
How to
**Master
LinkedIn**
in

30

Days

Paiger

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How To Write a Post

1

Write like you talk

Not like a marketer or how you think you should talk. But you. Be real. Be human. Think of writing a post in the same way you would write an email to a friend about something that has happened to you.

2

Decide post length

Short and long posts perform better than average length posts. Depending on the content, short and snappy can work better than long anecdotes, and vice versa. Find a balance which works best for your brand

3

Yes to pronouns

Pronouns are a must. You. Me. We. I. Yes to writing in the first person. That's how people talk and it'll look more authentic (further to point 1).

4

Get us to read more

First line, break, second line. The aim of your first line is to get people to read the second line by clicking read more. The aim then of your second line is to get them to read the third, etc.

5

Real examples

Fill your posts with real examples. Not google photos. Not perfectly edited images. But real ones to remind people that you're real. Photos showing people get up to 4x more clicks. Take screenshots of Tweets, take pictures of genuine moments and post these without edits. Post selfies (in personal posts) for 3x more engagement and 2.5x more reach.

6

Break up content

Avoid long, dense paragraphs and overly formal language. Use single lines, short paragraphs, breaks, bullet points, and emojis to make it easier to skim read. The goal is to increase reliability, stand out, and appeal to short attention spans.

How to find content

Utilise curated content

Content curation allows you to find great content and present it to your social media followers in a way that adds value. So curated content is about providing extra value whilst showing off your expertise specific to your industry.

- 1. Fill gaps in your content calendar**
- 2. Provide value to your followers**
- 3. Establish yourself as a thought leader**
- 4. Build your network**

Curated content is content created by others that you can share with your own audience. Examples include a blog post specific to your field or tips from a thought leader.

To find curated content you can utilise products such as Paiger who gathers daily content for you from news, podcasts and more.

When finding curated content first you must read it - if you are directing people to a piece of content you don't want to have missed something! Ensure it'll be of interest to your audience as posting something which lacks value is just taking the quantity over quality strategy to posting. Don't just share the content, add your opinion then link and tag back to the original source.

LinkedIn pushes both short and long content -
but what is the difference?

Short Content

vs

Long Content

-
- | | |
|--|---|
| <ul style="list-style-type: none">• Approx. 248 characters | <ul style="list-style-type: none">• 1200-1600 characters |
| <ul style="list-style-type: none">• Triggers 'See more' button | <ul style="list-style-type: none">• Triggers 'See more' button |
| <ul style="list-style-type: none">• Grabs attention quick | <ul style="list-style-type: none">• Increases dwell time |
| <ul style="list-style-type: none">• Concise and snappy posts increase engagement | <ul style="list-style-type: none">• Increases chances of interaction |
| <ul style="list-style-type: none">• Quality > Quantity | <ul style="list-style-type: none">• Ideal for personal or success posts |
-

Posts with engaging titles of **40-49 characters**
in length perform best

The algorithm only pushes posts that are a
minimum of 150 characters

Personal content

This is anything that puts you or someone else as the topic. For example, a life event or opinion on a situation.

Value content

Often from a marketing team, which is aimed to deliver as much value as possible. For example, a whitepaper or survey.

What content is LinkedIn favouring in 2023?

LinkedIn still prioritises quality over quantity content

Product or service related content

Talking about the benefits and problem-solving elements of your product or service.

Industry related content

Anything that was written by someone other than yourself or your company. For example, articles or news.

List posts...



Break up heavy paragraphs



Makes posts easier to read



Cover multiple points



Get straight to the point

Write a list

Writing posts in a list structure is a great way to increase engagement. Content should be written in a memorable format that is easy to read and digest. No matter your post subject, lists are a great way to engage with your network.

You could list professional tips, personal stories, fun facts, business features, or a mix of whatever else is relevant to your personal brand. When constructing a list, write down as many ideas as you can, research them, and pick the most relevant and interesting points to post.

Emojis

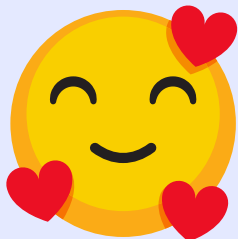
Emojis are non-verbal information, meaning we interpret them as emotional communications. This gives emojis the power to enhance the message of whatever we're trying to convey. Posts with emojis increase comments and shares by 33%.



Stand out
from the
crowd



Appeal to
quick
readers



Add colour
to plain
text posts



Convey
tone &
emotions

Avoid using more than 4 emojis on one line of text, and use no more than 10 emojis per post.

<3

A missed opportunity

>10

Spam, spam, spam

3-5

#Hashtags

Posts with less than 3 or more than 10 hashtags have 20-40% less reach. The positioning of the hashtag doesn't influence the reach but ensuring the hashtags are relevant to your network and have a high no. of followers is important so make sure you do your research.

Following Hashtags

Ensure you are following at least 5 highly followed hashtags and actively commenting within the community. Usually it increases the reach and potential engagement of your own content. It will also ensure certain content and updates finds its way onto your news feed.

6 Types of Content for 2022

#1

Text + Image

The ideal LinkedIn post image size: 1200 x 1200 (square) for both desktop and mobile.



**21% OF
OUR FEED**

Document Slides

Your network can scroll through the document and you'll see benefits from the algorithm as they don't take your reader out of the platform.

#2

**16% OF
OUR FEED**

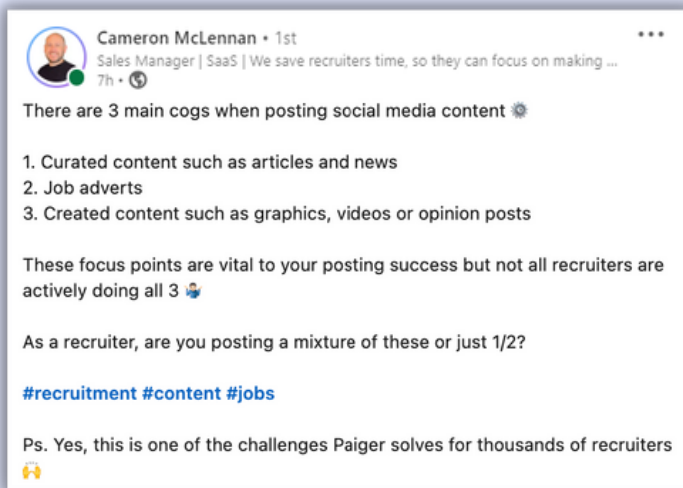


6 Types of Content for 2022

#3

Text Only

Longer, meaningful text-based posts continue to receive high engagement.



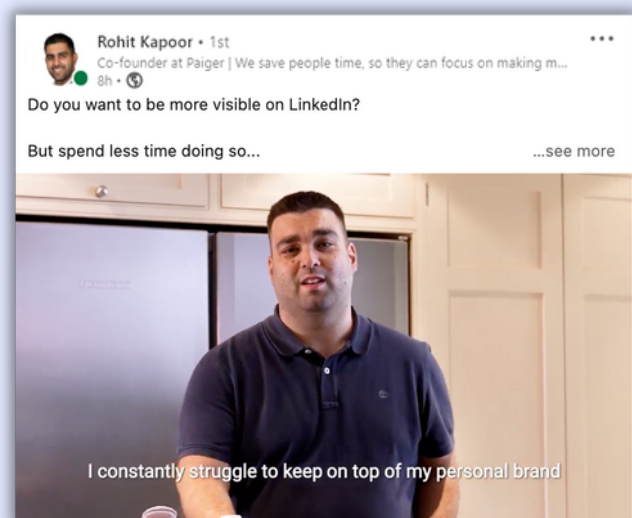
**10% OF
OUR FEED**

Native Video

The ideal video post has a square format, between 45-60 seconds which is subtitled and is uploaded natively (in screen not a link externally).

#4

**9% OF
OUR FEED**



6 Types of Content for 2022

#5

Articles

This type of post helps you to share timely and relevant topics in your industry with your opinion on the information.



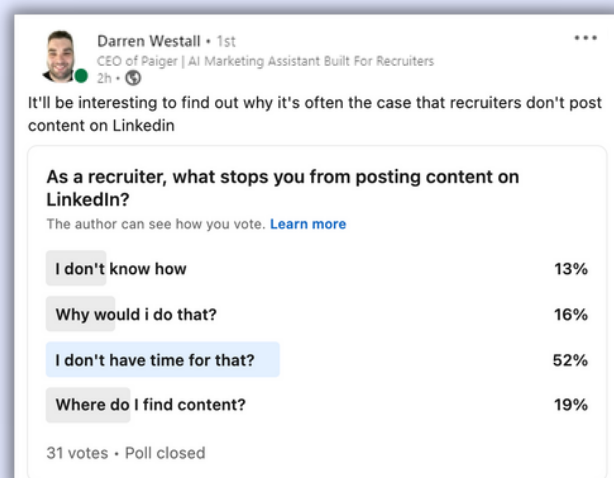
**7% OF
OUR FEED**

Polls

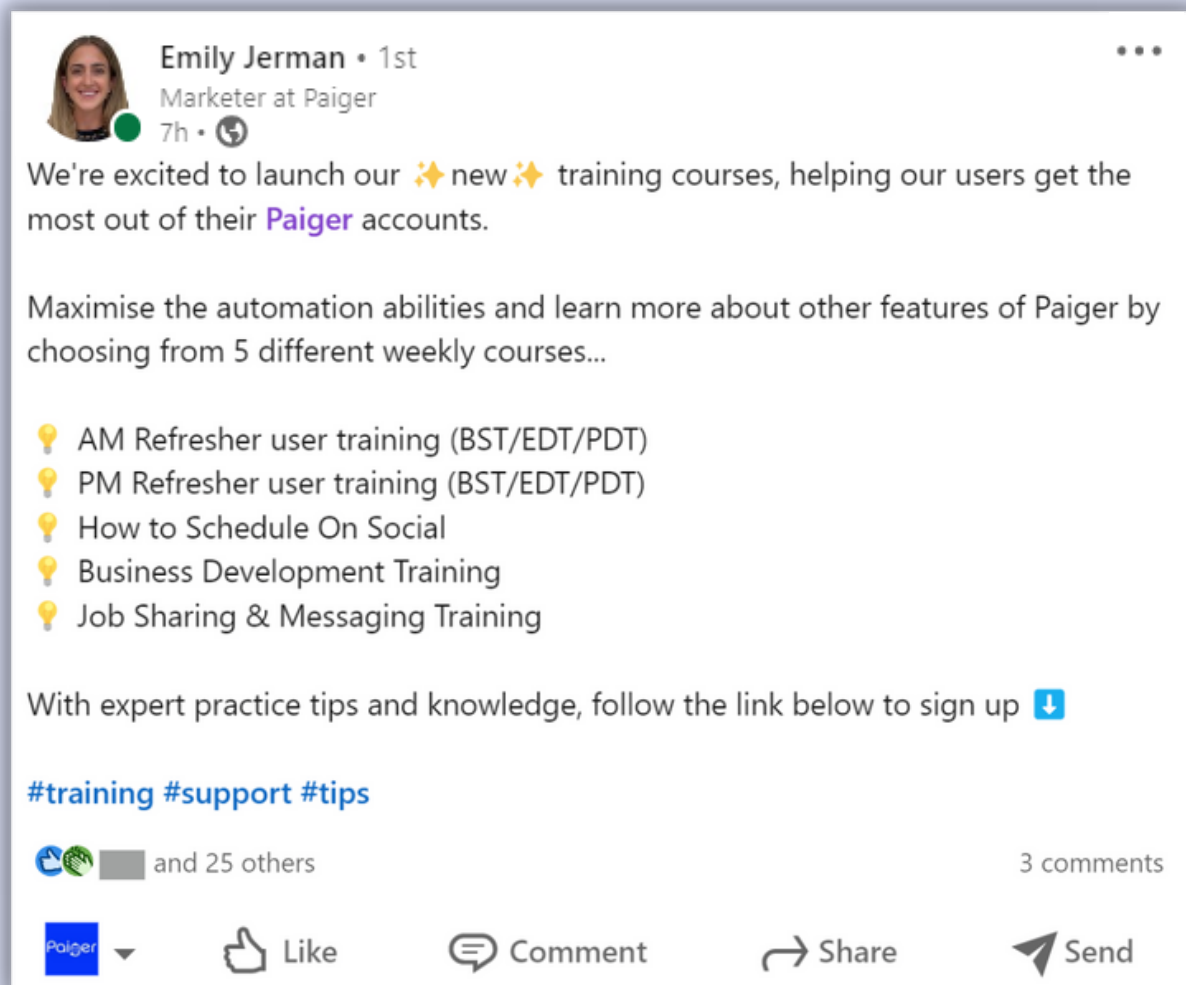
This is not for types such as do you prefer tea or coffee, use them wisely to get to know your target market and network.

