

Welcome everyone to this session on LinkedIn

I'm Dawn Spendlove, for those of you who don't know me I founded Love Marketing 17 years ago and have been mentoring and supporting business owners and marketing teams to upskill and understand their marketing.

Right... before we dive in, let's talk about something important.

LinkedIn is not "just social media."
It's not luck.
And it's definitely not random.

It's an algorithm.

Part of that original algorithm has had an 'add on' a very very powerful addition, that works in tandem with the original - its known as 360Brew.

Now imagine 360Brew isn't a tech system... it's a puppy. A gorgeous, slightly needy, highly intelligent puppy called Brewster 🐶

When you first join LinkedIn, Brewster doesn't know you.
He doesn't know who you like.
He doesn't know who you help.

He doesn’t know what you talk about.

So what does he do?

He watches.

Every post you write.
Every comment you leave.
Every like.
Every scroll.
Every connection request.

Brewster is constantly learning.

If you ignore him for three weeks, he gets confused.
If you’re inconsistent, he doesn’t know what tricks to perform.
If you suddenly shout about something completely different, he tilts his head and thinks, “Hang on… I thought we were talking about marketing?”

But…

If you train him consistently…
If you reward good behaviour (engagement)…
If you give clear commands (strong content themes)…

He starts performing.

He brings your posts to the right people.
He introduces you to the right network.
He sits, stays, rolls over… and sometimes even goes a little bit viral.

Today is about learning how to train Brewster properly.

Not to spend more time on LinkedIn.
But to spend smarter time.

Because once you understand how 360Brew works, you stop fighting the algorithm… and you start working with it.

And that’s when LinkedIn becomes powerful.

BE THE BOSS OF YOUR OWN LINKEDIN



Today you will learn how to ‘train’ LinkedIn, and change from IT controlling **YOU** to **YOU** controlling it!

I will share how 360Brew, part of LinkedIn’s algorithm) now known as Brewster works so you know how to make the most of the platform

A great example of this is...

You will no doubt see lots of ‘stuff’ in your own feed that happens as you searched or clicked on something, and now it feeds you everything to do with that ‘thing’

Well this is YOUR FAULT (sorry!)

But it works as the algorithm continuously updates your feed in real-time based on your interaction s.

So the moment you like, comment, or click on a post, or even 'lurk' for a little too long, LinkedIn im mediately
adjusts your feed to prioritise similar content. This explains why, after engaging with a specific person, you might start to see loads of their posts, or why interacting with a particular content form at—like
a video or a poll—leads to seeing more of the same.

You need to train the algorthim and keep telling it what you like but more importantly what you don' t.

Unlike some other platforms that batch-update feeds periodically, LinkedIn's algorithm is designed to react instantly to user behavior, refining what you
see as you engage.

Try it out yourself—engage with a few posts, then scroll down and see how your feed shifts right a way.

Use the 3 dots on posts and tell it if you are not interested or if you save a post it knows you really really like that kind of content/format and will show you more.

Keep doing this and you will start to love your feed and what it is showing you.

CHALLENGE 1

💖 Let's reset your feed
(this forms our foundation)

So you start seeing what you really want to!

Think of the algorithm as a naughty puppy who you just need to train.



💖 Challenge 1 – Let's reset your feed (this forms our foundation)
So you start seeing what you really want to!

🧠 A quick note on how LinkedIn now works....

LinkedIn no longer just counts likes or posts.

It uses 360Brew, which looks at your whole pattern of behaviour - what you read, who you engage with, how you comment, and whether you reply.

So today is about teaching LinkedIn who you are, before you ask it to show your content.

☕ Algorithm reminder
LinkedIn's 360Brew looks at your behaviour before and after you post to understand who you are and what you care about. That's why we always start with engagement.

✅ Today's steps (do this BEFORE you post today)

Scroll your feed

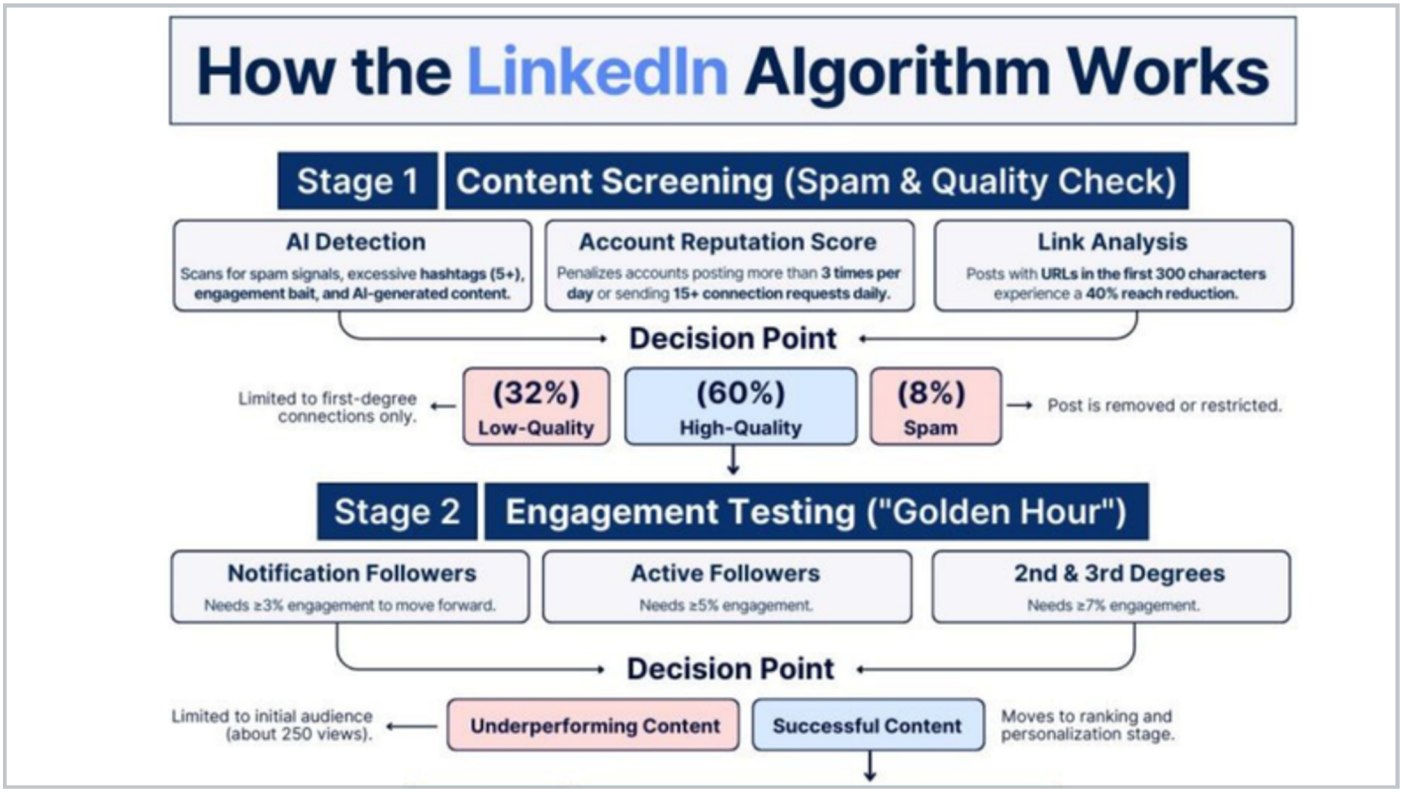
Find 3 posts you genuinely care about that really resonate with you

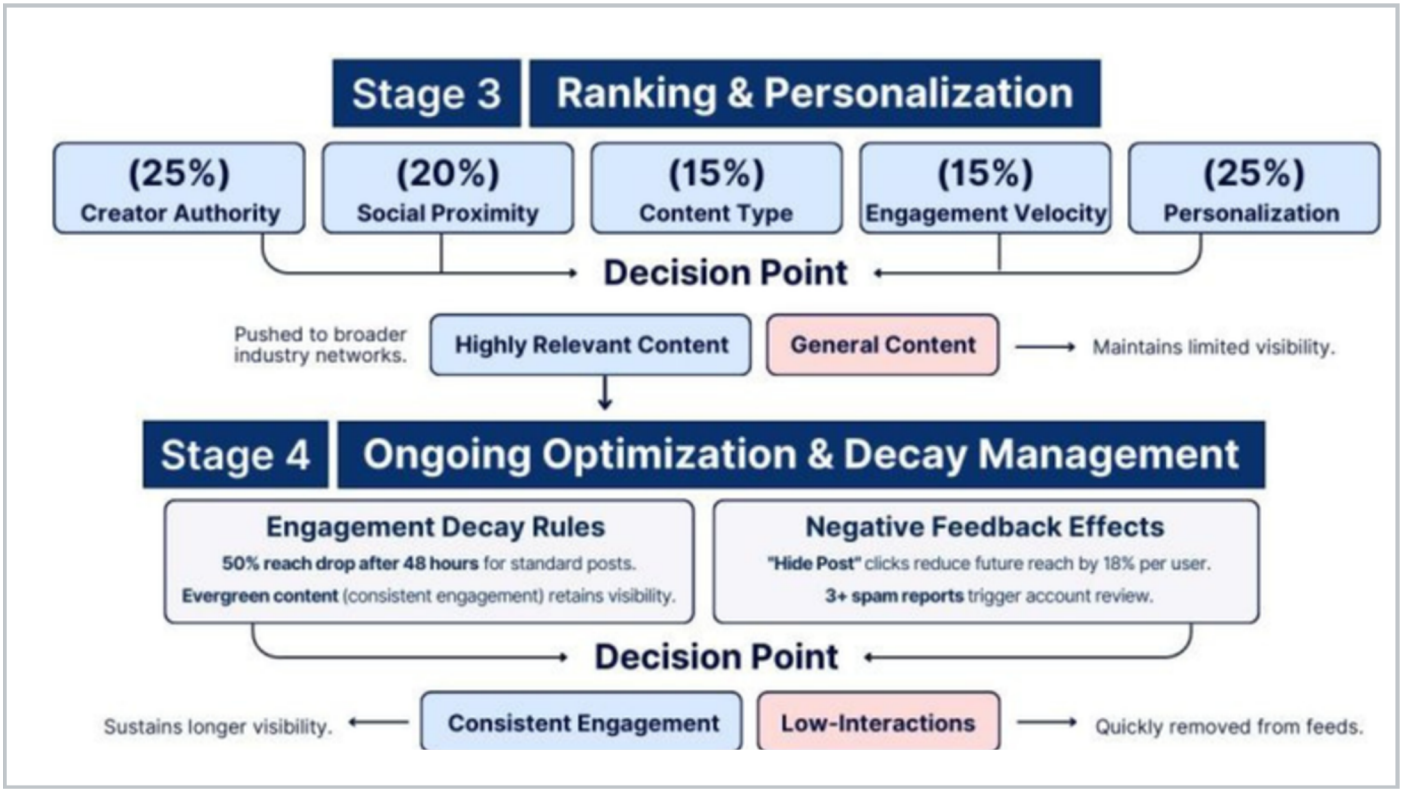
Like and leave a short, meaningful comment

Ideal length: 1–2 sentences

🔔 IMPORTANT – posting order today
1. Engage first
2. Post your own content second
3. Stay around for 30–60 minutes to reply (just keep popping back to LI to check if any comments)

Why: Early replies signal quality and conversation - not broadcast.


How the LinkedIn Algorithm Works
Stage 1
Content Screening (Spam & Quality Check)
AI Detection
Scans for spam signals, excessive hashtags (5+), engagement bait, and AI-generated content.
Account Reputation Score
Penalizes accounts posting more than 3 times per day or sending 15+ connection requests daily.
Link Analysis
Posts with URLs in the first 300 characters experience a 40% reach reduction.
Decision Point
Limited to first-degree connections only.
(32%)
Low-Quality
(60%)
High-Quality
(8%)
Spam
Post is removed or restricted.
Stage 2
Engagement Testing ("Golden Hour")
Notification Followers
Needs ≥3% engagement to move forward.
Active Followers
Needs ≥5% engagement.
2nd & 3rd Degrees
Needs ≥7% engagement.
Decision Point
Limited to initial audience (about 250 views).
Underperforming Content
Successful Content
Moves to ranking and personalization stage.


Stage 3
Ranking & Personalization
(25%)
Creator Authority
(20%)
Social Proximity
(15%)
Content Type
(15%)
Engagement Velocity
(25%)
Personalization
Decision Point
Pushed to broader industry networks.
Highly Relevant Content
General Content
Maintains limited visibility.
Stage 4
Ongoing Optimization & Decay Management
Engagement Decay Rules
50% reach drop after 48 hours for standard posts.
Evergreen content (consistent engagement) retains visibility.
Negative Feedback Effects
"Hide Post" clicks reduce future reach by 18% per user.
3+ spam reports trigger account review.
Decision Point
Sustains longer visibility.
Consistent Engagement
Low-Interactions
Quickly removed from feeds.

WHAT TO DO BEFORE POSTING

- Comment
- Find your tribe
- Don't use ANY automation (use as inspiration and then make yours).
- Quality v Quantity
- Consistency is KEY
- Use humour!
- Add an image to your comments if you can make relevant!



Comment for up to 45 minutes BEFORE you post (or even just 10 mins really helps).

Find your tribe - find 15-20 like minded creators/contacts and comment on their posts (before you post!) People who would be useful, who you admire, who would be great customers!

Don't use ANY automation

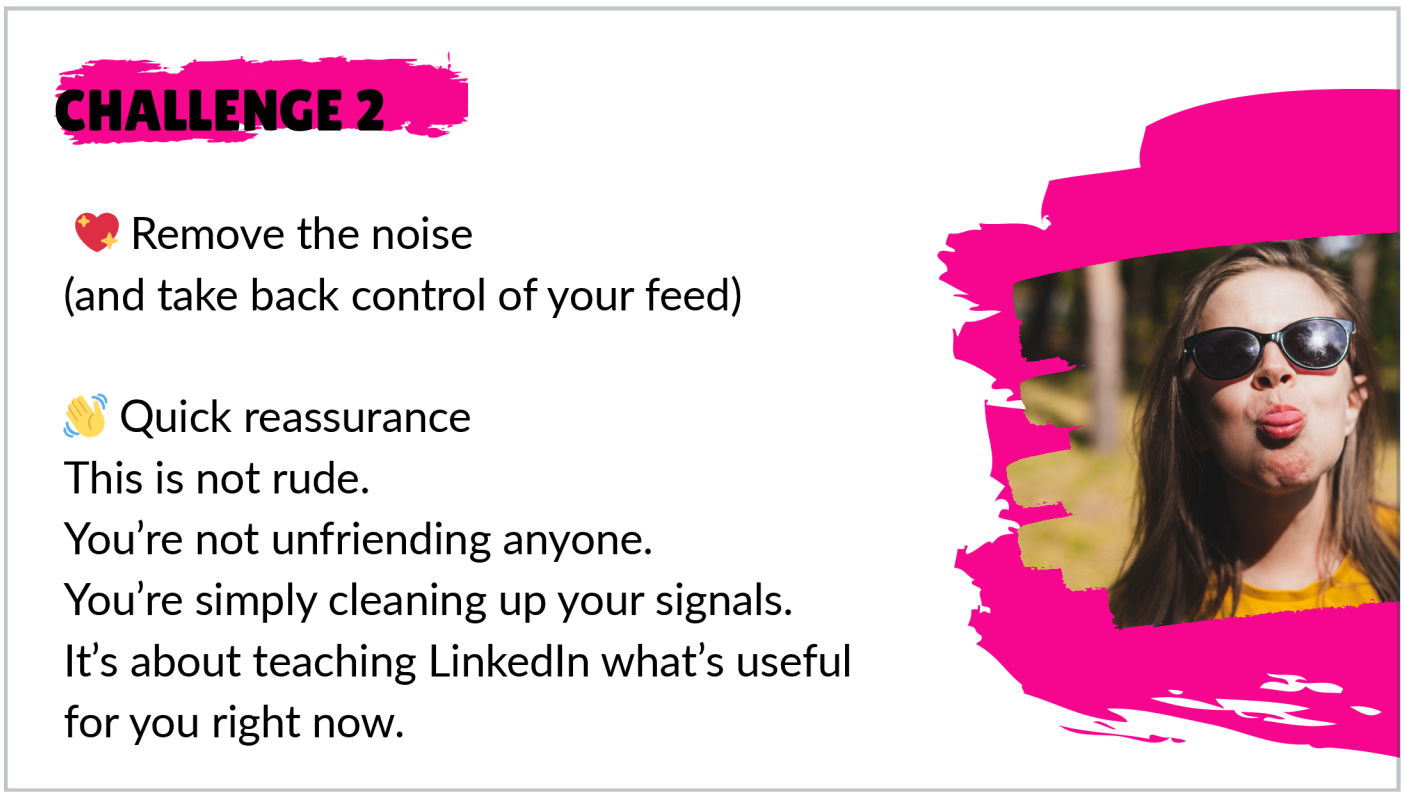
Quality v Quantity - be thoughtful, don't post really long comments from 1-3 sentences work best. Don't comment with 1-2 words it must be at least 1 sentence

Consistency is KEY

Be consistent post everyday Monday to Friday or every other day but be consistent
Add something - don't just say I agree

Use humour!

