

A: DEFINE GOAL AND CALL TO ACTION

Ask yourself:

- What is the **purpose of your LinkedIn profile**?
- Who should find it attractive / interesting?
- **What action do you want them to take once they've read it?**
- What language is important to the target group? **English or local?**

	Example 1	Example 2	Example 3
Goal	Find a new job (well-defined function & industry)	Find new clients (well-defined target group)	Position yourself as an expert (well-defined field)
Call to action	Have recruiters ask for CV	Have clients request offers	Get requests for articles, comments, speaking engagements

B: PREPARE A FLAWLESS PROFILE

Read & **apply** the following materials (hyperlinked!):


- [LinkedIn for Job Seekers](#)
- [How recruiters use LinkedIn](#)
- [Creating a Perfect LinkedIn Profile](#)

C: PREPARE & EXECUTE AN ACTIVITY STRATEGY


1. **Choose 10 companies that fit your strategy & produce good content relatively regularly**, like:
 - 10 companies that you would like to work for
 - 10 companies that will help you to position yourself as an expert
 - 10 companies that you would like to partner with
 - 10 companies that are market leaders and produce valuable content
 - 10 companies that ...

Bonus: choose the most relevant decision makers within those companies and follow them too.
2. **Follow them.**
3. **Choose 1-2 pieces of content per week to share** (with a break of 1-2 days) with a meaningful comment tagging the company and – if possible – the author (example on the next page). Sometimes the content is not shared by the companies via LinkedIn, but on their websites. Use that too! **Important:** do NOT share content more than once a day. In terms of **publishing timing: 7-12 or 16-18 in the time zone of your target group** during weekdays; if you have a choice of posting at 15:00 vs. not posting at all: post :) No excuses.
If you are super busy: use HootSuite, Buffer, Edgar or other free social media automation tools so you can prepare the content in advance – though do double-check if everything was posted properly!
4. **React to the comments your shares receive.**

Bonus: thank people personally via message for sharing your content.

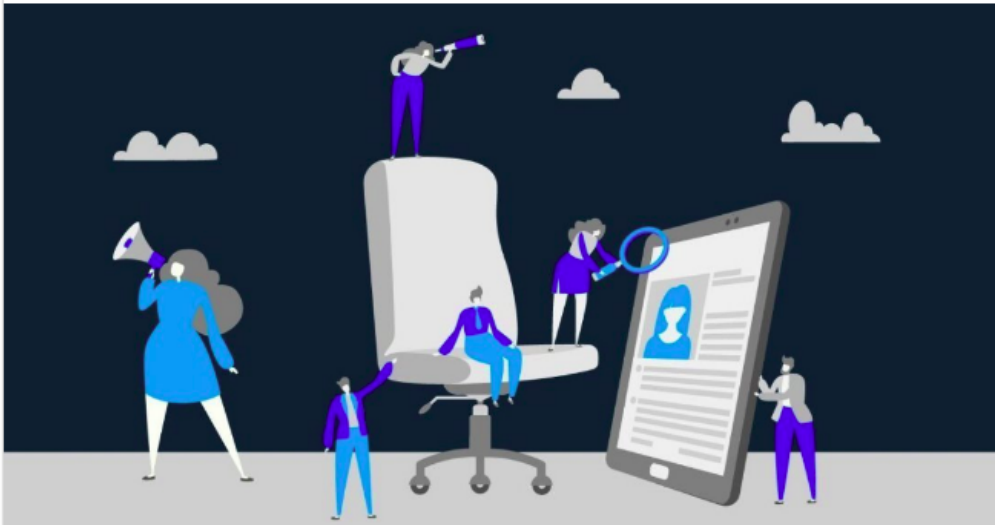
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now

Thanks to [Ruth Imose](#), [Jaime Potter](#), [Gunnar Schrah, PhD](#) for sharing this [McKinsey & Company](#) case study on how important data analytics is in improving hiring. I definitely agree with the third point "get systematic about connecting performance and assessment results" as "what works today will not necessarily work one year from now." Worth reading!
[#McKinsey](#) [#hiring](#) [#HRanalytics](#) [#WorthReading](#)

 **McKinsey & Company**
2,257,390 Followers
3d

To avoid costly mistakes hiring at scale, it's critically important for organizations to consider key performance criteria for different roles.

<https://mck.co/2KjDFHK>



3 critical steps to improve hiring

mckinsey.com

 Like  Comment  Share

CAREERANGELS_LINKEDIN ACTIVITY GUIDELINES

Important:

- double-check that you are **tagging** (with an @) **the right people**
If you are not connected to them, use the tagging as a pretext for a contact request saying, "Dear XXX, I hope you don't mind I've tagged you in my most recent post + link | **Why?** The LinkedIn algorithm might pick up that you are tagging too many people you are not linked to and might interpret that as SPAM.
- double-check that you are **tagging the right company**
- add appropriate **hashtags**
- **choose & quote fragments** of the shared content to get your audience interested in reading it & to show that you yourself have read it ;)
- you can use all 1300 characters to comment on the content – it's usually best to **keep it to 1 or 2 short(er) paragraphs**

Further do's and don'ts:

- when commenting (both below a post & when sharing content) use the following assessment:
 - is it **valuable**? → publish the comment
 - is it too **controversial / inappropriate**? → don't publish
 - does it fit the **strategy**? → publish the comment
 - is it interesting, but **outside your strategy / goal**? → don't publish
 - is it a "thank you" or "congratulations"? → **send it in a personal message instead**
- **proofread** the comment prior to posting, especially the longer ones
- **bonus:** write an article (LinkedIn publishing) ← especially if you are working on an expert branding!

D: PRIOR TO STARTING

- **commit to a minimum of 90 days**
- choose one or two days for posting (& stick to it)
- fill out this table:

	Day 1	Day 90
# of contacts		
# of followers		
# of calls to action in the last 90 days		
average # of posts per month (past half year)		
average # of articles per month (past half year)		

If you have any questions, contact your Career Angel or email us at Bichl.Sandra@CareerAngels.eu.