#6

**6% OF
OUR FEED**



STRUCTURE OF A POST

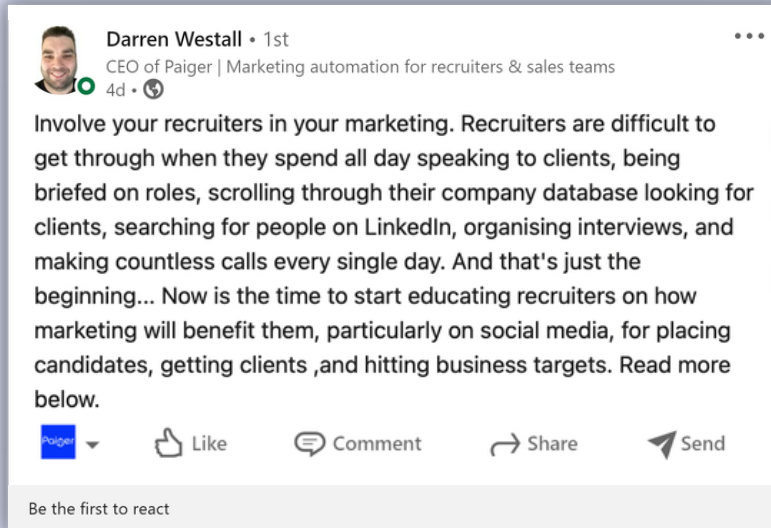


Audience-focused, easy-to-follow, value-added content will bring you success as a thought leader and master of LinkedIn