Add an image to your comments if you can make relevant!



💖 Challenge 2 - Remove the noise (and take back control of your feed)

👋 Quick reassurance

This is not rude.

You're not unfriending anyone.
You're simply cleaning up your signals.

It's about teaching LinkedIn what's useful for you right now.

☕ Algorithm reminder
LinkedIn clusters you based on what you interact with. Removing irrelevant content helps the algorithm understand your niche faster and more accurately.

LinkedIn shows you content based on what you:
stop scrolling for
interact with
ignore or remove
If your feed feels noisy, salesy, or irrelevant, it's not "the algorithm being broken" - it's just working with messy signals.

Today we're tidying those up.

✅ Today’s steps (10 minutes max)

Step 1: Scroll your feed normally
Don’t hunt for anything - just notice what you instinctively scroll past.

Step 2: Find 4-5 posts that aren’t helpful or relevant
This could be:
Content that no longer matches your role
Topics you don’t work with anymore
Accounts you once found useful but don’t now

Step 3: Click the three dots (...) on the post
You’ll find them:
Top right of the post
Next to the person’s name

Step 4: Choose one of these options
You’ll usually see:
Unfollow → You stay connected but won’t see their posts
Mute → Temporarily hide similar content
Hide post → Tells LinkedIn “show me less of this”

💡 Tip:
Unfollow is often the best option - it’s quiet, polite, and reversible.

🔔 IMPORTANT NOTE (order matters)
Do this task BEFORE everytime you plan to post on linkedin - basically unfollow/mute task before you engage or post.

Why this matters:
LinkedIn looks at what you engage with next to decide what you want more of.

By cleaning your feed first:
> Your next likes and comments send clearer signals
> LinkedIn starts recalibrating immediately
> Your feed improves faster than you expect
> Think of it like clearing your desk before starting work - suddenly everything feels easier.

🧠 Why this works (in simple terms)
LinkedIn doesn’t just rank content - it clusters you.

When you remove irrelevant content:
> The algorithm has less confusion about your interests
> You get grouped with more relevant professionals
> Your own content becomes easier to categorise

This helps both:
- what you see
- who sees you



Comment for up to 60 minutes
AFTER you post on LinkedIn

Pinned comments - add a pinned comment to your feed

To pin a comment on LinkedIn, find the comment on your post, click the three dots (...) next to it, and select "Pin comment," which moves it to the top for better visibility, though this feature might be unavailable for company pages or be inconsistent. If you can't pin a comment, a common workaround is to make your own comment with important info (like a link) and engage with it to keep it visible, or use your Page's "Featured" section for posts.

Reply fast - up to 40% more reach when you reply to all comments within the first 2 hours
Get personal - put a relevant pic of yourself in comments that relates to the post

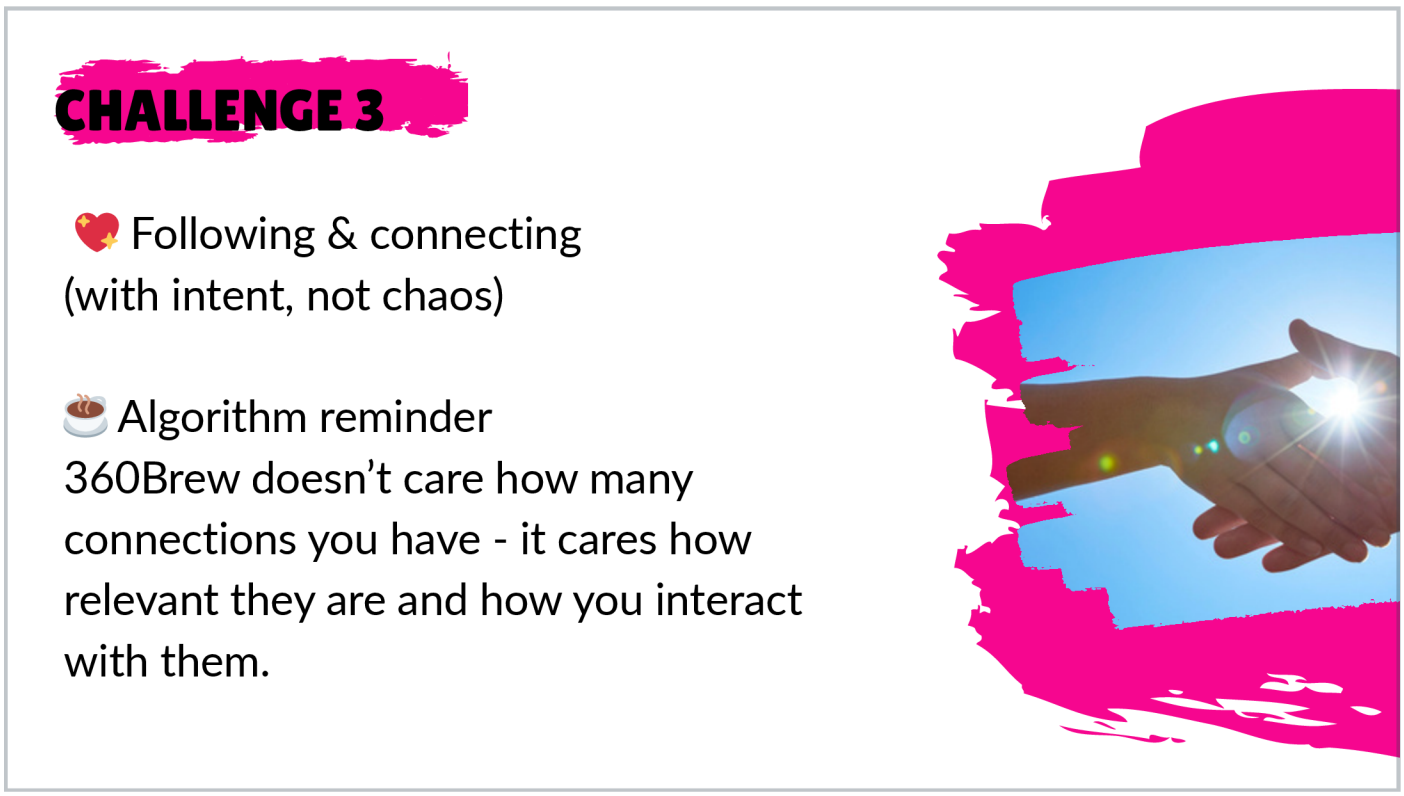
Add a CTA such as:
Found this tip useful? Why not share or save it? or a link

Links in the original post decrease reach by up to 40% so pin links instead

SO....

Link in post = reach is restricted. (if you want people to read/click on the link) do it anyway!!

Link in comments = is still best practice just remember to say see link in comments.



💖 Challenge 3

Following & connecting (with intent, not chaos)

☕ Algorithm reminder
360Brew doesn't care how many connections you have - it cares how relevant they are and how you interact with them.

A quick mindset shift 🧠
More connections does not = better LinkedIn.
More relevant connections = much better LinkedIn.

You're not collecting Pokémon.
You're helping LinkedIn understand who your people actually are.

✅ Today's steps (10 minutes, max)
Step 1: Visit 3 relevant profiles
These might be:
People whose posts you enjoy reading
People in your industry or niche
People you'd genuinely like to learn from
(No pressure to message. No awkward intros. Just intention.)

Step 2: Click Follow or Connect
Follow = you'll see their content
Connect = a two-way relationship
(2 is better but a follow is fine too)
Either is absolutely fine - this is about quality, not commitment 😄

Step 3: Engage with one post
From their profile:
scroll to a post
like or leave a short comment
Comment example:
"This is a really clear way of explaining it - especially helpful for small businesses."
Ideal length:
🟢 1–2 sentences is perfect.

🧠 Why this matters (360Brew, explained simply)
LinkedIn's 360Brew model builds a picture of you based on patterns:
who you follow
who you interact with
whether those interactions are meaningful

When you intentionally follow and engage with relevant people:
LinkedIn starts clustering you into the right professional space
Your content is more likely to be shown to similar people
Your feed gets noticeably better (bonus!)

Random or rushed connections send messy signals.
Clear, human actions send strong ones.

🔔 IMPORTANT NOTE
Do this slowly and intentionally - no bulk actions.

Why:
LinkedIn notices behaviour patterns.
Slow = human
Fast = spammy
We're teaching LinkedIn that you're here to participate, not hoover up connections and disappear.

Your feed will feel better really quickly... yep, that's the algorithm learning 😉)

BUT.... WHAT IS IF PEOPLE CAN'T SEE YOU!

Account settings matter! - Ensure your profile has the right settings so you can BE SEEN.

Click on settings > Visibility / Visibility settings now check....

Profile viewing - show your name and headline

Page visit visibility is ON

Public profile visibility - check your custom URL www.linkedin.com/in/yourname

Profile visibility is ON

Basic info is ON

Page owners exporting your data is OFF

BUT.... WHAT IS IF PEOPLE CAN'T SEE YOU!

Data Privacy / Privacy settings

Who can see download your emails and who can see your connections - OFF
Visibility outside of LinkedIn ON
Active status - all LinkedIn members
Sharing profile edits - OFF (Unless you eant people to see updates)
Mentions and Tags ON
Who can follow you EVERYONE
Profile photo visibility ALL LINKEDIN

CHALLENGE 4

💖 Thank-you day
(aka: be a decent human)

☕ Algorithm reminder
360Brew values relationship depth, not surface-level engagement.
Specific beats generic.



💖 Challenge 4

💖 Thank-you day (aka: be a decent human)

☕ Algorithm reminder
360Brew values relationship depth, not surface-level engagement.
Specific beats generic.

Let's remove the awkwardness
This is not networking.
This is not selling.
This is just... being nice 😄

✅ Today's steps

Step 1: Pick 3 people, who have:
- helped you
- inspired you
- consistently shares useful content

Step 2: Comment or DM them
Example:
"Just wanted to say thanks - your posts always make LinkedIn feel more useful."

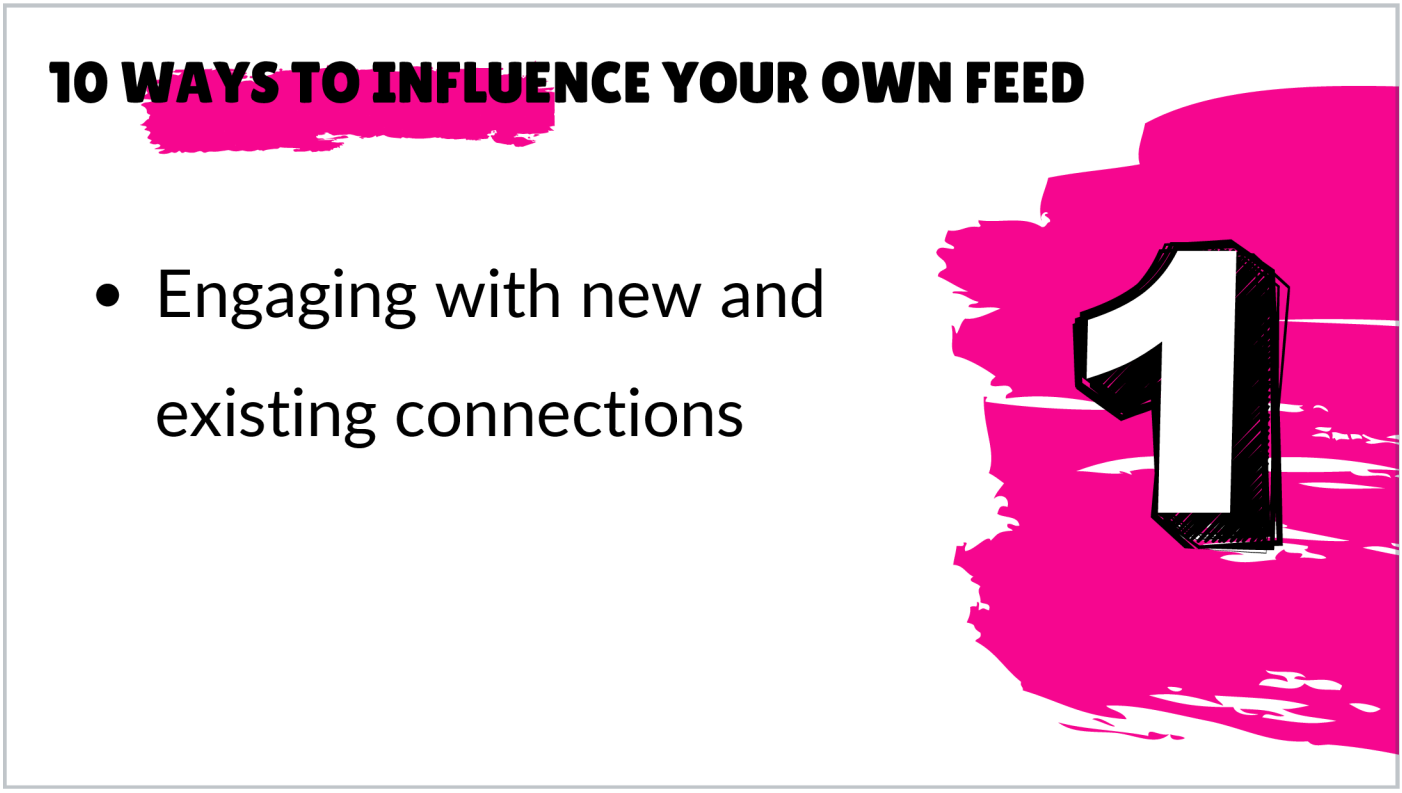
"Your posts always brighten my day and provide a great talking point/ perspective that actually makes me think - thank you!"

🧠 Why this matters (360Brew logic)
Specific, genuine interactions:
- get replies
- strengthen connection weight
- signal real professional relevance

Bots don’t do gratitude well. Humans do.
360Brew can tell the difference.

🔔 IMPORTANT NOTE
No copy /paste today.

