

INTRODUCTION. Like all social media, LinkedIn has the posting structure of when you post an update to your timeline, then your connections will see it in their news feed. Accordingly, you should brainstorm both other people’s content and your own content to create, and then share, via LinkedIn. Remember that the tone of LinkedIn should be more serious, “career-oriented” items than you’d post to Facebook. In addition, LinkedIn Pulse is a special opportunity, it being their internal blogging platform; SlideShare is a related LinkedIn platform.

LINKEDIN THEMES. As is true on most social media, LinkedIn communicates around keywords or themes. What are the keywords that describe your skills, as well as the keywords that describe industry trends or buzzwords?

Identify **keywords** relevant to your **personal profile** that express your “value proposition” to hiring managers / promotion decision-makers / key employee influencers in your industry:

Why do hiring managers / promotion decision-makers / key employee influencers “care” about these keywords? What are they trying to get from you in terms of employee value?

LINKEDIN CONTENT STRATEGY. Content is king on LinkedIn, so be sure to use the content of other people as well as your own content (e.g., blog posts, videos, images) as part of your content / promotion strategy on LinkedIn.

Other people’s content. Either posting to LinkedIn directly or via Hootsuite, identify types of content that you will share on LinkedIn:

Comments / interaction with the posts of others. Identify people already active on LinkedIn that you will follow, as well as companies. Be sure to “comment” on their posts. Also include LinkedIn groups.

People you will actively follow in your industry:

Company pages you will actively follow in your industry:

Groups on LinkedIn that you will join / participate in:

Your Own Content. Identify types of content (e.g., your own blog posts, your own videos on YouTube, etc.) that you will be able to share on LinkedIn as updates:

Blog posts topics to share on LinkedIn:

Videos to share on LinkedIn:

Other content of your own to share on LinkedIn such as eBooks, infographics, etc.:

LinkedIn Pulse. Remember that Pulse is a good opportunity on LinkedIn. Identify topics that you can write on that are relevant to your industry, and might do well on LinkedIn's Pulse.

Pulse Topics:

OTHER LINKEDIN IDEAS. List any other ideas you have for optimizing your profile, connecting with potential connections, or creating content to share on LinkedIn:
