGITIMATE
Role or title



CHARISMA
Attractiveness,
charm or joy



MORAL
Inspire through
belief and behaviour

LinkedIn Tips

THE TIME YOU POST

Think about the time you post your content. Ensure you are regularly posting at a similar time of day. Consider when people are online?

USE ALL THE EMOJIS

Using emojis is proven to increase traction and engagement on social media posts. Also using images of people and specifically people smiling is really good. How about YOU smiling?

TACTICAL LIKING

To gain the most exposure for your content you need to give it time to gain traction. Be mindful of when you like, comment or share other content.

LinkedIn Tips

SHARE THE JOURNEY

People love stories and being a part of a journey. If sharing or resharing content, consider personalising through your own experience, interesting facts and outcomes that made you proud or feel successful.

*Success is a power word and positive too!

USER GENERATED CONTENT

Ask clients, customers, and partners to engage to share their feedback. Maybe you could develop a thought-leadership product that involves your partners and showcases both of you mutually.

ACTIVE AND REACTIVE

Active = social media, blogs and other content.

Reactive = commenting, liking, sharing and commentary. Do both.



USE EMOTION

Joy, surprise, trust, fear, anticipation, anger, sadness, and disgust. Personalise the brand.



BE AN AUTHORITY

Be assertive in your thoughts, opinions and beliefs. Stand up and speak out.



USE OTHERS WORDS

Social proof is a powerful driver of trust. Don't just blow your own trumpet... get tagged in, shouted about etc.

Persuasive content and copy

The image features a teal background with a soft, bokeh-like texture. Numerous small, colorful pieces of confetti in shades of pink, orange, yellow, and blue are scattered across the frame, appearing to fall from the top. The overall effect is celebratory and dynamic.

Questions?