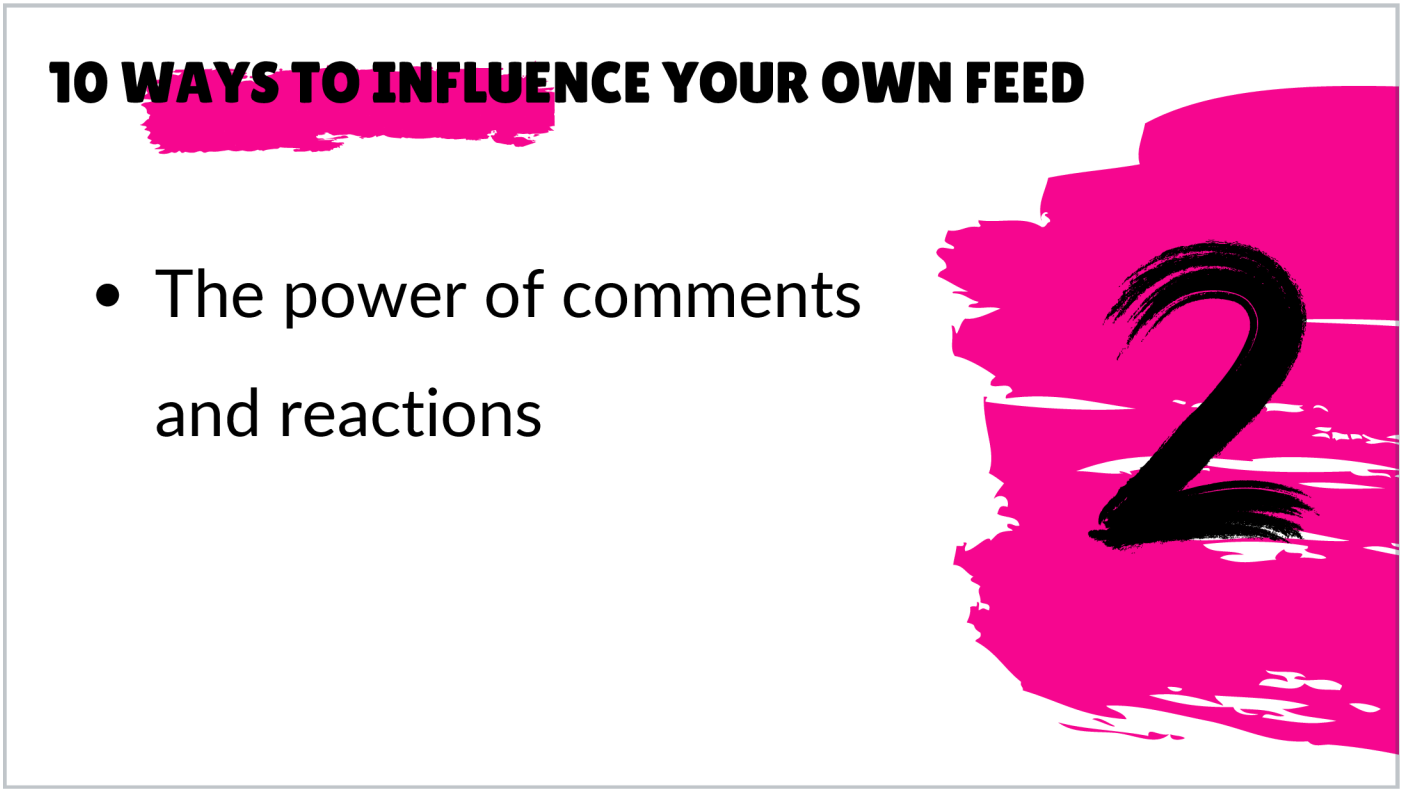

10 WAYS TO
INFLUENCE
YOUR OWN FEED



When you connect with someone new
linkedin boosts their content in YOUR FEED for about a week (it was previously 2 weeks)

Engaging with their posts during their period can extend their visibility in your feed

Similarly, regular engagement with an existing contact - especically 3 comments within a week solidifies them in your feed



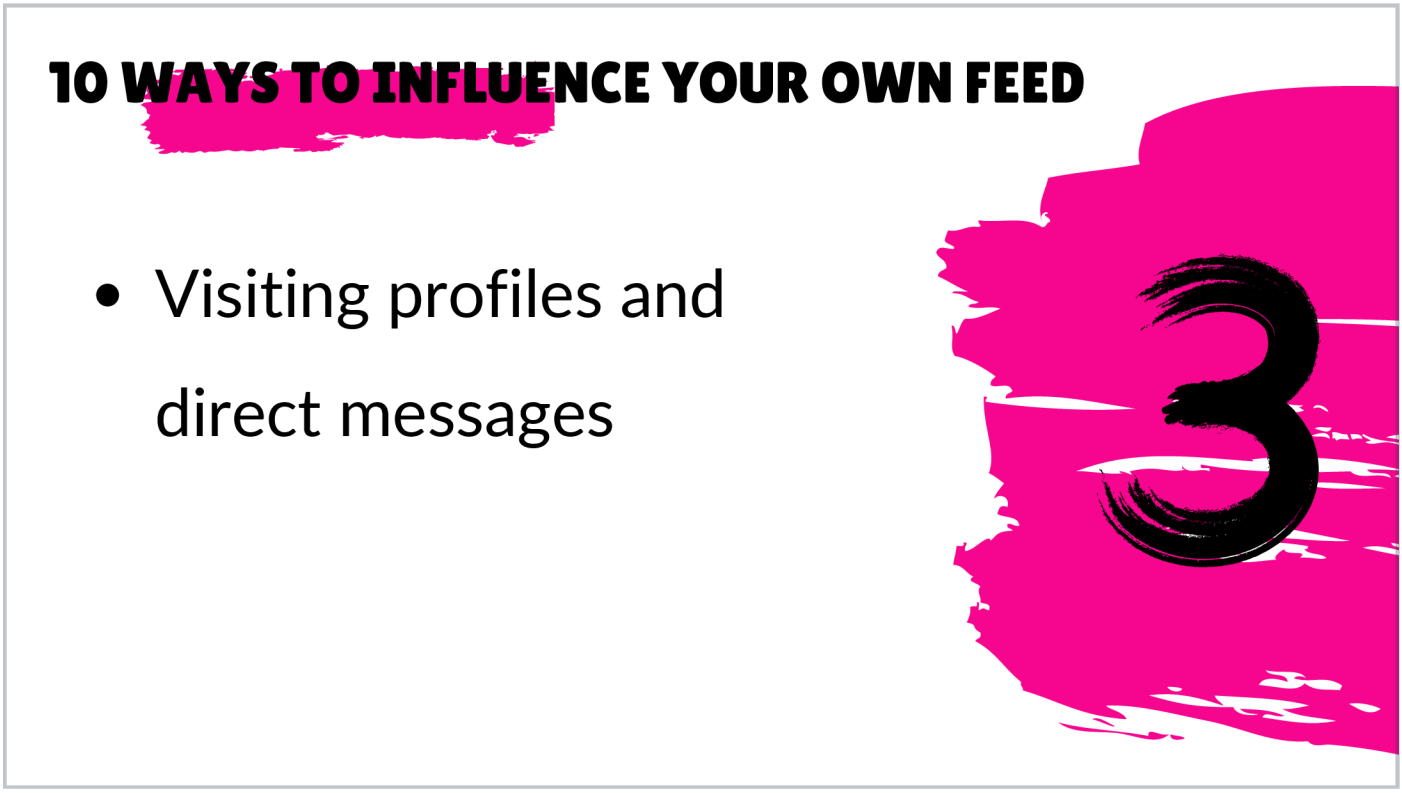
The power of comments

A single comment boosts your chances of seeing that creators next post by 80%!

resharing increases it by 40%

A simple like by 25%

frequent interaction with a person's content can also trigger multiple posts from the same creator in one session



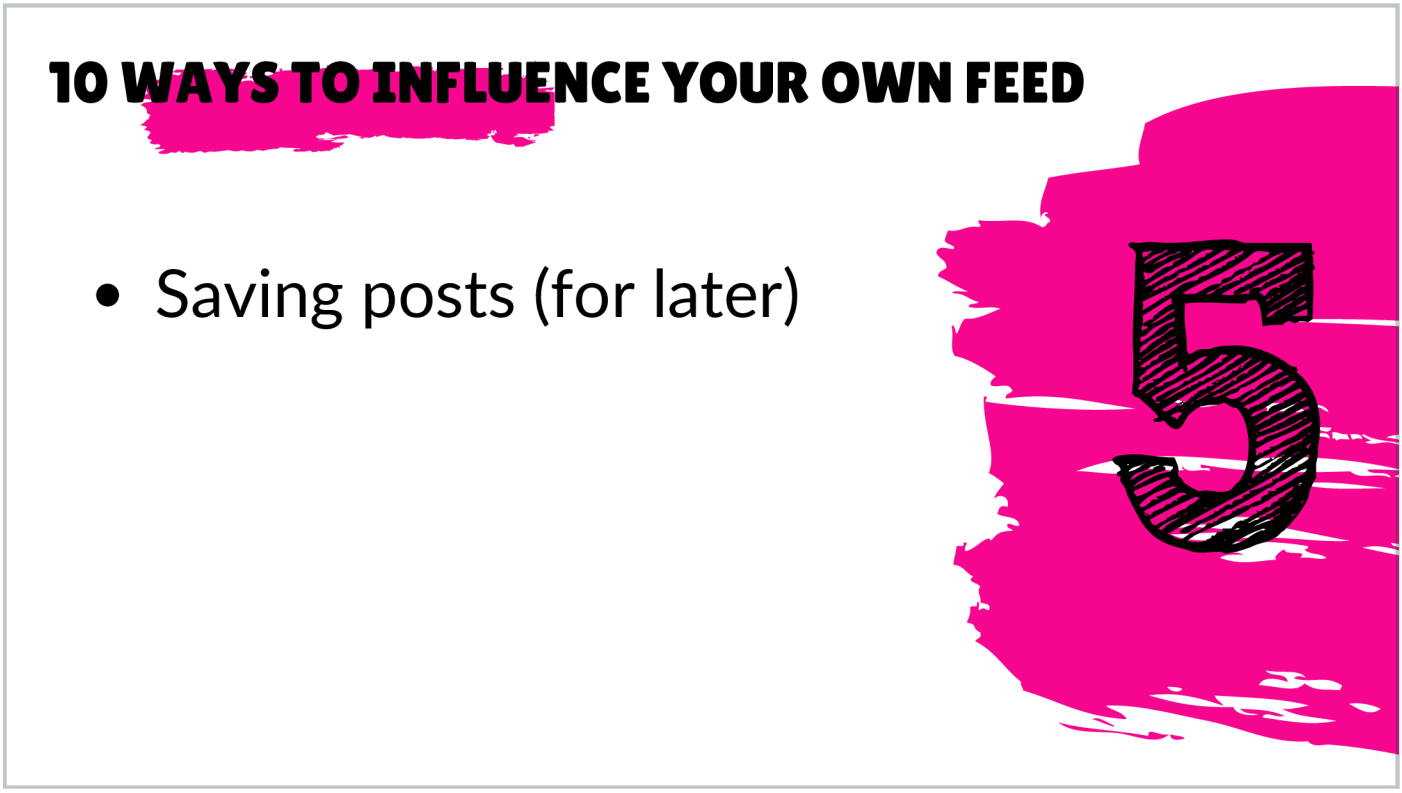
Visiting a connections profile increases the likelihood of their next post appearing in your feed by 60%, meanwhile, sending them a direct message raises that probability by 90% making it one of the most powerful engagement actions



Even without actively engaging, spending more time reading a post (dwell time) signals linkedin that you like this content and you find it relevant

Linkedin knows when you are LURKING even if you are not engaging

This will increase the chances of seeing other posts that are similar even if you are not interacting.



If you save a linkedin (via the 3 dots)

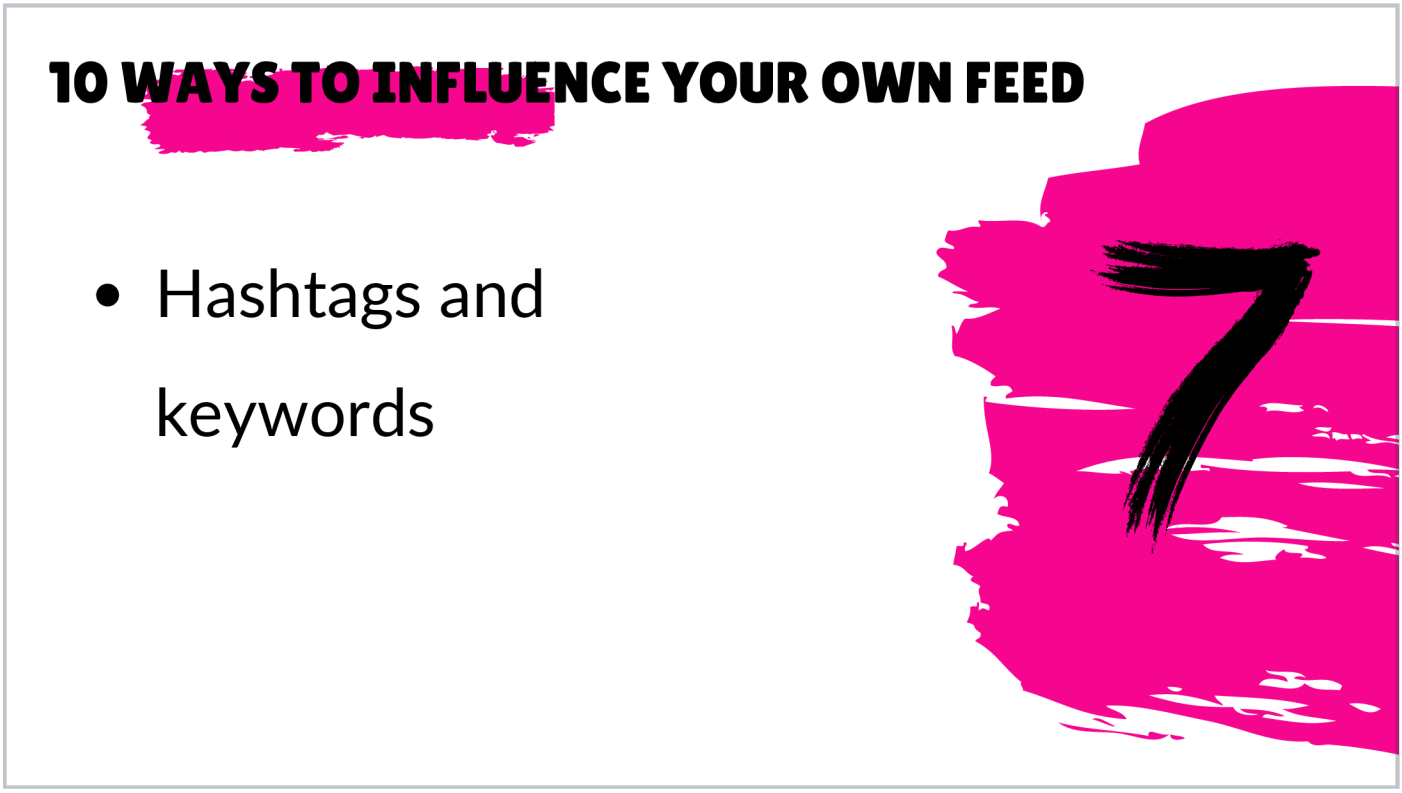
Linkedin assumes you find the content very relevant and as such the next post from that author has an 80% chance of appearing in your feed

Make you posts SAVEABLE!!!



As we've mentioned LinkedIn learns from your engagement patterns.

If you frequently engage with carousels or videos your feed will adapt to show more of these - conversely, skipping formats like videos, polls will reduce visibility by up to 50% as your telling linkedin you are not interested in these formats.



The algorithm favours posts containing hashtags and keywords aligned with your profile and past interactions

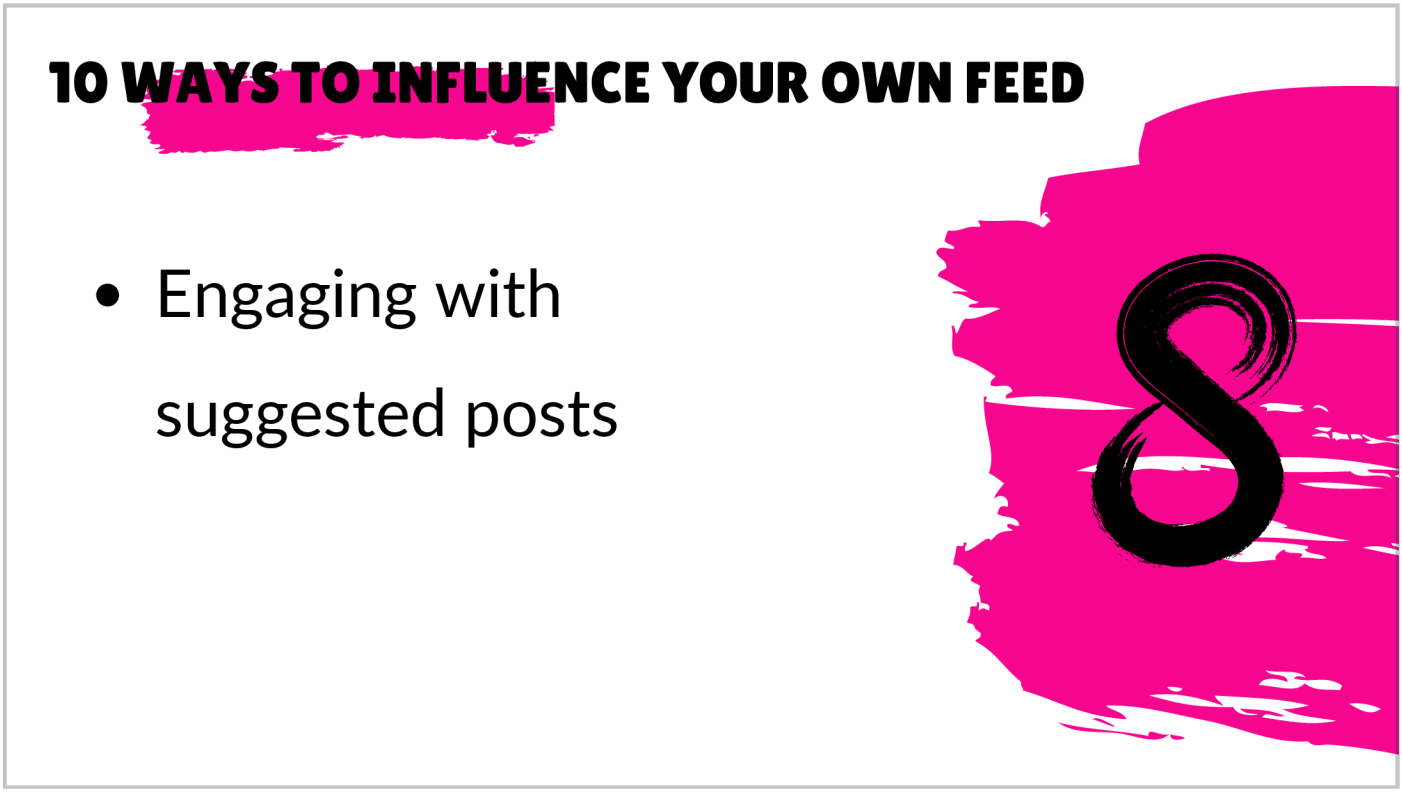
If you engage with niche hashtags linkedin will prioritise similar industry specific content

While hashtags continue to play a role on LinkedIn™, recent platform changes have shifted the focus more toward traditional SEO and keyword optimisation.

