

# HOW TO MAKE THE MOST OF LINKEDIN

An insight report from YASPER



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**It can be a challenge for business leaders to give LinkedIn (and other forms of networking) the time and effort that is required to make the most of them. We're frequently asked by senior leaders and business directors about what they should be doing to be more active on LinkedIn without appearing too 'corporate' or 'pushy'. This document aims to provide you with insights to perfect your online profile and make the most out of the business platform to drive your own professional growth.**

**LinkedIn is currently available in 26 languages and has over 450 million newsletter subscribers. And, with over one billion active users globally, the popularity and influence of the professional networking platform shows no signs of slowing down.**

Indeed, since Microsoft invested in the platform in 2016 (LinkedIn is now wholly owned by the tech giant) we have seen multiple changes and improvements both in the way LinkedIn can be used and the data on offer to those who embrace its functionality.

And, while there's no 'golden rule' for how professionals should be posting on LinkedIn, knowing how to leverage the platform as a senior executive can be a strategic way of engaging with your audiences and industry peers, which can be transformative for your business. What's more, the way we communicate online also has the potential to revitalise in-person connections, leading to a more personalised way of networking.

## LinkedIn global membership

**233M+**

North America

**257M+**

Europe

**277M+**

Asia Pacific

**156M+**

Latin America

**60M+**

Middle East & Africa



**By Bethany Lunt**  
Account Manager at Yasper.

It's no longer expected of those in senior positions to only publish polished messages; publishing your own thoughts, stories, and advice on LinkedIn can help you be seen as a trusted voice in your industry. If you can interact with your network in a meaningful way, you'll be surprised at how many of your peers are ready to engage in conversation.

And while this doesn't necessarily mean they're ready to enter into a sales pitch or learn more about your company straight away, it does provide the foundations for ongoing dialogue and warm leads for your new business pipeline.

I'd like to thank Mark Casci, head of policy and representation at the West & North Yorkshire Chamber of Commerce, for providing his insight into the importance of networking in this report.

Following the recent announcement of the WNY Chamber being recognised as one of the leading chambers in the UK back in October, we asked Mark for his thoughts on why being well-networked is essential from a business engagement perspective.

As a network that supports businesses across our home region, we were keen to tap into Mark's insight on what it means to 'network', why it's such an essential part of any professionals' career, and how it goes hand-in-hand with engaging with our audiences on LinkedIn.

Source: LinkedIn via Hootsuite

# Thoughts from the West & North Yorkshire Chamber of Commerce

## The wider importance of networking

**Networking looks different for everyone and there is no set way to go about it.**

**Indeed, if you were to ask 10 of your friends or colleagues about what networking is in its most traditional sense, you'd more than likely get 10 different opinions.**

**If you asked what the motivation and objective is when it comes to networking, you would get a pretty unanimous answer, namely, to increase your business connections, exchange information and, ideally, get some business done out of it.**

For me, face-to-face networking is essential. This is true no matter what sector you operate in. A video call will not give you the same insights into a person's character. It will not impart to you what makes them tick. And it will not allow you to gauge your peers' reactions to recent news or events.

In person provides a great opportunity to endorse others' ideas and learn from other likeminded professionals.

Being able to tap into the intellect of others is a good thing and something we should all do more of. How many times have you heard a colleague say words to the effect of 'I was chatting to a woman from X the other day and she told me that Y was about to happen'?

The pandemic has led to a surge in online meetings. However, these are easy to say yes to and do not involve much of a time investment from those involved. If you have made the effort to journey to a particular event or venue you have made a commitment to be present and in the moment, as opposed to having one eye on your emails or distracted by the postman delivering an item.

It is for this reason that being able to get out there and interact with people in person is invaluable. It means you can build your own reputation and establish trust with your peers or prospects, which cannot be done over a computer screen.

Networking isn't just a tool that can help you be more visible; it can help to advance your goals in many other ways that may not be proven useful at this very moment but will bear fruit in weeks and months ahead.

What we see at our events is professionals meeting in person and then carrying on the conversation online. This might be by email, but LinkedIn can be seen as a digital handshake that can help keep your professional network fresh... particularly when you may need to call in a favour!

Being able to grow your connections is one thing; keeping them and engaging with them is another, and arguably, even more important.

Conversation is a powerful thing, whether that's sending a LinkedIn message, catching up with a colleague, or attending that early morning breakfast briefing – the benefits will be there to see.

And for those who, like me, have a personality that is fairly quiet and reserved, or tend to not be as outgoing as others, you can be safe in the knowledge that the vast majority of the people who are attending the event you are about to go to are in the exact same position as you.

