

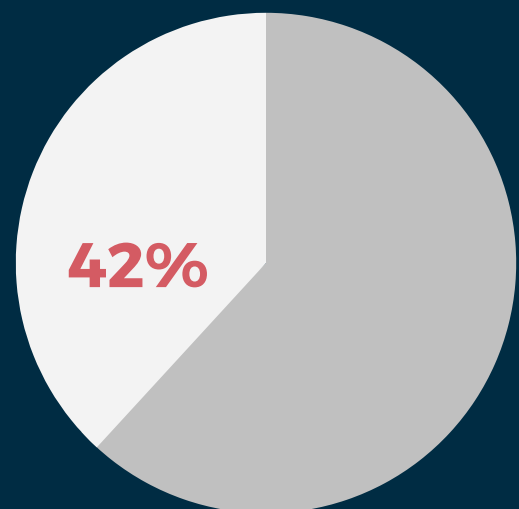
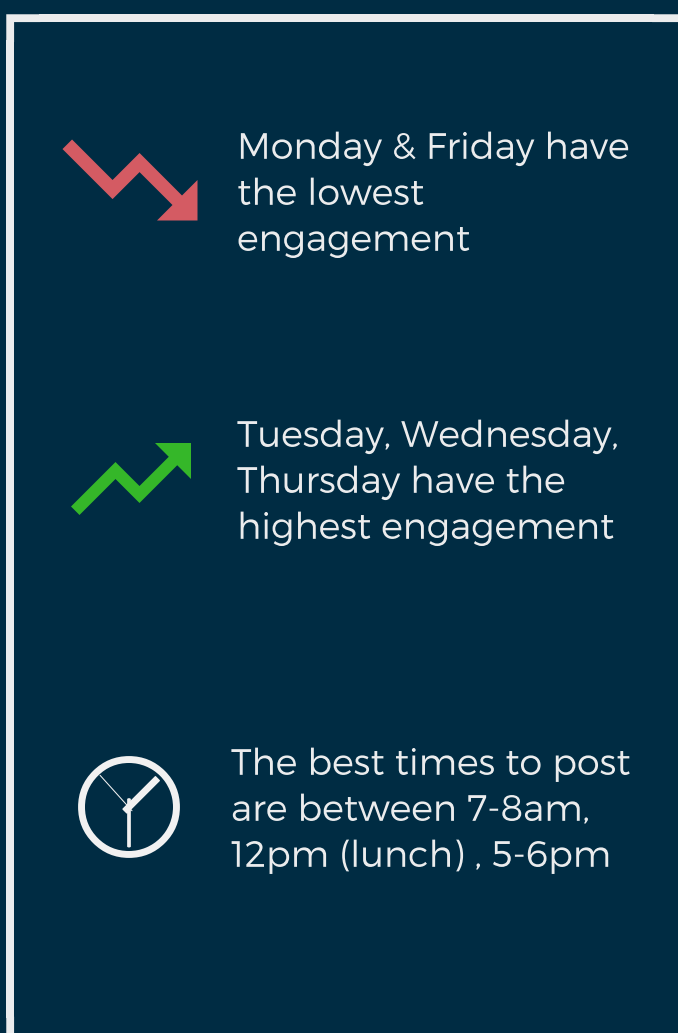
UNDERSTANDING LINKED

Discover how to use LinkedIn to your advantage...

How to Title Your Posts

- Your title should be between 40 and 49 characters long, surveys show it has the greatest number of post views overall
- The best type of posts are “How To” Posts, these posts perform the best across the board in terms of metrics
- Statements perform much better than questions
Ex: “ Do Business Schools Breed Arrogance” *This is not effective*
- Ex: “Business schools breed arrogance”
Ex: How Business Schools Breed Arrogance” *Both of these titles are effective*

BEST TIMES TO POST CONTENT



of LinkedIn users are more likely to engage with your organically produced content

LINKEDIN VIRALITY CHECKLIST

Make sure you have all 4 boxes checked before posting.



ORGANICALLY PRODUCED CONTENT



RELEVANT TO MY NETWORK



PROVIDES ACTIONABLE VALUE



VISUALLY APPEALING CONTENT