In late 2024, LinkedIn™ quietly removed the ability to follow hashtags, eliminated hashtag visibility in profile sections, and no longer displays them in the search bar dropdown. This means hashtags alone won't get your content discovered the way they used to.

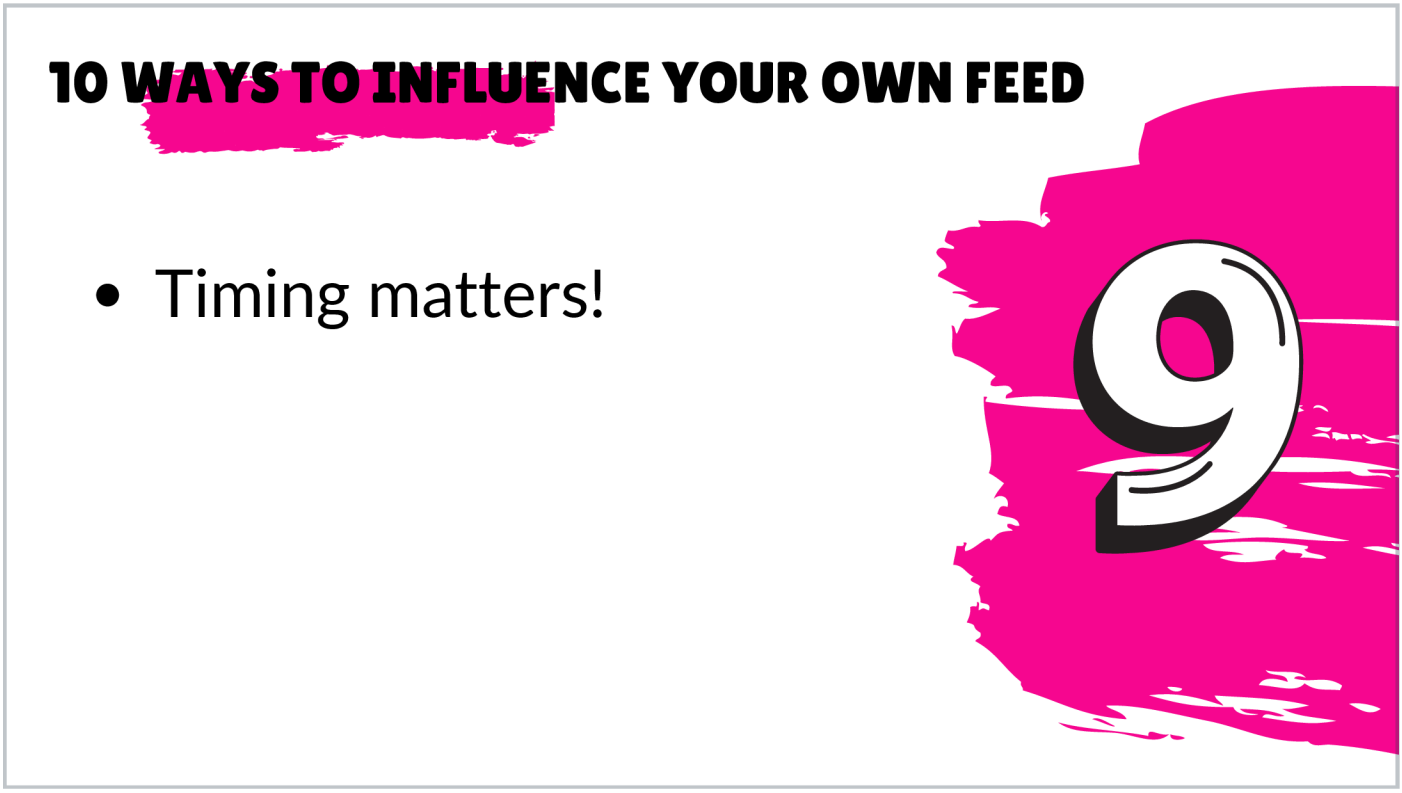
To stay visible, you need to combine hashtags with a strong keyword strategy. That means using relevant industry keywords across all key sections of your profile or business page—especially in high-priority areas like your About section, Experience, and Featured content.

That said - Hashtags still help with SEO/Google visability



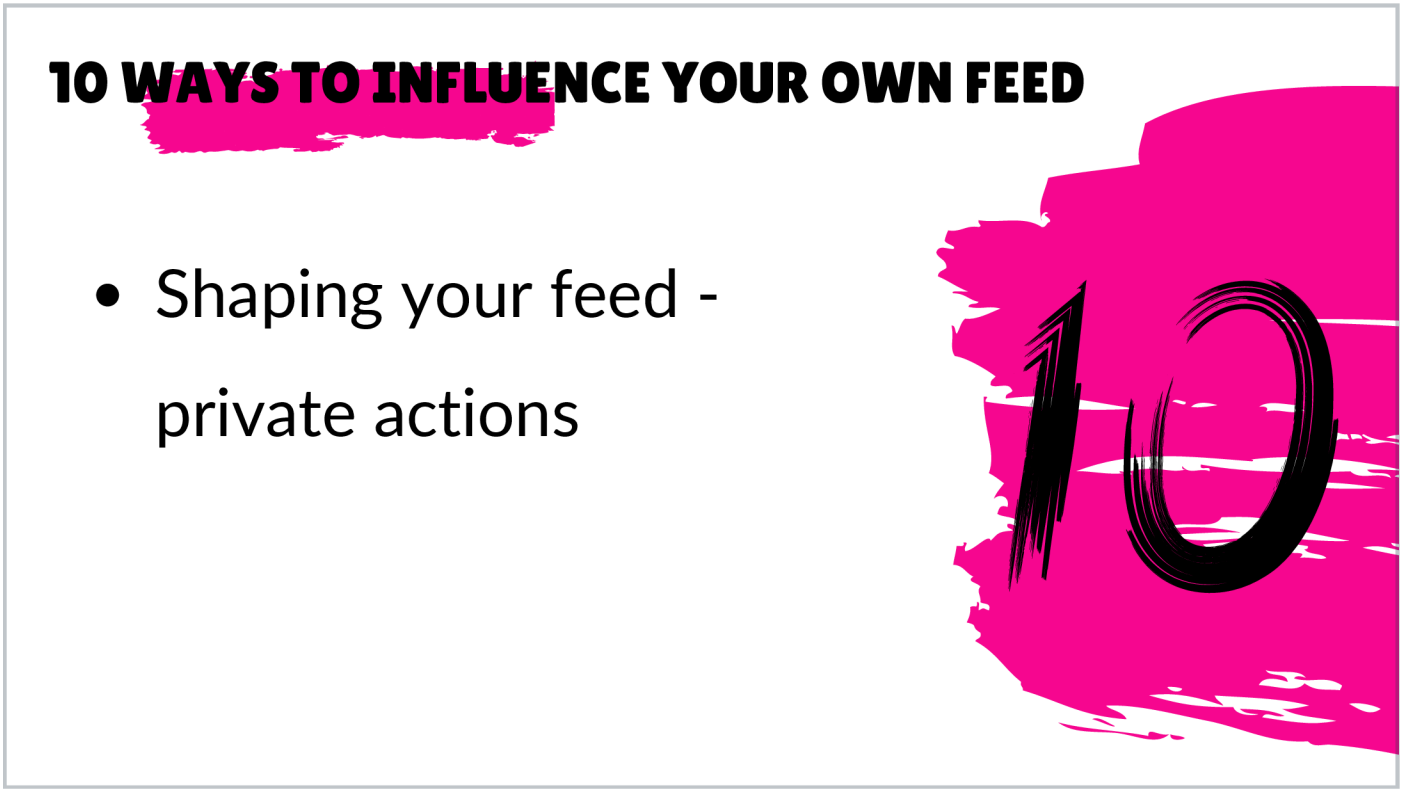
If you interact with the suggested posts (from non connections) this signals an interest in broader industry discussions.

Engaging with these posts increases the chances of seeing more diverse content in your feed



If you engage with a post within it's first 120 minutes (golden window) of a post it will help you see more of these posts, more of the creator and boost seeing similar posts.

Holy grail is to get people to comment on your post within 120 minutes and then answer /reply to those posts quickly!



Even non public actions like clicking links within posts or looking at a profile all influence your feed as linkedin recognises this as indicator of interest and will adjust your feed accordingly - constantly.

CHALLENGE 5

💖 Networking
(without making it weird)

Quick truth bomb:
❌ Networking is not collecting humans like fridge magnets
✅ Networking is showing up so LinkedIn (and actual people) know who you're for and what you're about



💖 Challenge 5

💖 Networking (without making it weird)

Quick truth bomb:
❌ Networking is not collecting humans like fridge magnets
✅ Networking is showing up so LinkedIn (and actual people) know who you're for

If your current strategy is "post something and hope", today is for you 😏

✅ This challenge (15–20 mins, kettle-on, wee break length)

Step 1: Find your people
Head to the LinkedIn search bar (yes, the free one at the top).

Type your target audience
(e.g. marketing manager, founder, founder)
Hit Search
Filter by:
People
Industry or whatever you need to - don't be scared to try a few different searches

🎯 Choose 2 people you'd happily chat to at an event

(not “they might buy from me one day if I squint hard enough").

Step 2: Lurk… look at their
profiles and do a quick vibe check:
- Are they active?
- Do they post useful or interesting stuff?
- Do they sound like a human, not a brochure?
If their last post was in 2019, gently back away and close the tab.

Step 3: Comment like a human (not a bot)
Now from these 2 profiles (you are actually interested in) leave a proper comment.
🚫 Not this:
“Great post!” or a 👍
✅ Try this instead:
Add a thought
Share a quick example
Ask a specific question
Example:
“This is really usually - especially the bit about X. I've seen the same thing with Y. Thanks for shari ng”
If your comment could be copy-pasted onto literally any post… try again 😉

Step 4: Connect (no salesy nonsense, please) that's for later when you've wined and dined them 💐
Send a connection request to 2 people using a normal, polite message.
Example:
Hi XX,
Really enjoyed your post about {{thing you commented on}}.
Would be great to connect on here.
Dawn

No pressure to connect 🙂
If they accept → lovely
If they don’t → also fine, nobody’s keeping score

Step 5: Follow if connecting feels a bit much today
Not in the mood to connect?
Hit Follow instead and keep engaging with their posts.
LinkedIn notices.
They notice.
Future-you quietly high-fives past-you.

🚨 IMPORTANT NOTES FOR DAY 5
Slow = human
Fast = spammy
No pitching
No copy & paste
No “Hope you’re well” (you don’t know them, it’s weird)
This is networking, not speed dating.

💡 Why this actually works
Today you’ve:
Shown LinkedIn what topics you care about
Built visibility before posting
Started growing a relevant, awake, human network
Which leads to:
👉 better reach
👉 better engagement
👉 fewer “is LinkedIn broken?” moments

📌 How often should I post?
Often enough to stay on the radar—without lowering the quality of your content

📌 How many comments should I leave a day?
5 thoughtful comments beat 50 lazy ones. Every. Time.

📌 How do I nurture my own posts?
Encourage conversations - tag in relvant people you know would be interested to kick start this Start conversations in the comments. Don't just drop random links—drop value bombs.

📌 What about using AI to scale my comments?
Forget it —if not, you're treating your network like they are dummies.

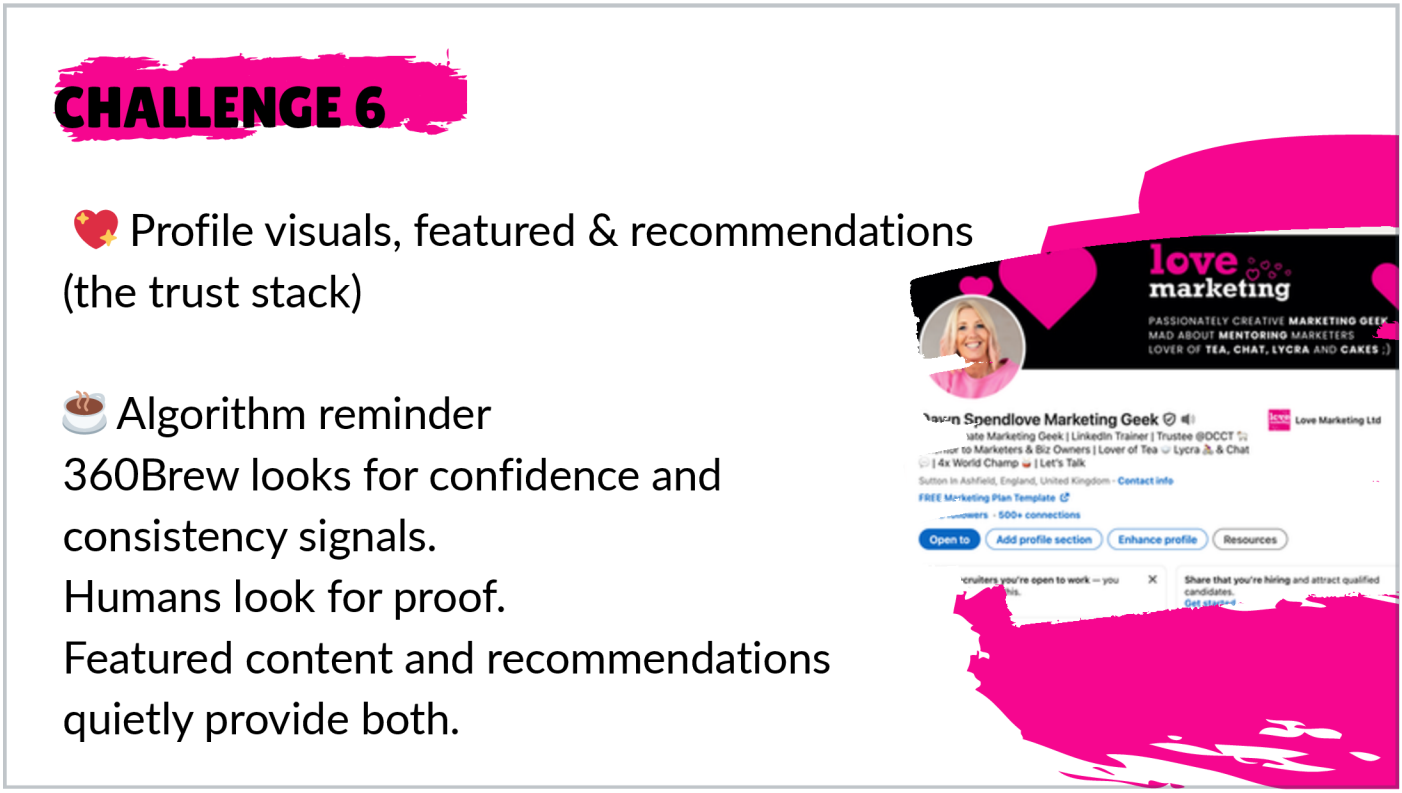
Posting without engaging can still work.
But posting with purpose? That's where the gold is.

So.... How often do you post a week (on average), How many comments do you leave a week (on average)



FAQ's - these are the most asked I get

Anything else to add?



💖 Challenge 6

Profile visuals,featured & recommendations (the trust stack)

☕ Algorithm reminder
360Brew looks for confidence and consistency signals.
Humans look for proof.
Featured content and recommendations quietly provide both.

👀 Why today really matters (the honest bit)
When someone clicks your profile, they're subconsciously asking:
"Is this person legit?"
"Do other humans trust them?"
"Do I understand what they actually do?"

Your photo + banner + Featured + recommendations answer those questions before anyone reads a word of your posts.
Today is about building instant trust, not perfection.

✅ Today's steps (15–20 mins max)
Step 1: Check your profile photo
Quick checklist:
Face clearly visible

Just you (no group shots)
Looks like you now
Friendly beats flawless. Always.