The Three C's: Content, Context, Consistency

Before

Ineffective format as ranked by the algorithm



- ← Bulk text
- ← Difficult to read
- ← Information lost
- ← No hashtags

After

Optimised for maximum engagement and reach

Catchy Headline →

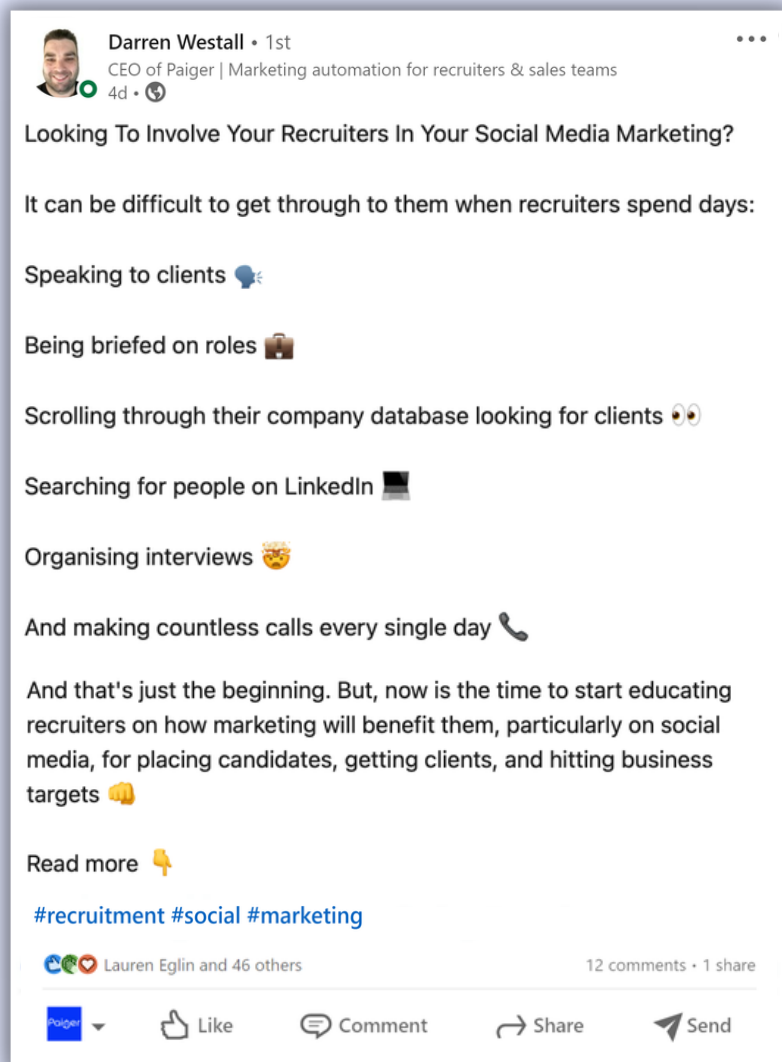
Emojis →

Line Spacing →

Context →

CTA →

Hashtags →



LinkedIn Algorithm Statistics

Posts with videos or animations
get **5x** the engagement

+5x

+3x

Image posts with selfies get **3x**
more engagement and up to
2.5x more reach

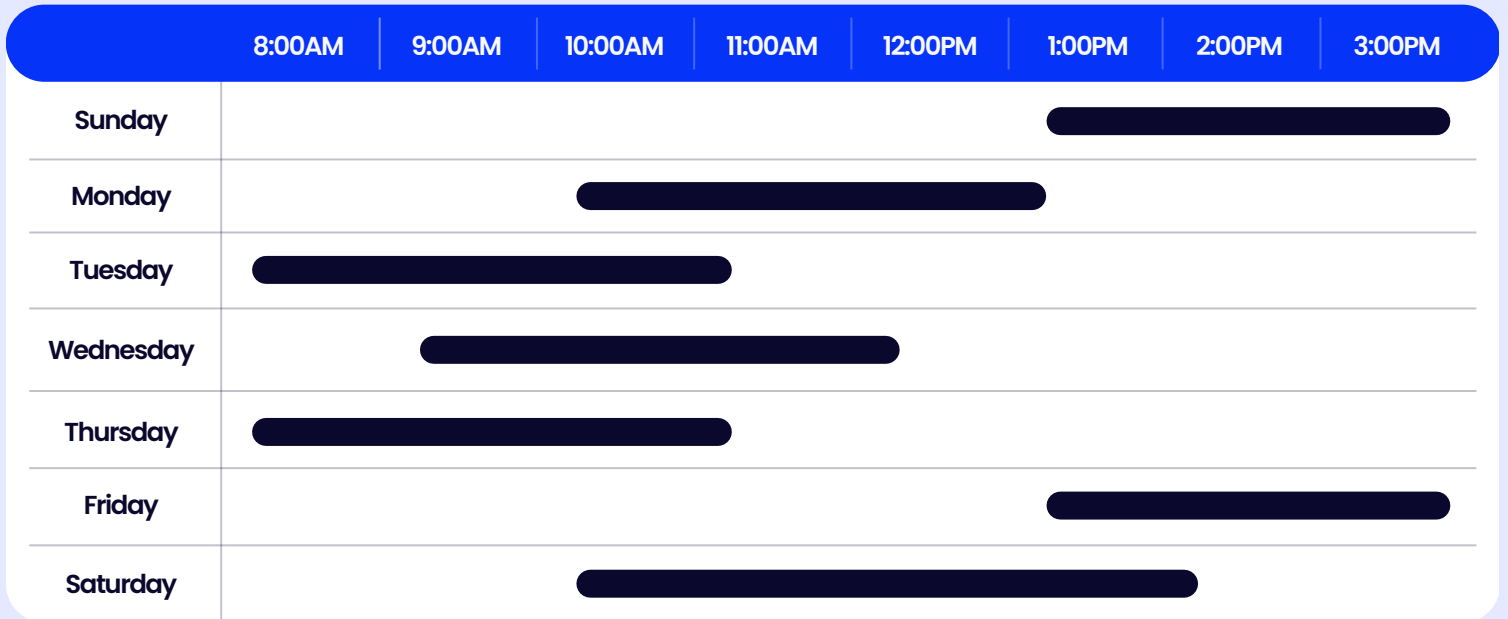
Posts with images usually get **twice**
as many comments as text posts

