

Establishing authority, starting conversations, and increasing your visibility on LinkedIn

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Author
Oliver Booker



LinkedIn can be a powerful tool for starting conversations. To maximise its effectiveness and keep the top of the funnel full, you need to ask yourself: Do you have a strategic approach and regular time slots in your diary to be that LinkedIn influencer you dream of being?

These tips are some of the latest from LinkedIn's algorithms. They will improve your LinkedIn presence and engagement with your posts, better positioning you as a thought leader.

It's crucial to stay top of mind for your buyers, and LinkedIn can be the reason a potential buyer thinks of you first.

LinkedIn is about establishing authority, generating leads by starting conversations and increasing your visibility in the online networking world.

Best practices for LinkedIn engagement

1. **Value-driven content:** Posts that provide insight, solutions, or expertise perform better than direct promotional content.
2. **The first 150 characters matter:** The opening lines of your post should capture attention and encourage users to click "read more."
3. **Video content dominates:** Video posts are gaining traction and often receive higher engagement.
4. **Timing & engagement:**
 - Likes, comments, and shares within the first few hours boost visibility.
 - Comments are the most valuable form of engagement.
 - Comments over 125 characters have a more significant impact.
 - Respond to all comments to drive further engagement.

5. **Avoid external links:** LinkedIn deprioritises posts with external links. Instead:
 - Use LinkedIn Event pages instead of external event links.
 - Upload videos and documents natively to start discussions.
 - Use InMail for 1:1 event invitations rather than mass marketing messages.
6. **Hashtags have minimal impact:** Don't overthink hashtags—they have limited influence on reach.
7. **Active participation:** Commenting on others' posts and being consistently active increases your visibility.
8. **Posts over articles:** Posts generate more engagement than LinkedIn articles. Share articles as PDFs for better reach.
9. **Leverage the "content bell":** Ask top advocates to enable notifications for your posts to increase visibility. Learn more on how to [subscribe to another member's content on 'LinkedIn help'](#).
10. **Use emojis strategically:**
 - ✓ Helps break up text and improve readability.
 - ✓ Use arrows (➡) for bullet points.
 - ✗ Avoid overly long, unstructured sentences.
11. **Utilise company collateral:** Share and schedule posts using official marketing materials. Click here to learn how to [Schedule posts with LinkedIn Help](#).
12. **Tag active users:** Tag engaged LinkedIn users to boost your post's reach.
13. **Storytelling for engagement:** Posts that share real-world experiences, lessons learned, or case studies tend to perform better than generic statements. Encourage team members to weave narratives into their content.
14. **Consistency over perfection:** Posting once a week is better than posting sporadically. Aim for a balance of original content, resharing industry insights, and engaging with others' posts.
15. **Employee advocacy programme:** If you have an internal initiative for social media engagement, highlight how team members can support company content. Provide ready-made content snippets for easy resharing.
16. **Effective use of polls & LinkedIn newsletters:** Polls can spark engagement and discussions. Consider using LinkedIn Newsletters to provide regular value to your network if relevant.
17. **Use Teams or Slack when you post:** Create a channel in your company's communications software that allows your entire organisation to share their posts with the broader team. Make sure it's a group chat, similar to those on WhatsApp, not an "announcement" on the Teams channel, for example.

Profile optimisation & networking

1. **Build a complete profile:** Include a professional photo, a clear summary, relevant work experience, and updated certifications.

2. **Personal branding on LinkedIn:** Align your profile with the company's brand. Use a banner image that represents their expertise or industry. Craft a strong, first-person summary that explains their value and contributions.
 - You do not need your job title under your name or your business in your banner. When someone lands on your profile, ask yourself, is it obvious what my business or I do, and how can I add value?
3. **Engage with insights:** Add value by commenting on industry-related posts with your expertise.
4. **Be intentional with networking:** Define your purpose on LinkedIn and position yourself as an expert.
5. **Leverage your connections:** Use mutual connections for introductions and referrals. Identify key second-degree connections.
6. **Engage with recent content:** Interact with fresh posts to stay visible in your network.
7. **Use Sales Navigator:** When you see a rise in LinkedIn traffic, try Sales Navigator and block the time to use it. Track prospects and monitor who engages with your content.
8. **Monitor analytics:** Review impressions, profile views, and engagement metrics to refine your strategy.
9. **Create and share thought leadership content:** Share relevant articles, research, and insights regularly to establish credibility.
10. **Follow key influencers:** Stay updated on top clients and industry leaders to find conversation opportunities.
11. **Generate inbound connections:** Ensure your profile clearly communicates your value to attract relevant contacts.
12. **Regularly adjust strategy:** Use LinkedIn analytics to assess performance and optimise your approach.
13. **Set goals:** Define both short-term and long-term LinkedIn objectives for connection growth, engagement, and conversions.

What now?

Success on LinkedIn is about more than just building a network—it's about adding value, engaging consistently, and strategically positioning yourself as an industry leader. By applying these best practices, you'll improve your LinkedIn presence, strengthen relationships, and generate meaningful business opportunities.

Next steps

- Implement a strategy in your calendar, with a check-list of what you should be doing on LinkedIn.
- Track your engagement metrics and adjust accordingly.
- Share this guide with your team and encourage best practices across your organisation.

Stay consistent, engage authentically, and watch your LinkedIn impact grow. If you want to talk more about social selling, [let's talk growth](#).