Step 2: Check your banner image
Your banner should do one simple job:
explain what you do
who you help
or what you're known for

Examples:
"Helping small businesses love their marketing again 💘"
"LinkedIn training without the cringe"
Simple brand colour + short line

🧠 If it's blank, LinkedIn has less context.
👀 If it's confusing, humans hesitate.

Step 3: Add or review your Featured section
Scroll your profile → look for Featured (or click Add profile section).
Featured is important because:
It's one of the first things people see
It tells LinkedIn what matters most to you
It reinforces your expertise without you saying it out loud
Good things to feature:
A helpful post you've written
A free guide or resource
Your website or landing page
A post that clearly explains what you do
💡 Think of Featured as:
"If someone only looks at one thing, make it this."

Step 4: Recommendations
Do you have any on your profile?

Recommendations are:
- social proof for humans
- credibility signals for LinkedIn
- reassurance for anyone thinking of connecting, commenting, or buying

360Brew doesn't just read what you say - it notices how others describe you too.

✍️ How to request recommendations (without it being awkward)
Who to ask:
A client you've helped
A colleague you worked closely with
Someone you supported or collaborated with

Full breakdown of how to request here:
https://lnkd.in/ebtcVG2s

🔔 IMPORTANT NOTE
Do this before heavy commenting, connecting, or posting.
Why?
Because once people click your profile, this is what confirms:
"Yes - this person's worth engaging with."

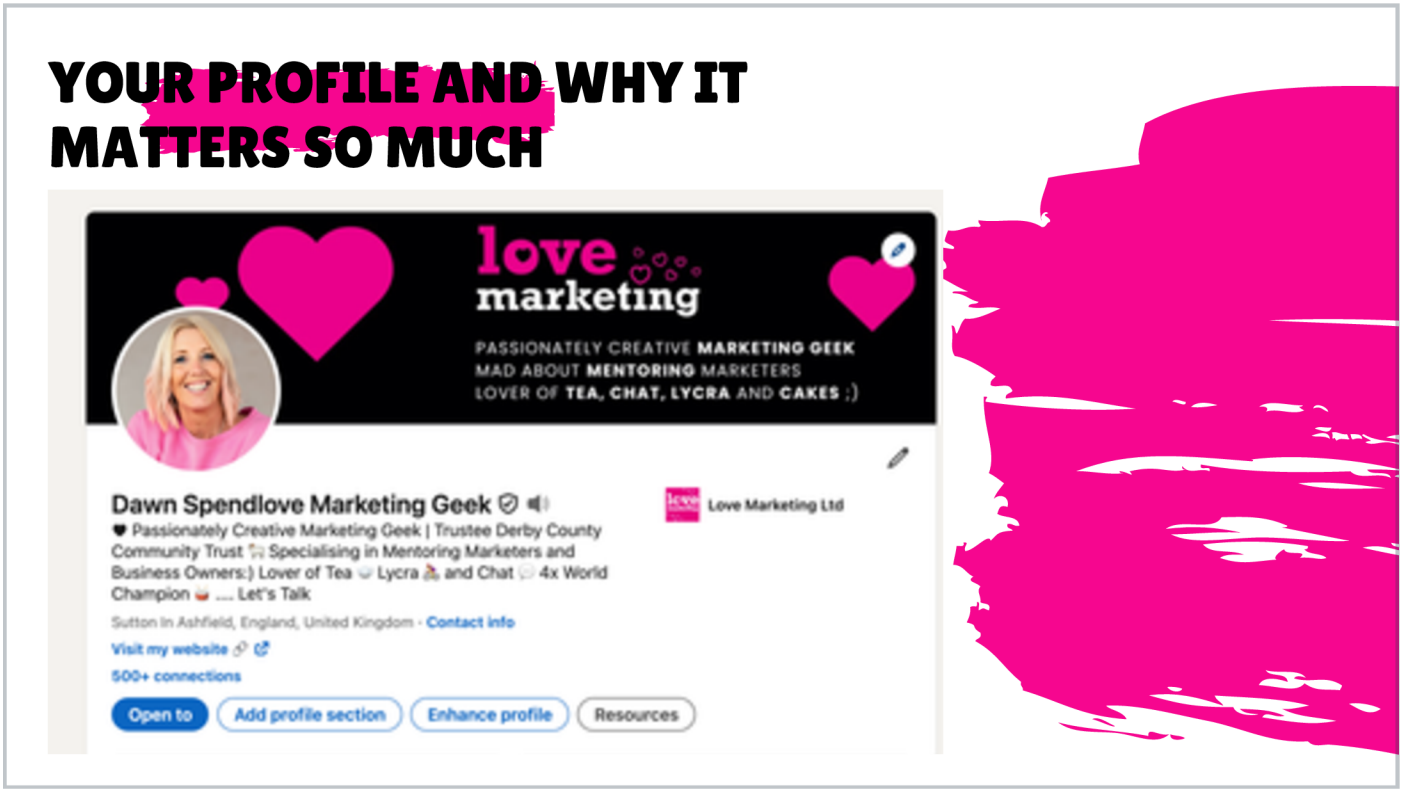
Top tip: Make a diary note monthly (I request once I've had an invoice paid).

Progress > beats nothing. Always.

💡Gentle reminder
You don't need:
perfect branding
hundreds of recommendations
a flashy website

You just need:
clarity
proof
a profile that looks intentionally finished

That alone puts you ahead of most people 💖



LinkedIn LOVES it if you fill every single box on your profile

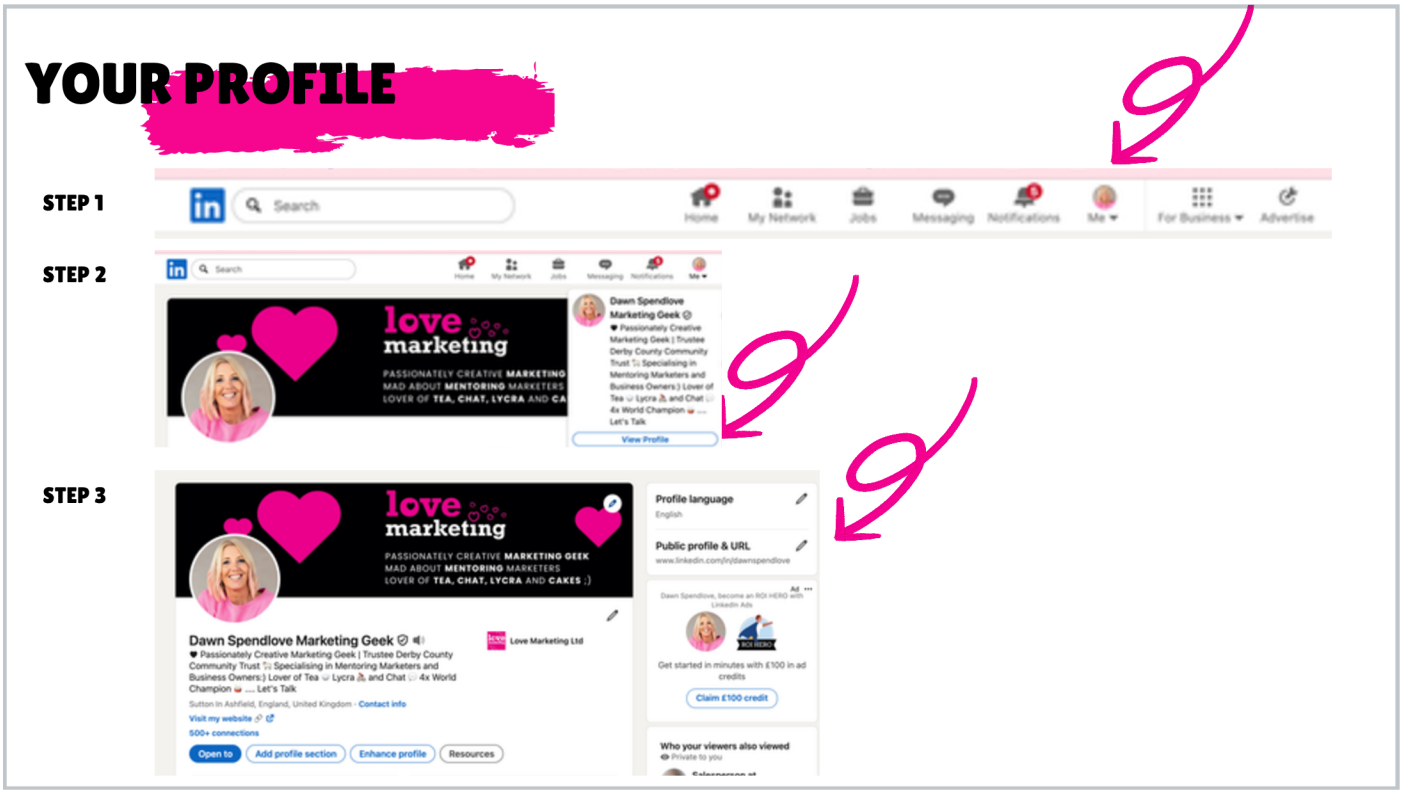
Imagine it like an application form - you wouldn't leave blank boxes so don't do that on LinkedIn.

It's your shop window - your calling card so use it as a online CV - sell how you help people not the product or service.

We will cover the fundamentals so have your linkedIn open and get ready to get updating...

A linkedIn guide is also here:

https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017



Sometimes even small tweaks can make a BIG difference and your LinkedIn Profile URL is a great example of just that.

How many of you have changed this to something more personal/memorable?

What do I mean....

Go to Me (little circle pic of you at the top) and then click
View Profile):

- In the upper-right corner, locate the section 'Public profile & URL', then click on the pencil icon and type in your desired profile URL.

- You can use 3 to 100 letters or numbers in your custom URL but you must avoid spaces, symbols, or special characters.

A clean, customised LinkedIn URL is easier to remember and looks 100% more professional, as well as being great for SEO and helping you rank higher on Google. So you could customise your profile URL with your name and/or a keyword that your audience would use to search for solutions to the challenges you solve or just simply with your name.

Once you have changed your URL to something memorable, it's time to update any mention of the old URL eg. on your website or in your email signature?

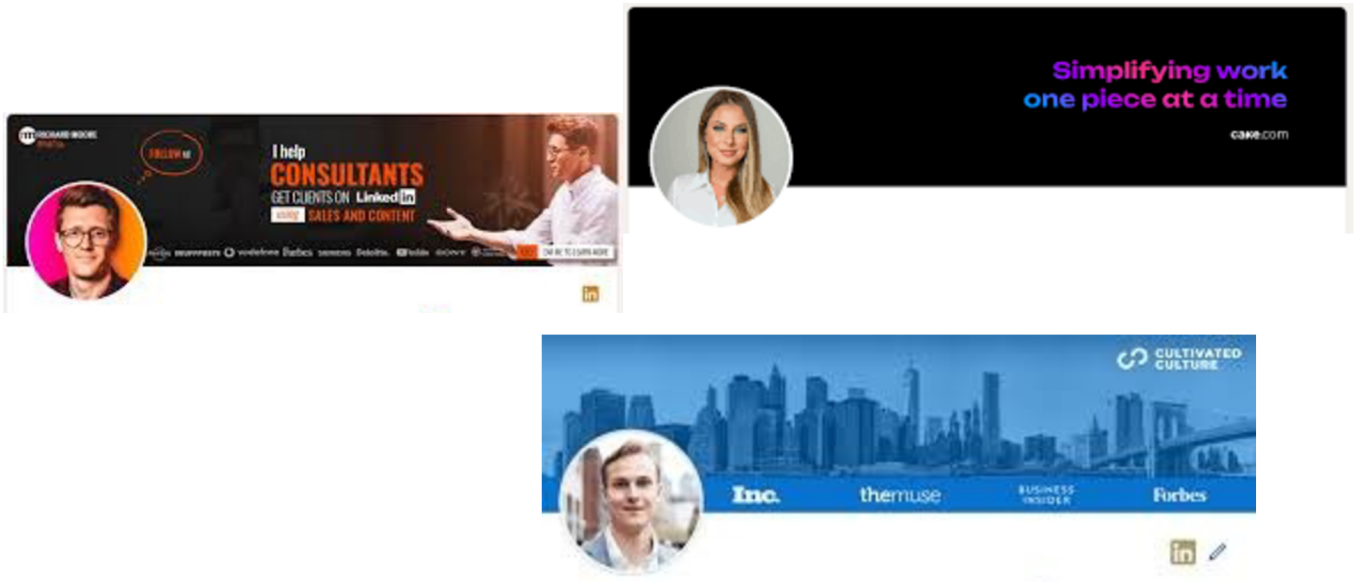
https://www.linkedin.com/in/dawnspendlove734939165

Now:

https://www.linkedin.com/in/dawnspendlove/

If linkedin.com/samsmith/ is unavailable, consider alternatives like linkedin.com/samsmith-compan yname.

MAKING THE MOST OF YOUR LINKEDIN BANNER



Your LinkedIn banner is the first thing people will see on your profile and FIRST IMPRESSIONS MATTER!

It portrays your brand identity and/or the company you work for

A well thought out and designed banner DOES increase profile views and connections

so.... let’s dive in!

Pair up/table up and critique each others - what can you change?

Canva has a template so go wild let's see some before and afters!

MAKING THE MOST OF YOUR LINKEDIN BANNER



What does your header image say about you?
Logo & strapline or 3 bullets about what you do

Change it up - maybe update each season or when you are pushing a particular promotion? to change any of these click on the pen icon PLEASE consider getting some professional shots. Also use free software such as https://www.betterpic.io/free-tools/ai-linkedin-picture-analyzer to 'score' your image. See my example.

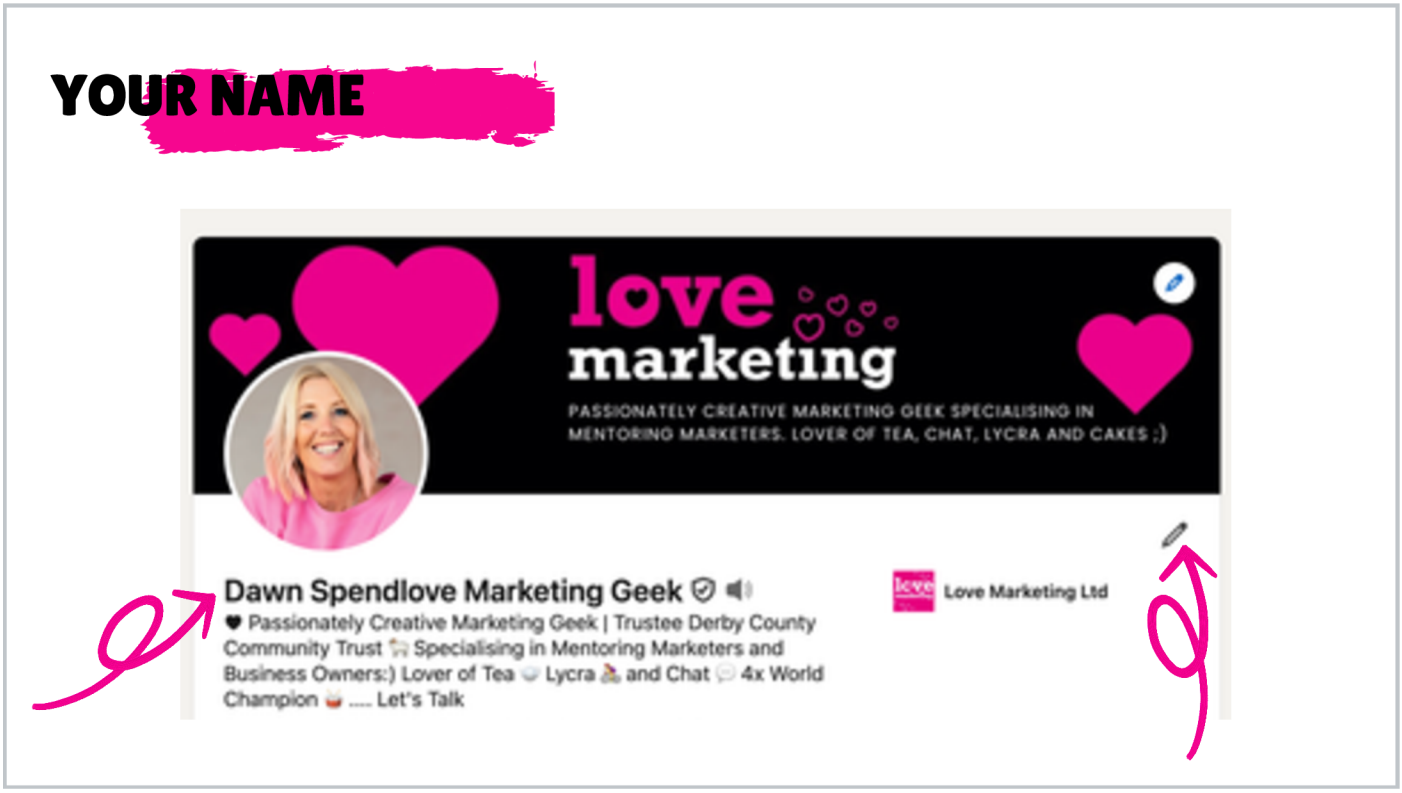
Templates in canva really easy to use and free...

