

# ELEVATE YOUR LINKEDIN



## HOW TO ELEVATE YOUR LINKEDIN PRESENCE

- Define your goal: what opportunities do you want to attract?
- Share personal, relatable stories that reflect your expertise and personality.
- Design your LinkedIn headline to be about your unique value proposition and leadership qualities.
- Write a compelling summary that showcases your career journey.
- Create a balanced content mix: Educational (25%), Personal (25%), Promotional (25%), User-generated (25%).
- Utilize various content-rich formats: written posts, graphics, videos, articles, etc.
- Calendar time each week to consistently engage with your network and post.
- Schedule posts during your network's peak activity hours to optimize engagement.
- Show your community love with personalized messages, post engagement, and reshares.
- Actively participate in LinkedIn industry events and collaborations
- Stay informed about industry trends.
- Regularly review and refine your LinkedIn strategy based on performance metrics and feedback.