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Wish to improve your LinkedIn reach?

First, the golden rule: Unless you measure it, you can't improve it.

There are multiple measures to gauge your reach such as number of connections/followers, impressions of your posts, etc. There are a few more, lesser known measures, which can help you decide your next steps in expanding your LinkedIn reach, called SSI (Social Selling Index). 📈

Below is picture of my report. You can get yours at <https://lnkd.in/gBatW-bu> 🏃

For some this report could be just a show-off, a vanity metric or just some plain useless score. But if you dig deeper, it can suggest you areas for improvements.

What do these terms mean?

◆ Industry SSI Rank : Where you stand compared to other folks from your industry, for me its "Software Development". Top 1-5% is good. 😊

◆ Network SSI Rank: Where you stand compared to other folks from your 1st degree connections. Top 1-3% is good. 😊

◆ Establish your personal brand: To improve, need to create an engaging profile, regularly share posts, etc. 💪

◆ Find the right people: continue growing your network, more relevant to your domain. 👥

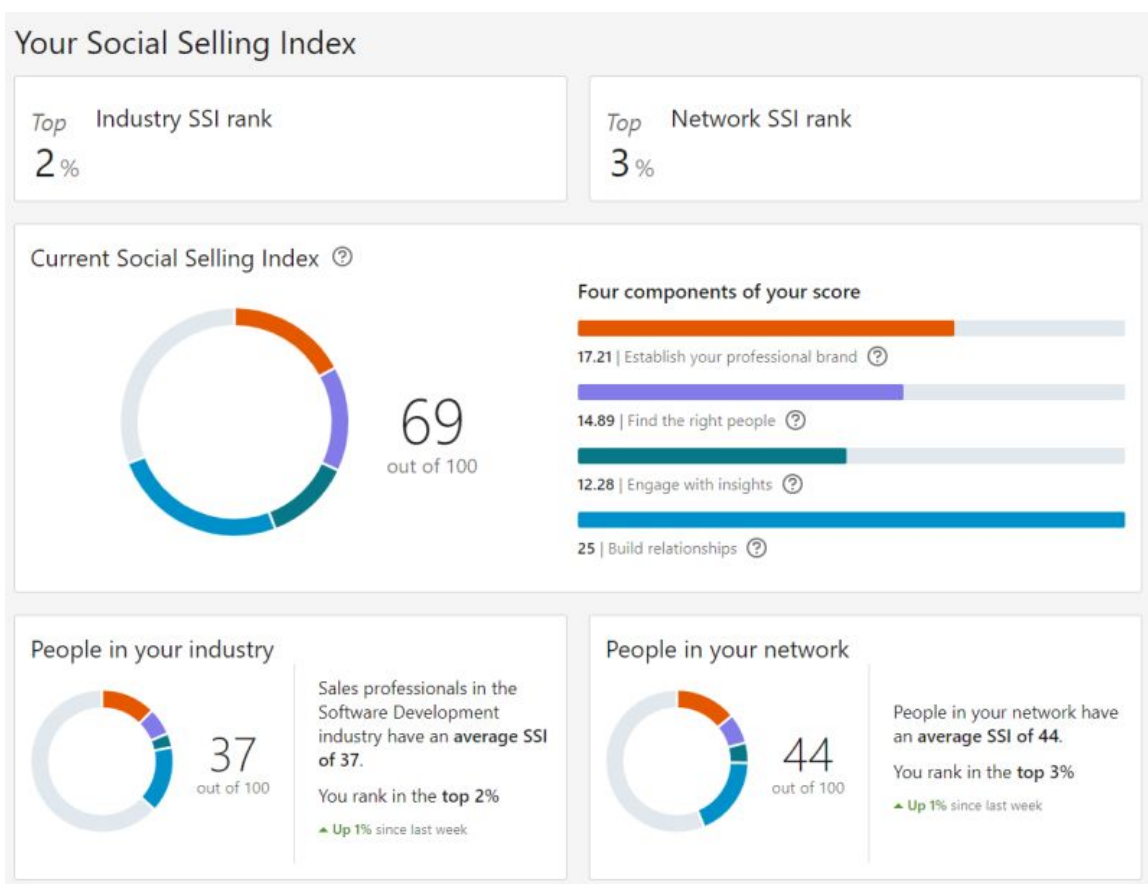
◆ Engage with insights: To improve, engage with other people's

posts, leave comments, etc. 🥳

◆ Build relationships: To improve, messages leaders of your industry, getting into two-way dialogue them, will help. 🧑🏻

Overall score of 90 makes you really up there. Long way to go for me. Feel free to share your scores, if you want 🎉

LinkedIn #linkedin #socialsellingindex #networking #technology #ai #software #socialselling #people #connections #leaders #softwaredevelopment #brand #network #help #share



Jayashree Kirtane and 50 others

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