



# 8 WAYS

TO INCREASE YOUR  
VISIBILITY AND ENGAGEMENT  
ON LINKEDIN



As LinkedIn's popularity grows, so too should your desire to reach as many people as possible through this avenue. LinkedIn is really a different animal from other social media sites because you're working exclusively with other business professionals. That also makes it a great way to make connections and pinpoint the content to the precise group you're trying to reach.

But how do you get that content to reach as many people as possible? Read on to learn about some surefire ways to engage on LinkedIn.

## #1 Be intentional about hashtagging your posts.

LinkedIn users are able to use hashtags to find content on topics of interest. You'll want to hashtag your posts so that your name, brand, and content are discovered when potential clients are on the prowl for info. Be sure to do some research about what hashtags seem most

related to your field and simply add them to the bottom of your posts to broaden your audience.

### #2 Target engagement groups with relevant content.



Instead of relying solely on LinkedIn feeds to disseminate your content, you can target people through engagement groups. Create these groups by categorizing your connections based on their needs and interests, and then send out links to relevant content so that they're sure to see it and, hopefully, engage with it. The more engagement your content receives, the more visibility LinkedIn gives it, so it's a win-win.

### #3 Share and respond to other people's content.

When you engage with content on LinkedIn, you not only help with their visibility but your own as well. In fact, your comments on others' posts will appear in the newsfeed of your first degree connections, and that's free visibility for you and your business.

### #4 Make frequent use of status updates.



Surprisingly, on LinkedIn, status updates get more visibility than articles, so instead of spending all of your time creating longer pieces, consider the status update. Find a way to wedge your information, if possible, into the approximately 250-word limit, and you'll reach more people than an article would.

That isn't to say, however, that you shouldn't be creating article content. Rather, the status update just seems to get more exposure through this platform. Want to do both? Create a status update that includes one teaser point from one of your articles and then include a link to the full article as the first comment. And let people know that the link is in the comments at the end of your post. Why? It seems that LinkedIn prefers for users not to leave the platform, so visibility on status updates with links included is not as high as those without it.

### #5 Consider posting content that just works.

The first rule of engaging content is that it must be good... intriguing... and new! Here are a few methods you could try in order to increase engagement.

- Ask your connections to leave you questions they have so that you can share your expertise. You'd be surprised how many people will take advantage of an opportunity to learn when it's presented.
- Provide information posts that are current and relevant: lists, steps, or advice about something that will help them in a practical way.
- Take a stance on a pressing issue, and ask your connections to join the debate. Be careful here, though. You don't want to offend or marginalize any of your potential clients.

### #6 Reply to your community.

It's as simple as this: respond when people communicate with you. Whether it's through direct messaging or public comment, respond with kindness and vulnerability. Give people your ear and they'll be more likely to engage with your future posts and with your business directly.

### #7 Post and repost frequently.

Try to post every few hours, knowing that you can repost content to enhance visibility and engagement. Yes, it's okay to repost this evening something that you posted this morning, but be sure to write new copy at the top to spice it up. If you do this, you'll give your evening scrollers a chance to see something that they may have missed while they were at work.



### #8 End with a “Call-To-Action.”

Every good post, whether a status update or a long-form article, needs a call-to-action. Invite your prospects to join a webinar you’re hosting, join an e-mail list to get free offers, download your latest ebook, or learn more by visiting your website. Just make sure that the CTA is irresistible and straightforward.

## It’s Possible to Increase Your LinkedIn Visibility and Engagement

As you can see, it doesn’t take much for you to increase your LinkedIn presence. Get started today since we aren’t sure how long this free exposure will last!