The prize on offer is the chance to learn and move yourself and your organisation forward – and almost always without an entrance fee!



**By Mark Casci**

Head of Policy and Representation at the West & North Yorkshire Chamber.

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## Give your profile a boost

LinkedIn is now less about a short 'about me' bio and a list of accomplishments and more about presenting yourself and your business professionally online for a variety of audiences. Ensure your career history is up to date, let people know your key strengths and skills and provide your contact details for anyone looking to get in touch with you. This may seem like a task for someone who is job hunting or #OpenToWork but it's important to keep this information up to date, whatever level you operate at.

If you're a founder or managing director, your personal profile doesn't need to be a carbon copy of your company's page – but it's worth remembering that including references to where you work or the business you own, whether that be via your profile or header images, is expected.

## Position yourself as an expert

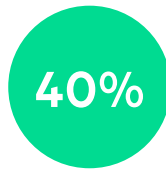
Regardless of the type of sector your business operates in, it's more than likely you will at some point have been asked to offer your own insight. By posting regularly, whether that be commenting on industry news or discussing business trends, you have another avenue to share knowledge with your audience.

Another thing to consider when debating whether to post from your own profile is that journalists will often search for the person that is offering to provide them with commentary. This could be to find out what you're already saying about a given topic, or it could even be to seek your expertise and opinion about what's happening in your sector.

## Keep it simple

Your posts don't need to sound too corporate or robotic. The people you're connected with on LinkedIn may well have had an in-person conversation with you at some point. Writing as you would speak can often provide more cut-through than someone who has had a post proofed and perfected (although checking for spelling mistakes is always recommended!).

Even so much as sharing a recent post from your company's page to your own profile can provide a huge boost in engagement.



of LinkedIn visitors engage with a **Page** organically every week



products have **Product Pages** on LinkedIn



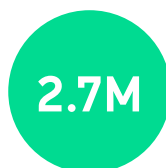
companies have a **Page** on LinkedIn (april 2022)



Pages that post weekly have 5.6x more followers than pages that post monthly, and their following grows 7x faster than monthly posting Pages



LinkedIn Members interact with **LinkedIn Pages** more than 2 billion times per month



Pages **post weekly**

Source: LinkedIn via Hootsuite

**1. Tell a story** – Whether your business or the company you're a part of classes itself as B2C or B2B, you're still speaking to people. From explaining something you've experienced to providing advice on a certain topic, making your content anecdotal will help keep your audience engaged.

**2. Don't overuse hashtags** – Too many and your post could risk looking 'spammy' and will more than likely not be well received. Best practice suggests using between three and five tags that really resonate with what you're talking about.

**3. Imagery** – In the same way a good-quality photo would catch your eye in a magazine or on a flyer, the same goes for LinkedIn. Images are a great way to catch the attention of those scrolling through their newsfeeds and helps to convey your message more easily.

**4. Readability** – Breaking up your thoughts into easy and digestible paragraphs is key if you want your audience to actually read your posts. Not only does this help with easier reading, but it improves the user experience too.

**5. Emojis** – Adding one to two emojis to your posts isn't seen as unprofessional or 'fluffy', in fact it's a useful hack to keep your readers hooked from the beginning. Not only will they add a visual element to your text, emojis can usually communicate what your post is about before a person even starts to read it.

**6. @Mentions** – If you're looking to grow your connections, then tagging your colleagues or responding to a post from an industry connection by tagging them in yours can help to expand your reach even further.

**7. Provide instruction** – What do you want to achieve from posting? It may be as simple as wanting your content to be liked. Ending your posts by telling the reader what to do next can be the reason they engage in the first place. Offering clear instruction, whether that's 'visit this link' or 'like and comment', is a great way to boost your engagement and keep the conversation going for longer.

**8. Get to the point** – LinkedIn will shorten your post in your followers' feeds to a couple of sentences. Make sure you grab the attention of your audience in this crucial part of the post, to ensure they expand and engage.

**9. Post regularly** – There's nothing worse than a seemingly dormant LinkedIn page. Try and post at least once a month, once every one or two weeks. If you're struggling for time, try and diarise 15 minutes per week to log-on to the platform to scroll, comment and post.

