



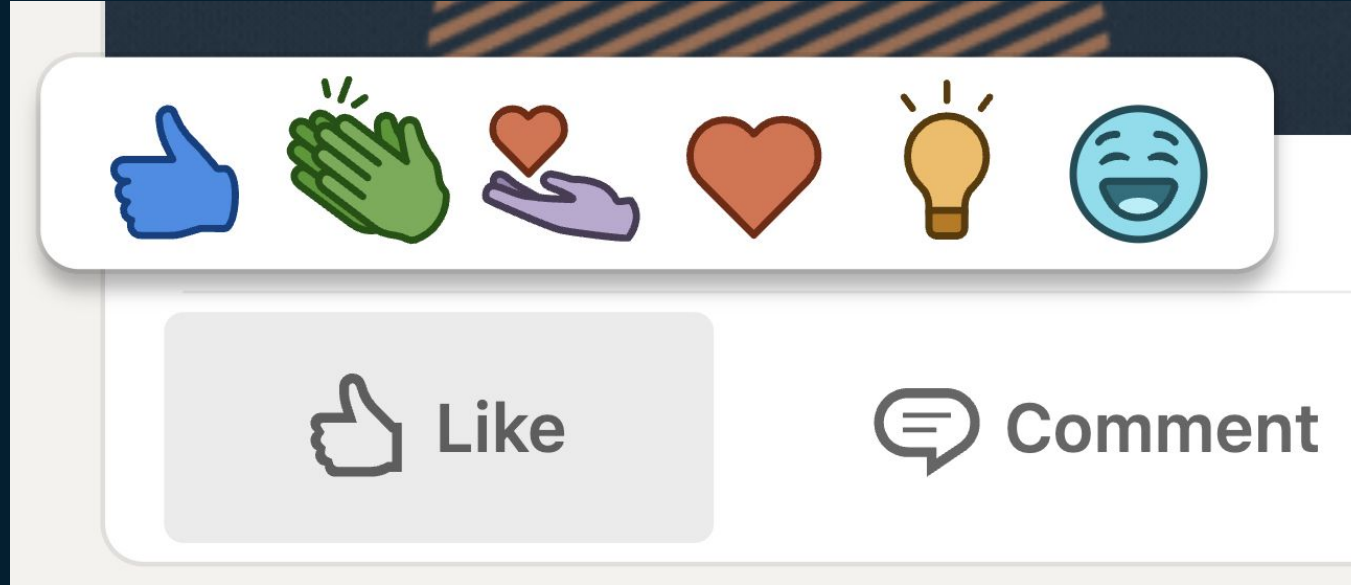
**Creating
Content**

What We Will Cover

- › This session is all about building confidence to make meaningful contributions on LinkedIn
- › Today we will learn:
 - the different levels of interaction on LI
 - how to start to enter into discussions
 - ways you can start to add interesting content

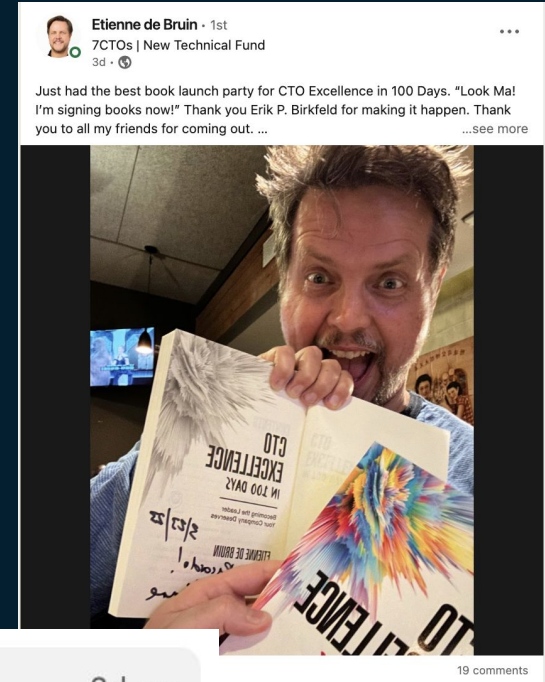
Levels of LI interaction

◆ Level One: Liking/Reacting to posts



Levels of LI interaction

❖ Level Two: Simple comment



LJ Kotalik (She/Her) • 1st


Sales Coordinator | Product Manager | Human Connection Speci...

That is super cool!!

Like · ❤️ 1 | Reply

Levels of LI interaction


❖ Level Three: Comment plus..

**Clay Ostrom** (He/Him) · 2nd
Brand Positioning + Customer Research | Founder Map & Fire ...
1d ...

Good stuff [Lee!](#) There's also a real advantage in exposing your internal team to outside experts. So much opportunity there to absorb knowledge and see better ways of doing things.

Also to [Garrett's](#) point is there any skill that gets liste ...see more


Like · 🍷 2 | Reply · 1 Reply

**Lee Fuhr** **Author**
Founder + CEO at Cozy
1d (edited) ...

Yes, another post is hiding here about the benefit of exposing your internal team to the fresh, untainted perspective and supplementary expertise that comes from an outside team.


...see more

Like · 🍷 1 | Reply

**Lee Fuhr** · 1st
Founder + CEO at Cozy
2d · 🌐

So... you're ready to hire your first designer.
You crack your knuckles and start typing....

...see more



esse Mellon and 23 others

9 comments

Like Comment Repost Send

Levels of LI interaction

◆ Level Four: Create your own content

- Examples include
 - sharing others articles of interest with a comment
 - “blogging” about experience
 - images

Become a reliable source of relevant content

It's All Content

Educate

Tips & Tricks

Advice

Emerging Trends

Entertain

BTS (behind the scenes)

Event recap

Podcast/Book review

Encourage/Empower

Quotes

Graphics/Videos

Motivation

Going Forward

❖ Things to do after this

- Carve out time each day to interact on LinkedIn
- Networking is huge and LinkedIn is a great place to build relationships
 - Maintain existing relationships with comments
 - Post regularly
 - Public Learner
 - Articles that spoke to you
 - Use your intro messages to create new connections
- Happy to edit any messages before you use them

Interacting On LinkedIn



Things to remember

- a. Continual engagement of existing connections in your feed
- b. A simple “Great thoughts” or “Thanks for sharing”
- c. Join groups
 - Check to see if your current connections are in any groups
- d. Add keywords and hashtags to your posts
 - #100daysofcodechallenge
 - #learningtocode
- e. Attention-grabbing visual content.

Interacting On LinkedIn

❖ **Work session**

- By End of Week 6, make at least 5 Level Two interactions
- By End of Week 7, make at least 2 Level Three interactions
- By End of Week 7, make at least 1 Level Four interaction
- Continue to connect using your messages to build that network
- Join groups, see who you have connections in common