Work in 2's and look at each others profile pic and header image - make suggestions as what you could change to improve?

Share each others ideas...?

Make it so much more than on online CV – think videos/personality a full colour all singing all dancing brochure.

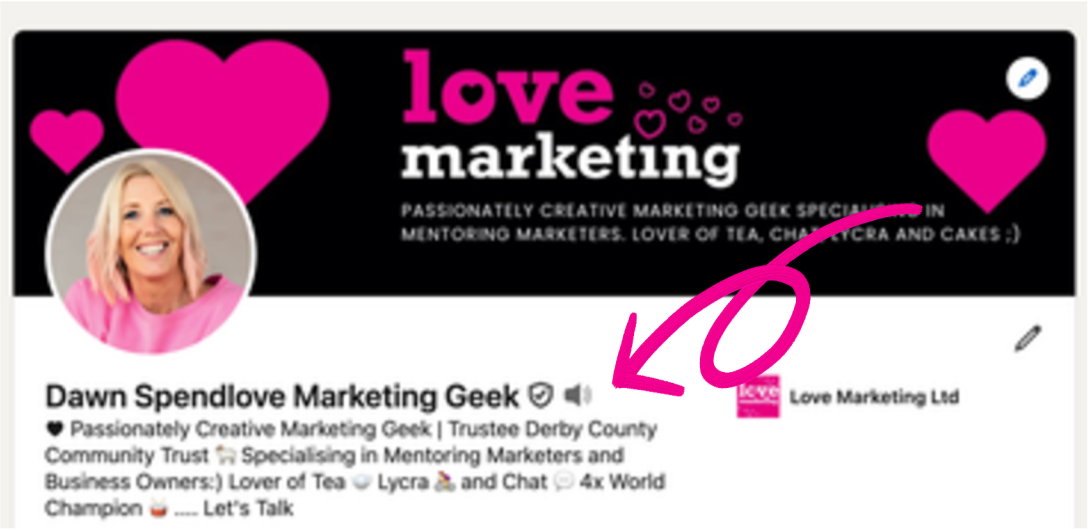
PROFILE carousels ARE ALSO NOW AVAILABLE VIA LINKEDIN BUSINESS!!!



My name - to change this click on edit mode (use the pen icon).

i've used Dawn Spendlove as my first name and Marketing Geek as my second name - Its helpful as people know what you do straightaway

PRONOUNCE OR SECRET INTRO ;)



Speaker icon is supposed to be for pronounciation but I use as a little hello....

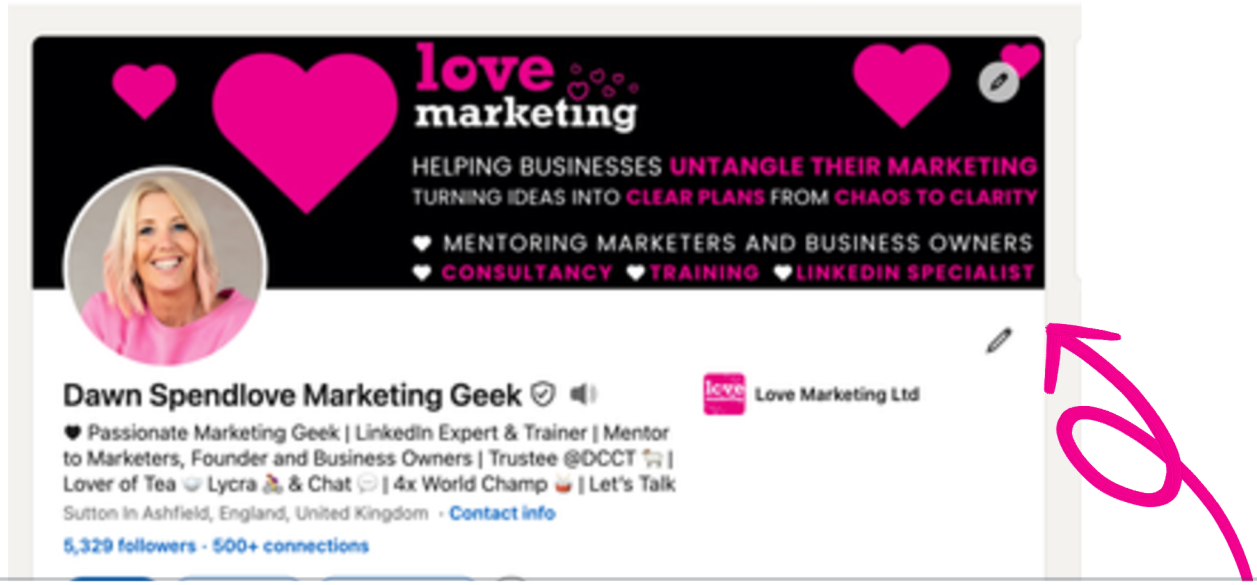
if you aren't seeing any of the headings/like the speaker icon

Try it on your mobile (as this element is only available that way).

Other elements of your profile are available by clicking add profile sections/other features

Don't be afraid to have a play!

HEADLINE SUMMARY



Now let's work our way through your profile, LinkedIn rewards you for having everything completed! So click on this pen icon..

Look at your summary this is your

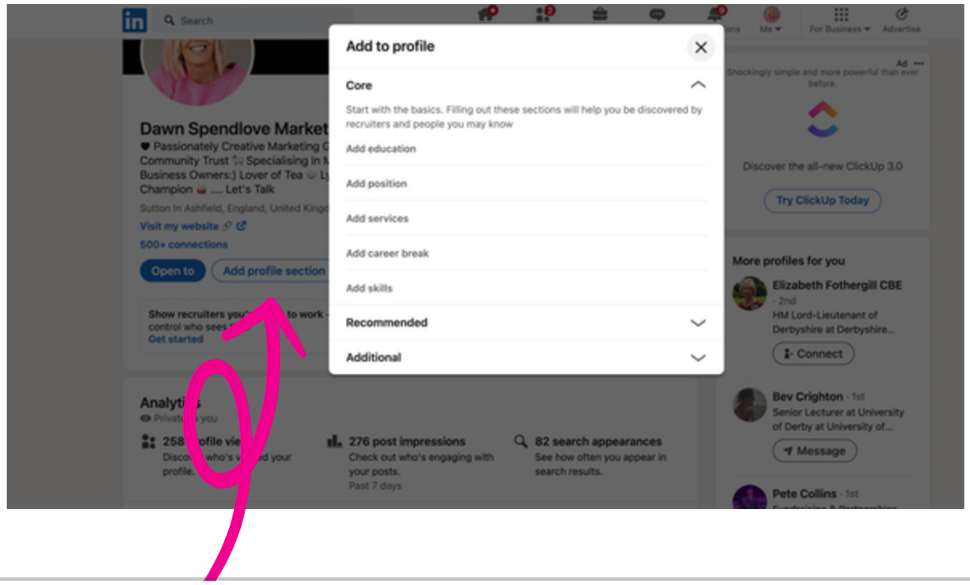
About summary under your name...

BE CREATIVE, USE EMOJI's (copy and paste from from https://typegrow.com/tools/linkedin-text-formatter) as you can't format in linkedin

Now work your way through this section - Fill in all your current position, to add previous ones click on + complete education, location, contact info - complete as much as possible.

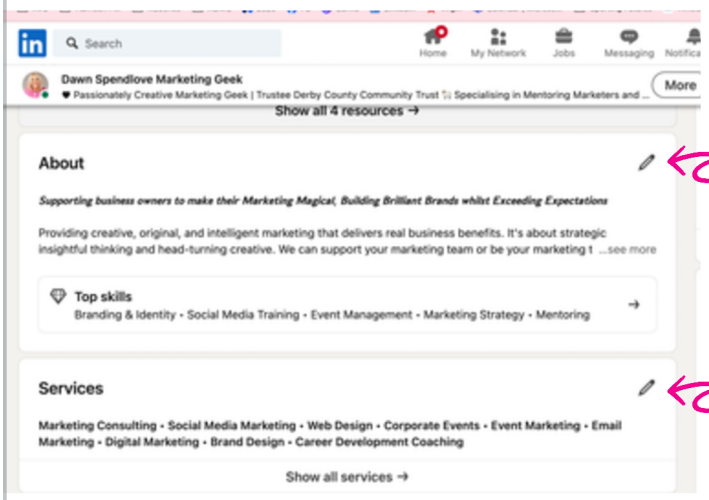
Importance: Keywords in your headline boost your profile's visibility in search results.
Optimization: Research keywords relevant to your industry, services and solutions and integrate them naturally into your headline.

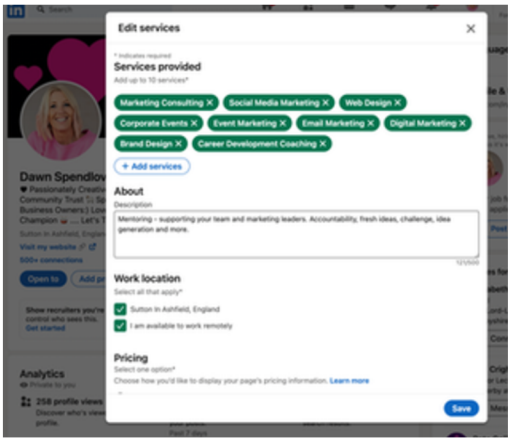
ADDING MORE INFO TO YOUR PROFILE



If a section is not showing click on add profile section and again work your way through every single options and each drop down within those sections

ABOUT AND SERVICES



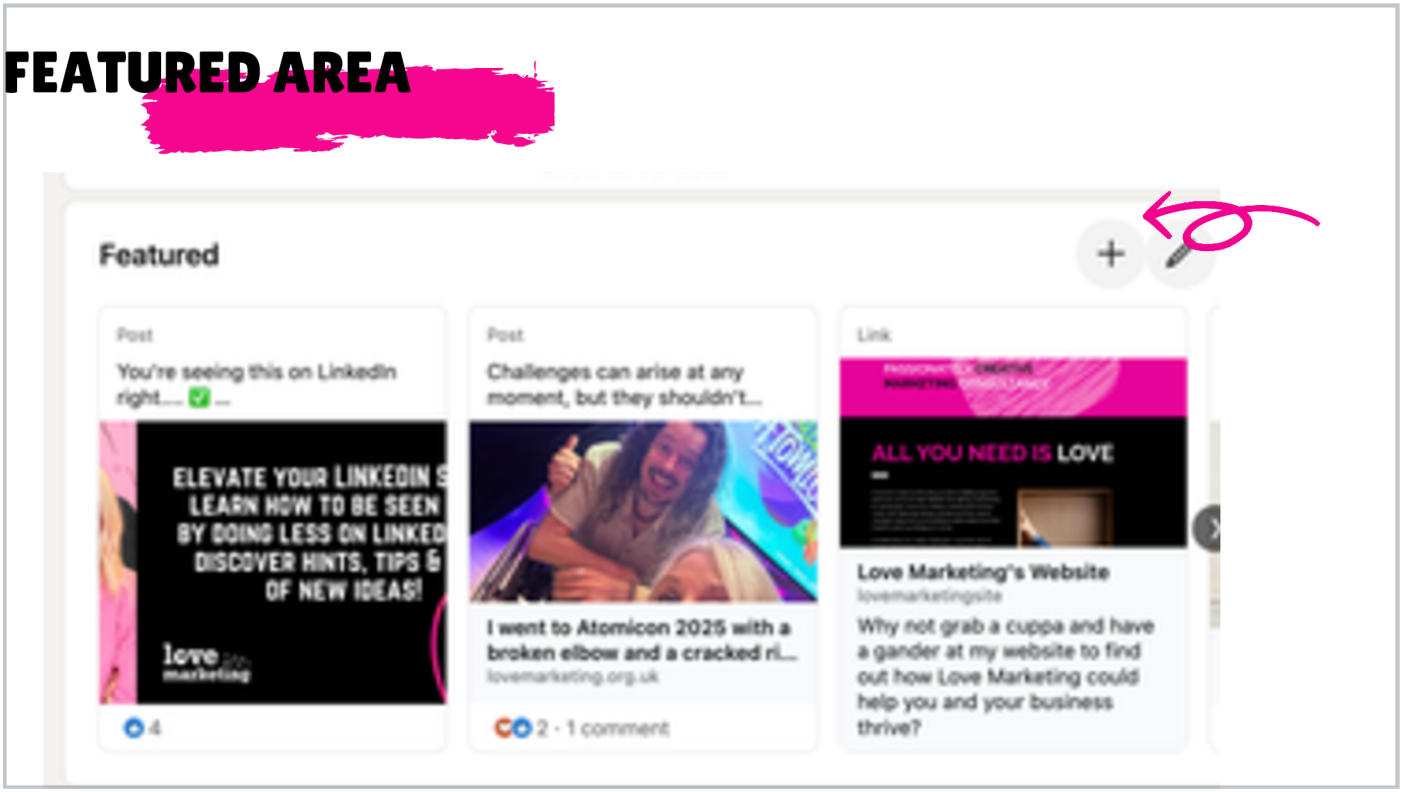


Work your way through completing the About and Services sections.

If you click on the services icon you will have yet more information to complete

if unsure look at mine or others to see what info they have included

FEATURED AREA



Ever wondered how to use the 'Featured' area on LinkedIn to your advantage? It's your spotlight space and have so many options...

You can pin an impactful post about your business to your profile or share an intro video that reflects your brand and how you can help. You could add links to videos from YouTube, or repurpose any glowing recommendations by including in this brilliant underutilised area of LinkedIn. You could even direct your audience to essential downloads or your upcoming events through this feature and keep them engaged with top tips or fun facts related to your work. Also, consider linking to your portfolio to showcase your best work or go bold with a striking image to grab attention!

So to review these are my top tips to make the most of the ‘Featured’ area:

Link to a really important post
If you’ve written a post talking about your business/yourself and it’s created a buzz with some great interaction, well, PIN it to the top of your profile by ensuring you add it to your featured area - easy :)

so how?

Featured - highlight top 3 (can have more but shows 3)

Most recent promo/most recent blog/most recent event or testimonial

Click on featured as a few different ways to add -

+ button then select post to add or select other method.

Reminder to update these very month is really useful

Videos Maybe you have an introduction video - it doesnt have to be a professional showreel just a video that get's across you, your brand and your business as well as how you can help. You can always link to youtube for extra videos etc too.

Recommendations Re purpose any recommendations you have on LinkedIn (or other places) to make a post that way you can add your branding too.

Sales and/or Marketing Funnel Use featured to direct people to your key download (lead magnet) such as free templates/plans etc or to your next event or where to sign up to your free newsletter which has loads of free hints and tips. It's a great way to continue to build up your list and engage at the same time.

Top Tips Create a top tip campaign or a did you know - provide useful facts about what you do to tempt people into wanting to know more and follow you.

Portfolio Link to your portfolio on your website that shows examples of work you've completed - could be images, photos, showreel, videos or a slide deck.

Blatant self promoYou could use a striking image/caption to grab attention - sometime you have to be bold!

Do you use the 'Featured' area on LinkedIn and if so, what do you show?

FEATURED AREA

Your Featured Section is your second biggest digital asset. Are you treating it like one?

Did you know, less than 15% of LinkedIn's active members use their Featured Section. That means most people miss a HUGE chance to build trust, show expertise, and turn profile visitors into leads.

Your banner grabs attention. Your Featured Section closes the loop.

When someone lands on your profile, they need a clear next step. If your Featured Section is empty, you're leaving money on the table.

What should you put there?

✔ Easy to say YES to options:

– A lead magnet (free guide, checklist, or resource)
– A booking link for a call (keep it limited, make it special)
– A low-cost offer (mini-course, paid guide, or workshop)
– A top-performing post (social proof in action)

Make sure every item is visual. Images drive more clicks than text. Let your visuals do the talking and guide your visitor to take action.

FEATURED AREA



Keep it simple. 1-2 offers max. Too many choices = no action.

How often should you update it? → Review it quarterly.
→ If your lead magnet is working, keep driving traffic to it.
→ Only switch if you have something stronger.
→ Highlight new wins or evergreen content as needed.