+2x

+8x

Content shared by employees
receives **8x more engagement** than
content shared by brand channels

BEST TIMES TO POST



MOST CLICKS & SHARES

11AM-12PM,
Tuesdays &
Thursdays



THE WORST TIME TO POST

10PM-6AM



PEAK TIME OF USE

12PM-1PM &
5-6PM,
Everyday

Golden two hours of posting

Timing is key and the best time to post is between 08.00 am and 11.00 am Tuesday to Thursday. Growth over multiple days is based on engagement received between the first 90 minutes and approx. 8 hours.

You must engage in comments within 24 hours to reach even further. Responding in that time frame offers an 8-10% boost in reach. If you comment on your own post on the 2nd day it could get +15% more views.

LinkedIn does not want to show more than 2 pieces of content from the same author per day.

But people will see your updates no matter how close they are... if they deliver value.

Keep in mind that if you have high engagement wait to post again the same day until this drops. But, if every person shared content between the 'best' it's difficult to stand out. So test things out, 'schedule' your content and monitor what works for your audience.

Consider dwell time

Thanks to dwell time, the types of posts that ensure you spend more time viewing and staying on the platform, will perform better. Meaning native video, documents and opinion posts are performing better than in 2022. You need to use at least 8 lines of text and think about the format.

Increasing dwell time is most beneficial for text posts. Posts with 1200-1600 characters have 2.4x more reach than ones with less than 1000.

A re-share is pointless

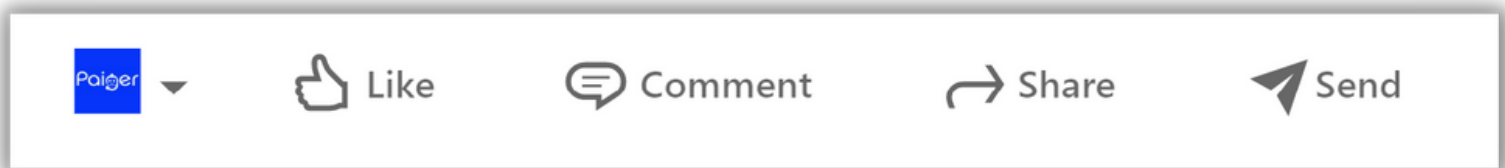
A re-share is a waste of time. They provide the original author 7+ views, but don't benefit your post's engagement or overall reach. A better option is to comment on the post directly to gain access to the post owners' network.

A like is nice

It triggers the algorithm within the first 2 hours after the post and offers your post 1+ views. All types of like buttons (or 'reactions') have the same 'like' impact.

A comment is everything

Comments give 12+ views. This is 12x more powerful than a like, and compared to a share offer 1.7x more views.



RULES TO FOLLOW

BE CAREFUL WHEN TAGGING



Tagging people or companies can have a big impact on your views but only if they engage back with the post (+10-15%). The algorithm can punish you with 40-50% less reach if your tagged party does not engage or untags themselves.

BALANCE YOUR HASHTAGS



3-5 hashtags is the sweet spot of hashtagging. Being hashtag-happy could have a negative impact on your reach. Use a mix of broad and niche hashtags relevant to your post (example: #socialmedia, #marketing, #b2bsocialmedia)

DON'T POST AND GHOST



The golden rule of golden hour: don't publish a post then ignore it or forget about it. LinkedIn measures initial engagement to see if it's worth pushing. Keep interacting with your network and beyond as they engage with your post to boost your reach, especially within the first 90 minutes, then the first 24 hours.

More detailed examples:

Post Example 1 – The Opinion:

1. Thought-provoking, opinionated question (get them to read more)
2. Some context on why you've asked the question (e.g. share personal story)
3. Build out your argument with an opinion (e.g. a statistic/ quote if using an article)
4. Express your expertise with e.g. of the better way of doing things
5. Sign-off with a statement or question to encourage engagement

Post Example 2 – The Shoutout:

1. A brilliant post/ point/ opinion/ quote/ article from [insert name] outlining [insert their opinion]
2. I completely agree/ disagree with [insert name] and think [add your opinion]
3. Sign-off with e.g. what do you think?

