

**FIVE THINGS
YOU CAN DO **RIGHT NOW** TO
INCREASE YOUR **LINKEDIN**
ENGAGEMENT**

YOURS . SINCERELY

1

MAKE YOUR COMMENTS PERSONAL.

Leaving a short and generic “great post!” won’t satisfy the LinkedIn algorithm. Instead, write longer and personalised comments which actually add value.

Did you know?

Comments are up

37%

year-on-year as
more professionals
engage in high-
value conversation.

Did you know?

80%

of engagement on
LinkedIn comes
from comments
rather than posts.

2

CHANGE YOUR PROFILE IMAGE.

LinkedIn will literally boost profiles just for being regularly updated. Swap your photo and rewrite the first 40 characters of your headline to stand out.

3

POST AT LEAST ONCE A WEEK.

We know posting everyday probably isn't possible, but committing to one post a week will still get you results. According to LinkedIn, companies that post weekly will get double the engagement.

Did you know?
Video posts on
LinkedIn receive

x5

more engagement
than static posts.

4

FILM A QUICK VIDEO.

You don't have to be a camera wiz to do a quick selfie-style video for LinkedIn. Portrait videos are increasingly becoming the best way to get engagement on the platform, with most its traffic coming from the LinkedIn app.

5

UNFOLLOW IRRELEVANT CONNECTIONS.

Seeing a lot of unwanted content on your LinkedIn feed which puts you off engaging? Customise what you see to focus on useful content and cut out the noise by using the 'unfollow' function.

Did you know?

70%

of all LinkedIn
traffic comes
from the app.



Ready to learn more ?

We offer bespoke support for every level. From a profile polish to outsourcing all posting, or even upskilling for your entire team.

Discover our personal branding subscription packages and our LinkedIn Training Workshop for your senior leadership on our website.

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