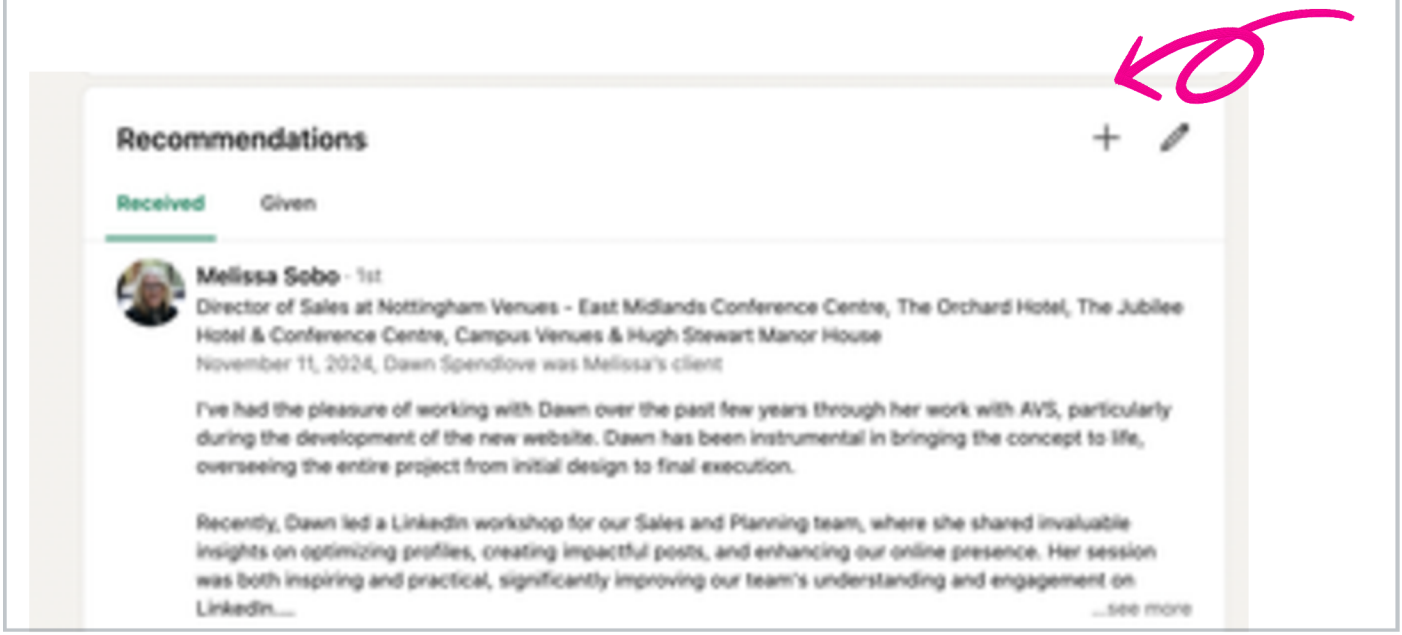
Your Featured Section is your second biggest piece of digital real estate-right after your banner. When you treat it like prime property, you turn casual visitors into real leads.

Here's how I do it (and how my clients win on LinkedIn):

– Direct attention from banner to Featured
– Keep CTAs clear and simple
– Use images to boost clicks
– Track what converts, then double down

Ready to make your profile work harder for you?

RECOMMENDATIONS



Onto Recommendations

These are crucial for credibility, building trust and being seen as an authority/expert!

So, let's do it together...

Click on the +

Type in a clients name that you have recently worked with

fill in the info and send!!

go on be brave and ask for one (or maybe more!).

A good way to stay up to date with this is when clients pay invoices I ask for a recommendation.

WHAT TYPE OF CONTENT IS GAINING GROUND?

- **IMAGES**
- **VIDEO**
- **DOCS/PDF'S**
- **WHAT TYPE OF CONTENT IS ON THE WAY DOWN...**
- Text only posts
- Polls
- Other formats - external links, reposts, slideshares



IMAGES
Now making up 58.15% of all personal profile posts, image content has seen an 11% year-over-year increase. It's the most dominant format by far. This growth likely stems from users realising images command more feed space, boost visibility, and are quicker to absorb than plain text.

VIDEO
With a staggering +69% increase, video has exploded to 15.53% of all posts. The mobile video feed feature (rolled out in 2024) played a key role in this growth, as creators embraced video-first strategies to capitalise on boosted distribution. However, with LinkedIn™ quietly removing this video feed from mobile in early 2025, we expect a potential slowdown in video growth next quarter.

DOCS/PDF'S
Up slightly to 7.60% (+7%), document posts remain a high engagement format—but their labor-intensive nature to create compared to single-image posts keeps adoption moderate. Still, those who invest in carousel-style storytelling are seeing strong returns.

WHAT TYPE OF CONTENT IS ON THE WAY DOWN....
Text only posts
Polls
Other formats - external links, reposts, slideshares

STRUCTURING FOR SUCCESS:

THE 5 LINKEDIN POST FORMATS THAT OUTPERFORM



Source - Richard Van Der Bloom Algorithm Insights 2025 report

In a world of scrolls and split-second attention, how you structure your LinkedIn post is just as important as what you say. The right structure pulls people in, keeps them reading, and prompts them to engage.

After analyzing +25,000 of high-performing posts and thousands of data points, we've identified five proven formats that consistently outperform.

Each taps into psychological triggers, attention behavior, and the platform's algorithm. Here's your blueprint for writing posts that don't just get seen—but get results.

Also we have included 5 different posts using each of the structures below, coming all from the same original draft!

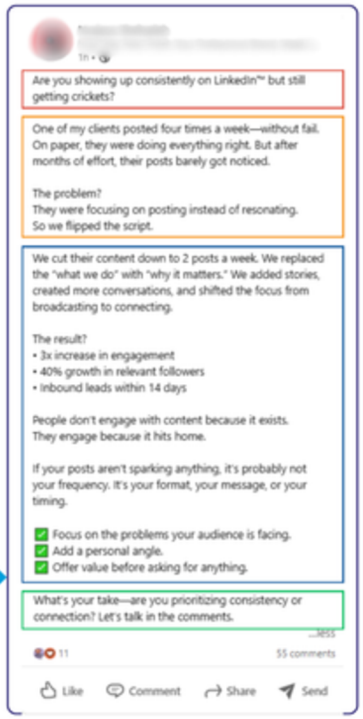
1. PAS-C: Problem → Anecdote → Solution → CTA

This structure is a storytelling classic—simple, emotional, and highly effective. When used correctly this **structure results in between 20 and 30% more reach, and 15 to 25% more engagement.**

Why It Works:

We're hardwired to respond to problems, especially ones that mirror our own. Combine that with a relatable story and a clear takeaway, and you've got a recipe for resonance. The CTA seals the deal, turning readers into participants.

Step-by-Step Breakdown



PROBLEM
Identify a relatable pain point.

ANECDOTE
Share a personal or client story that mirrors the problem. Personal experiences here outperform client or network stories (+30% more engagement)

SOLUTION
Offer the actionable fix—tools, mindset, framework. Listicles improve readability and result in longer dwell time.

CTA (CALL-TO-ACTION)
Invite your audience into the conversation. Avoid commercial CTA's as they lower your engagement with almost 70% (people freeze)

ALGORITHM INSIGHTS 2025 BY RICHARD VAN DER BLOM

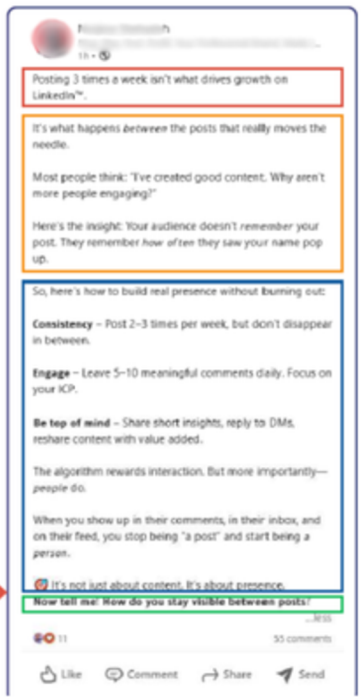
2. The Insight Ladder: Hook → Insight → Breakdown → CTA

Perfect for educational and thought-leadership content, this format builds trust by delivering value upfront. When implemented correctly this **structure results in between 20 and 30% more reach**, and **15 to 25% more engagement.**

Why It Works:

Strong hooks stop the scroll. When followed by clear insights and step-by-step instructions, you position yourself as a go-to expert. The ladder structure guides readers logically from discovery to application.

Step-by-Step Breakdown



HOOK
Grab attention with a bold stat or truth. Negative hooks outperform positive hooks by 20% as fear outperforms joy.

INSIGHT
Introduce the key takeaway as a re-hook.

BREAKDOWN
Deliver the step-by-step method.

CTA (CALL-TO-ACTION)
Nudge engagement. Easy to answer questions get 3x more comments

3. Transformation Timeline: Before → After → How

This format is all about showing the journey. Think of it as the "LinkedIn™ case study" in post form. When implemented in an authentic way this **structure results in between 10 and 20% more reach, and engagement**. However if people think it's not your own story (while pretending to be) it can result in minus 30 - 50% reach and engagement (!)

Why It Works:

People love genuine transformation stories—they create relatability, proof, and inspiration in one shot. The "before" hooks empathy, the "after" sparks aspiration, and the "how" delivers value.

Step-by-Step Breakdown



BEFORE
Describe the challenge or low point.

AFTER
Show the results or success. Showing the Before and After in the first 2 lines, increases clicks on "more" 6x, tapping into FOMO reading motive

BREAKDOWN
Share the steps that made the change happen.

4. FAQ Explainer: Question → Answer → Why It Matters → CTA

This structure turns you into a trusted advisor by tackling common challenges head-on. When implemented correctly this **structure results in between 25 and 30% more reach, and 15 to 20% more engagement**

Why It Works

It taps into curiosity, resolves doubt, and creates relevance. Plus, it **naturally fits SEO** and audience-driven content strategies—ideal for profiles and company pages alike.

Step-by-Step Breakdown



QUESTION
Start with a frequent pain point.

ANSWER
Provide a clear and helpful response.

WHY IT MATTERS
Explain the impact.

CTA (CALL-TO-ACTION)
Drive interaction or clicks.

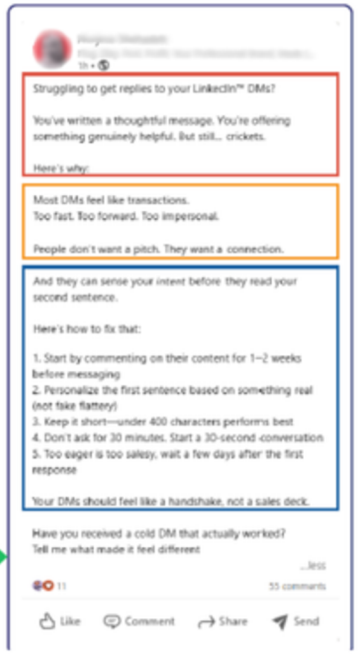
5. Fix-It Formula: Problem → Why It Happens → How to Fix It

Educational and empowering, this structure turns confusion into clarity. When using recognisable problems this **structure results in between 10 and 20% more reach and engagement**

Why It Works

This formula doesn't just tell people what's wrong—it helps them understand why, and how to fix it. It creates trust and positions you as a problem solver.

Step-by-Step Breakdown



PROBLEM
Identify the core challenge. If you yourself are the one that had the problem, engagement normally goes up with almost 40%

WHY IT HAPPENS
Explain the root cause. Use simple language, without too much jargon.

HOW TO FIX IT
Offer a number of practical steps. Separate the steps, tips or insights to fix the problem visually.



7 COMMON POSTING HABITS THAT DO MORE HARM THAN GOOD

Everyone wants their content to perform better—but some "popular" tactics can silently sabotage your reach. Here's what to watch out for in 2025:

1. Emoji Overload: From Fun to Flagged
Emojis were designed to add personality and tone to messages. But LinkedIn™ has always had an awkward relationship with them. While symbols (✔ ➤ • →) are algorithm-neutral, overusing expressive emoji faces or people icons can reduce your post's reach by up to 20%.

Why? They're often associated with promotional or spammy content Rule of thumb: when in doubt, keep it clean.

2. White Lines ≠ White Space
For years, creators used white lines to increase dwell time—hook → 2 blank lines → curiosity click. But LinkedIn™ has adapted. Excessive white lines are now seen as gamification, not formatting. If you insert a white line after every sentence, expect a 15% reach penalty. Use blank lines sparingly—only to separate paragraphs of at least two full lines.
3. Talking to Yourself in the Comments? Not Smart.
Commenting first on your own post used to be harmless (or even smart). But the 2025 algorithm is looking for external validation first. If your post has multiple comments from you before any other engagement, growth can slow by 20%. Better strategy: wait for others to jump in, then contribute with value adding replies.

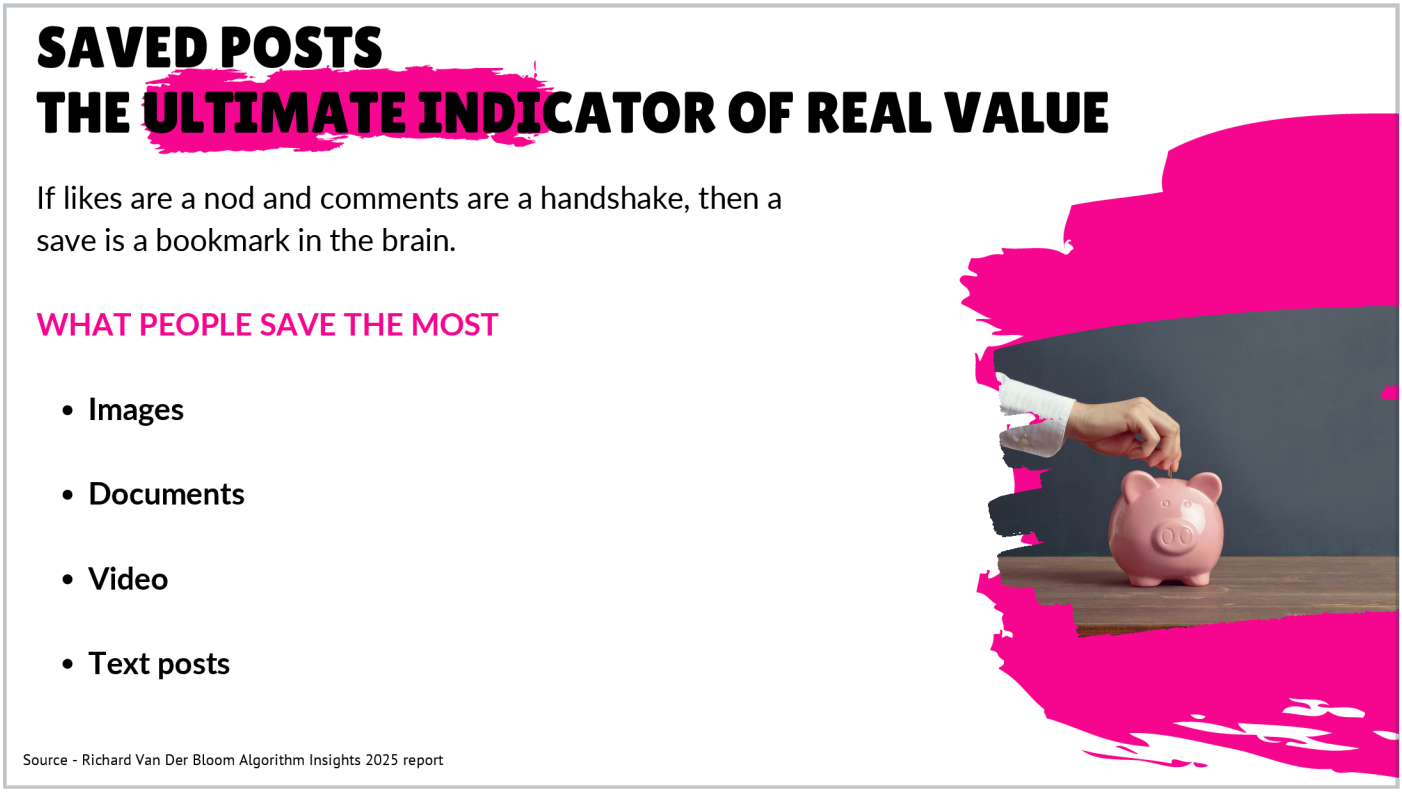
4. Listicles Work—But There’s a Sweet Spot
List-based posts make content scannable and snackable. But like everything else, there's a performance curve. Posts with 5 to 8 bullets consistently perform best. Too short = lack of value. Too long = overwhelm. Structure is everything.