Post Example 3 – The Sales Conversation:

1. I had an interesting conversation with [insert name or job title] this week about [industry problem]
2. Express your opinion on the topic
3. How you/ your company can help to overcome these challenges
4. Sign-off with e.g. drop me a message

Post Example 4 – The Feeling:

1. I'm enjoying work/ I've achieved something/ I've run a marathon/ I'm proud of [insert the feeling]
2. Some context on the change and how it's affected you
3. Sign-off with e.g. check out the link below for marathon donation

Post Example 5 – The Testimonial:

1. It's always great to hear [success/ review] from [name/ company]
2. How you helped to overcome the challenges for [name/company]
3. Sign-off with e.g. drop me a message to find out more

Post Example 6 – The List:

1. [number] of things I wish I knew/ tips for/ tools for [subject]
2. Insert in a numbered list
3. Sign-off with e.g. anything I've missed?

20 post ideas to help you build your personal brand

Personal posts

1. **Introduce yourself** – starting a new role or after a promotion
2. **A personal challenge** – and how you have overcome it
3. **Your wins** – help others to apply those same strategies
4. **Your losses** – show your authentic self
5. **A life event** – and how it impacted you

Value posts

6. **A whitepaper** – relevant to your market
7. **Survey** – relevant to your market
8. **A *good* poll** – relevant to your market
9. **5 tips for (x,y,z)** – expertise highlighted
10. **A recent blog** – of interest to you

Company posts

11. **A problem you solve** – not too 'salesy'
12. **Information on partnerships** – opportunity to get credibility
13. **Testimonials** – the successes
14. **Videos** – with subtitles, square
15. **Events** – in person, webinar etc.

Industry posts

16. **Recent articles** – within the last 7 days
17. **Hot news** – relevant to your market
18. **Your opinion on X topic**
19. **Your opinion on a market change**
20. **Advice for people entering the market**

30 DAYS of socials content

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Introduce yourself to your audience	A market-relevant whitepaper	Client testimonials	Hot market news	Your favourite quote
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
A personal challenge	A video on your 5 top tips	Event promotion	Your opinion on a topic	What tools you use in your business
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
Your wins	An engaging poll	Information on referrals	Recent articles	Promote your services
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
A life event or milestone	A market-relevant survey	A video on a market topic	Advice for people entering the market	Share something motivational
DAY 21	DAY 22	DAY 23	DAY 24	DAY 25
Your authentic losses	Show your workspace	A problem you solve	Your opinion on a market change	Top 5 tech tools you use
DAY 26	DAY 27	DAY 28	DAY 29	DAY 30
A video sharing your business story	A recent blog post	Share a quick tip	Ask a question	Why you love what you do

Our final tips to master LinkedIn

Consistency not frequency

The algorithm will downgrade your content if you post randomly. Building up your track record for posting is essential.

Messages for Birthdays

Wishing your connections a Happy Birthday on LinkedIn won't build your relationship - they'll get a tonne of messages. Instead, take the extra 5 seconds and pop them an email instead. You don't need to write anything beyond "Happy birthday :)" in the subject line. You'll stand out, you're different and you'll get a reply.

Stay active every week

Ensure you perform 2 actions per week either messaging, endorsing other people, engaging on posts via comments and making connections to bring people back into your algorithm. Note followers see less content than your connections. LinkedIn prefers daily posting, but consistency is more important than frequency.

Post for your network

Make sure you are creating content that can spark a conversation within your network. The posts that do well in LinkedIn's algorithm are those that gain higher quality comments, not just things like "yes to this!" or "agreed!". Comments with more than 12 words have the highest impact on boost reach.

View profiles to become visible

When we view a person's profile it pops up as a notification forcing the person to view our profile back. 9 times out of 10 this leads to an inbound connection request.

AI Marketing Assistant Built For
Recruiters & Salespeople. Follow us
for all things recruitment, sales and
marketing.



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