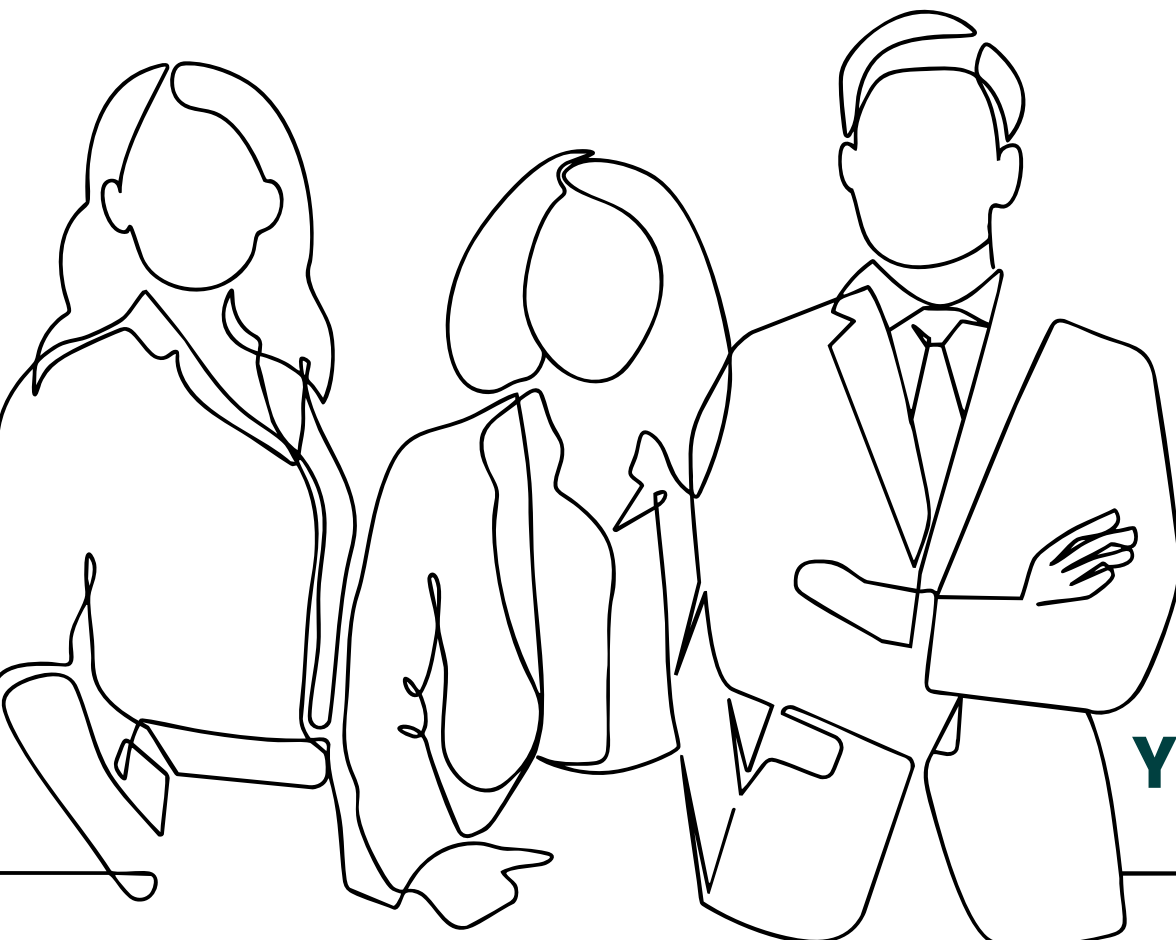
**10. Engage with others** – LinkedIn rewards engagement, so comment on and like other people's posts and you will see engagement on your own posts rise. The more likes (or ideally comments) your post gets, particularly shortly after posting, the more visible it will be to others.

Whether you're posting online or catching up with your peers face-to-face, the key is always authenticity. The most impactful interactions are often those that feel natural and personal, rather than overly polished or corporate – both digitally and in real life.

Senior leaders should embrace the opportunity to share their stories, experiences, and expertise, using LinkedIn as a space for genuine dialogue rather than a traditional marketing tool that helps to increase sales. By regularly engaging with those in your industry, and creating ongoing conversations within your network, you can help lay the groundwork for future discussions, collaborations, and potential partnerships.

Building relationships in person still carries immense value, but LinkedIn provides a means to keep the conversation alive long after an event ends. The platform enables you to continue building rapport, share expertise, and stay top-of-mind within your network.

Visit the insights section of our website, as well as our blog, for more information and tips on how best to increase your visibility online, along with guidance on how best to build a robust media relations strategy for your organisation.



## About Yasper

Yasper is a communications agency, backed by experience. We adopt a geographical and tactical agnostic approach to the briefs we work on, underpinned by a commitment to deliver value to our clients.

Our services include media relations, stakeholder engagement, marketing, and digital communications. For more information on this report, or to hear more about our work, please contact us below.



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