5. Don’t Repeat Formats Without a Break
Some formats fatigue the algorithm when posted back-to-back:
2 consecutive polls? The second loses -20% reach.
2 text-only posts? Expect -15% drop.
2 documents in a row? You’ll likely lose -10%.

Formats like video and text+image don’t suffer this penalty, making them safer for consecutive pos ting.

6. External Fonts = Internal Confusion
Fancy bold or italic fonts might help you stand out—but they can break accessibility. Screen readers often interpret these fonts as code, not copy. While LinkedIn™ hasn’t confirmed an algorithmic penalty, data suggests a -5% to -20% reach drop when overused. Our advice: max 3 lines, and only when necessary.

7. Editing Your Post: Small Fix? Fine. Big Change? Big Problem.
Correcting a typo? No issue. But editing more than 5% of your post’s content—especially after it starts gaining traction—can trigger a penalty of -25% or more. Why? Because the algorithm prioritizes consistency. If someone engages early (“I agree”), and you later rewrite your message, their comment may no longer make sense. Even worse: adding a link post publish sends an instant flag to the algorithm, slowing down your post’s reach. Rule: if you need to change the message, delete and repost.



If likes are a nod and comments are a handshake, then a save is a bookmark in the brain.

WHAT PEOPLE SAVE THE MOST

Images (54.55%) top the chart—over half of all saved posts are visual. They're digestible, often instructive, and ideal for capturing quick ideas or insights.

Documents (PDFs) (16.37%) continue to shine as the go-to for deep dives, resources, and carousel-style storytelling.

Video (16.28%) is clearly rising. With video feed experiments in 2024 and growing mobile usage, users are increasingly saving short-form insights and expert explainers.

Text posts (12.42%) still get saved—but only when they offer substance and contain + 1,200 characters (+90% of all saved text posts)

EMPLOYEE ADVOCACY ON LINKEDIN

On average, **employee activity accounts for 42%** of all engagement received on company pages. This figure rises to **56% for large corporations**—likely due to their structured use of EA tools—and drops to just **24% for SMEs**, where formal advocacy programs are less common.

Internal engagement (likes, comments, shares from employees) carries **1.6x less weight** than engagement from external audiences, both in terms of reach and perceived credibility.



Source - Richard Van Der Bloom Algorithm Insights 2025 report

BEST TIMES TO POST

TUESDAY
THURSDAY

remain the top-performing days in general for organic business related content. Posting personal stories or job postings on weekends might surprise you as people tend to have more time to consume content.

BEST TIME SLOTS		
Morning: 8:00-10:00 AM (pre-meeting scroll)	**Midday**: 12:00-2:00 PM (lunch-break engagement)	**Early evening**: 5:00-7:00 PM (wind-down browsing)

Avoid posting after **2:00 AM on Fridays**, and steer clear of **weekend afternoons** or **late nights (10 PM-5 AM)**, when user activity drops significantly.

Platform usage from 7:00–8:00 AM by region:
North America: 92% **Europe**: 88%
Middle East: 84% **Asia**: 78%

Different formats perform best at different times of the day, depending on attention span and user context:

POST TYPE	BEST TIME TO POST	BEST DAYS TO POST
Text Only Posts	During working hours	MON & THU
Text + Image	During working hours	ALL WEEK
Carousel Posts	Between 8:00 AM and 1:00 PM	TUE & FRI
Polls	Between 10:00 AM and 2:00 PM	ALL WEEK
Video	Afternoon & early evening	ALL WEEK
Articles	Outside peak hours	FRI & SUN

Source - Richard Van Der Bloom Algorithm Insights 2025 report

FREQUENCY OF POSTING

Maintaining a **consistent rhythm** is more impactful than occasional bursts of activity:

- **2–3 posts per week** remains optimal for most professionals
- **Posting daily** can work in content-heavy industries, but should be approached with caution
- The **average lifespan of a LinkedIn™ post has increased from 2.4 to 4.6 days**, meaning your content can continue performing well several days after publishing

AVOID POSTING TOO FREQUENTLY:

- Publishing a new post **within 24 hours** of your previous might increase your total reach (while not guaranteed) but can lower the **average reach per post by 15–40%**
- If your current post is still gaining traction, **delay the next one**—a new post may split your audience's attention and reduce engagement
- **Reposts with thoughts** are treated as fresh content by the algorithm. Use this tactic **sparingly** to re-surface high-performing posts without cannibalizing your own visibility

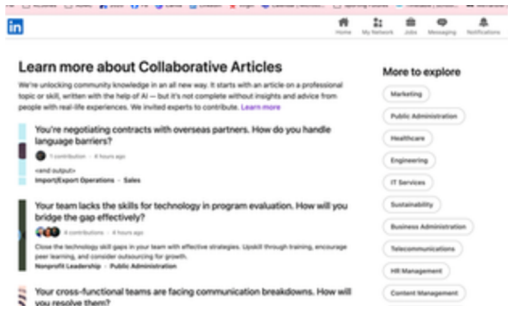
6 Key Takeaways for 2025

1. **Midweek mornings and lunch hours remain prime windows for visibility and interaction**
2. **Audience geography matters**—schedule regionally or post during globally active hours
3. **Match post type to timing**—short during work hours, long-form outside them
4. **Vary your post time** occasionally to reach new audience segments and boost engagement
5. **Avoid overposting**—respect the increased lifespan of each post and let strong content run its course
6. **Stick to a posting rhythm** (e.g., 3–4 days per week) to stay consistent, train both the algorithm and your human audience, without oversaturating your audience

A strong content strategy is **not** just about what you say—it's about **when and how often you say it**. By aligning your timing with platform dynamics and audience behavior, you can extend the life of your posts, increase meaningful engagement, and stay visible to the right people at the right moment on LinkedIn™.

Source - Richard Van Der Bloom Algorithm Insights 2025 report

ARTICLES & THOUGHT LEADERSHIP ADS

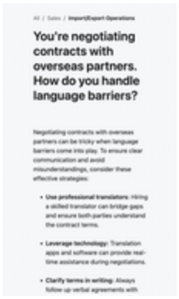


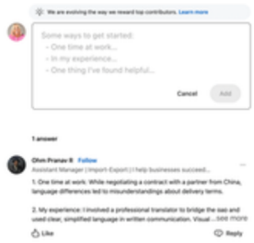
Getting 'known' as an **authority** is key to making Linkedin work for you

Look at contributing to articles, here's how...
https://www.linkedin.com/pulse/topics/home/

Find a relevant topic (see all topics bottom right) example search for events

To find **articles**
https://www.linkedin.com/pulse/topics/home/
scroll down to bottom (on right) all topics





Thought leadership ads
Conversion rates far out perform traditional ads - showing sift toward expert driven content - see below for more:

https://business.linkedin.com/marketing-solutions/native-advertising/thought-leader-ads

INVITATIONS & MESSAGING



Engage in a Way That's True to YOU!

- Personalise your invitation (when possible) to make a great first impression.
- Follow up to keep the conversation going.
- Share valuable insights or resources to nurture the relationship.
- Mix it up with voice or video messages to add a personal touch.

Find the Right People & Engaging Content – Make LinkedIn Search Work for You

- Use LinkedIn's search to discover and save:
  - People you want to add to your network
  - Warm leads and potential referrals to connect with
  - Users posting in areas that align with your goals
  - Topics and posts that interest you
  - Companies in industries you're targeting

There's so much you can do here!
Don't let LinkedIn dictate your approach—take control and make it work for you. You're in the driver's seat, so take charge!

FOLLOW OR CONNECT?

Something that confuses a lot of you is around should I **FOLLOW** or **CONNECT** on LinkedIn?

Can you connect with someone who displays a 'Follow' button?
Yes you can - here's the differences...

CONNECT is what LinkedIn is all about - it's about a two way conversation.



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CONNECT is what LinkedIn is all about - it's about a two way conversation.

When we **CONNECT** with someone, we:
✅ Gain a deeper understanding of them (their content appears in our newsfeed, and hopefully, ours shows up in theirs)
✅ Open the door for direct conversations (we can message each other freely)
✅ Share networking opportunities (view each other's connections and request introductions)

On the other hand, when we **FOLLOW** someone, it's a one-way relationship where you're simply interested in their content, but nothing more.
If we **FOLLOW** someone, we:
✅ Get to see their content, but they won't see ours (we're not top-of-mind for them)
✅ Can't message each other (no opportunity for direct conversations)
✅ Keep our networks closed off (reducing the potential for network expansion)

It's all about connecting!

But LinkedIn has certainly made things a bit more complicated.

FOLLOW OR CONNECT?

People can choose to lead with the Follow button and, if we chose Creator mode when it was available, then the Follow button still displays automatically.

Sometimes there is a good reason for wanting that if you are trying to build an audience to broadcast to, or you want to make the first interaction with you as easy as possible or you are looking to be an 'Influencer'?!

BUT ... it ***doesn't*** mean that we can't connect or that people don't want to connect ... though they may be encouraging the Follow as a first option.

Want to Connect❓

✔️ Go to the 'more' button to the right of the 'Follow' and you'll find the 'Connect' option hidden away in there.

Easy.

So what about you - would you prefer to Connect or Follow?



THE LINKEDIN LAWS.....

The Law of Tools

Use safe tools and approved extensions only. Automation hacks and shady growth tools risk your account

Example: Using an approved scheduler like LinkedIn's native scheduling tool vs. auto-DM bots.

What This Means For You: Protect your credibility. If LinkedIn doesn't trust you, it won't show you.

The Law of Engagement

Engage 15–30 minutes before and after posting. Don't post and disappear.

Example: Commenting meaningfully on 5 posts in your niche before publishing your own.

What This Means For You: Warm up the algorithm. Engagement signals relevance.

The Law of Consistency

Batch, plan, and show up regularly. Growth compounds.

Example: Posting twice a week every week instead of 5 posts in one week then silence.

What This Means For You: Consistency builds familiarity. Familiarity builds trust.

THE LINKEDIN LAWS.....

The Law of Pillars

Stick to 3–4 core topics. Random posting creates random reach.

Example: Marketing strategy, LinkedIn training, small business mentoring — not marketing one day and your dog's dinner the next (unless it links to your message!).

What This Means For You: Train the algorithm what you're about.

The Law of Tagging

Tag sparingly and only when relevant.

Example: Tagging a client you genuinely collaborated with - not tagging 20 influencers hoping for reach.

What This Means For You: Relevance > reach hacking.

The Law of Profile

Your headline, banner and About section must convert profile views into action.

Example: "I help SME founders demystify marketing and grow confidently" vs. "Marketing Consultant."

What This Means For You: Visibility is pointless without clarity.

THE LINKEDIN LAWS.....

The Law of Banners

Your banner should explain who you help and how.
Example: A branded banner with: “LinkedIn Training | Marketing Mentoring | Workshops for SMEs” instead of a stock skyline.
What This Means For You: Your banner is prime billboard space. Use it.

The Law of Format

Use portrait (4:5) posts for maximum screen space.
Example: A vertical carousel that fills the mobile screen vs. a small square graphic.
What This Means For You: Take up more real estate = more attention.

The Law of Layout

Make content easy to scan.
Example: Short sentences. White space. Clear spacing. Not a 20-line paragraph block.
What This Means For You: If it looks hard to read, people won’t.

THE LINKEDIN LAWS.....

🔟 The Law of Colour
Stick to 2–3 brand colours.
Example: Using consistent magenta, black and white branding instead of rainbow chaos.
What This Means For You: Consistency makes you recognisable.

The Law of Typography
Choose clear, mobile-friendly fonts.
Example: Simple sans serif fonts over decorative script fonts in carousels.
What This Means For You: If it's hard to read on a phone, it's wasted effort.

The Law of Space
White space = premium feel.
Example: Leaving breathing room around text instead of cramming every inch.
What This Means For You: Clarity creates authority.

THE LINKEDIN LAWS.....

The Law of Templates

Customise templates. Don't look like everyone else.

Example: Editing Canva layouts to match your branding rather than using default colours and fonts.

What This Means For You: Blending in means being ignored.

The Law of Data

Track what works and refine.

Example: Noticing posts about client case studies get 3x comments compared to generic tips.

What This Means For You: Double down on what drives conversation.

The Law of Action

Always include a clear CTA.

Example: "Comment 'PLAN' and I'll send you the checklist."

What This Means For You: If you don't guide people, they scroll.

THE LINKEDIN LAWS.....

The Law of Story

Stories stick. Corporate waffle doesn't.

Example: Sharing a real client challenge and outcome vs. posting "We are delighted to announce..."

What This Means For You: Humans connect with humans.

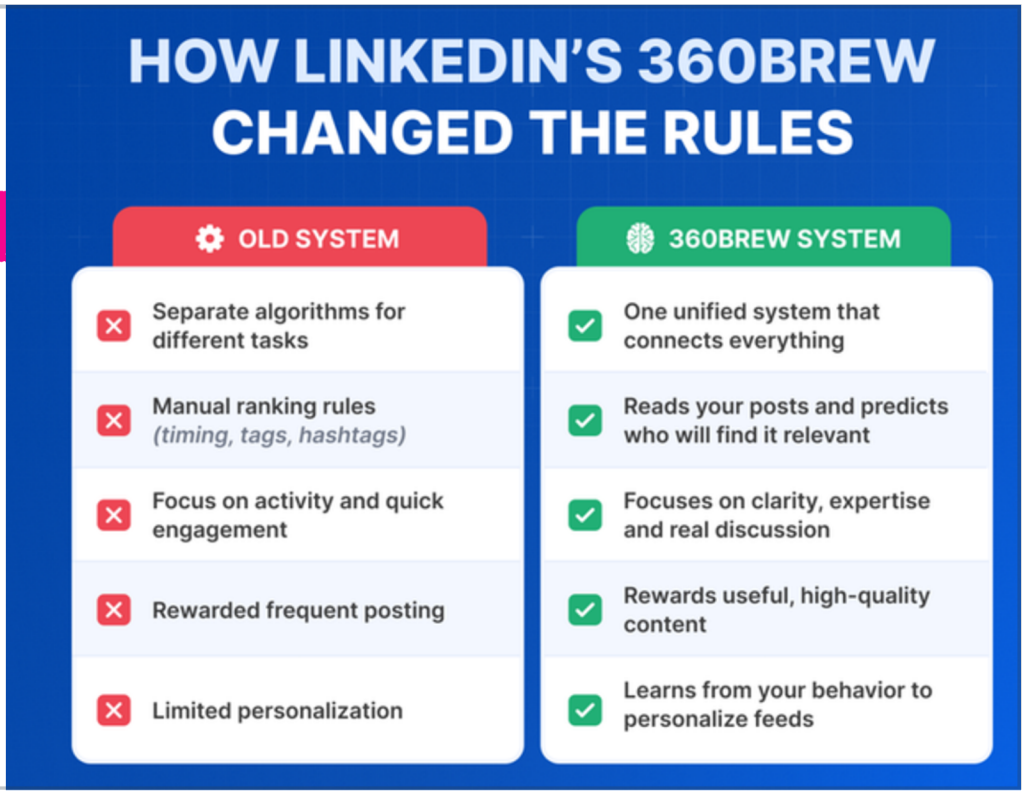
The Law of Network

Relationships amplify reach.

Example: Regularly engaging with peers, clients and industry voices — not just broadcasting.

What This Means For You: LinkedIn is a networking platform first, content platform second.

IN SUMMARY


HOW LINKEDIN'S 360BREW CHANGED THE RULES
OLD SYSTEM
Separate algorithms for different tasks
Manual ranking rules (timing, tags, hashtags)
Focus on activity and quick engagement
Rewarded frequent posting
Limited personalization
360BREW SYSTEM
One unified system that connects everything
Reads your posts and predicts who will find it relevant
Focuses on clarity, expertise and real discussion
Rewards useful, high-quality content
Learns from your behavior to personalize feeds

IN SUMMARY


WHAT'S CHANGED INSIDE LINKEDIN'S 360BREW ALGORITHM
1
It evaluates people and companies, not just posts
Your posting history and topic consistency now determines future visibility.
2
Hashtags no longer matter
The algorithm ignores hashtags and instead understands your topics through the actual words and themes in your posts.
3
It detects AI-patterned writing
Posts that follow obvious AI formulas lose reach. You can't fool LinkedIn's AI with another AI.
4
Saves extend your post's lifespan
When people save your content, LinkedIn interprets it as lasting value and keeps it visible in feeds longer than quick, reaction-driven posts.
5
Credibility drives visibility
LinkedIn rewards professionals who share reliable insights, add context in discussions, and stay consistent in their expertise.


Q&A
QUESTIONS