

NationalJournal COMMUNICATIONS COUNCIL

Expanding Influence and Thought Leadership on LinkedIn

A WASHINGTON IN THE
INFORMATION AGE PLAYBOOK

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Introduction

About this Playbook

National Journal's Communications Council created *Expanding Influence and Thought Leadership on LinkedIn* as one of a series of companion resources to *Washington in the Information Age* (WIA), the annual study of media consumption habits of Washington's policy influentials. The data and insights uncovered in WIA each year answers the question of *what* communications and government affairs offices should be focusing their efforts on to reach a busy, distracted D.C. audience; these companion playbooks are meant to answer the questions of *how* to go about building and executing effective strategies. Each playbook is aligned with a trend or insight observed in the previous year's data.

Throughout this playbook, you'll find an overview and analysis of LinkedIn with insights tailored to associations, nonprofits and think tanks in the D.C. area. The playbook contains suggested strategies and approaches derived from Communications Council research, including tools, case studies, and independent assessments, each scalable to meet any organization's communications goals.

Previous Playbooks

Visual Strategy in the Information Age

Questions or Onsite Requests

If you have questions about this report or if you would like an onsite presentation of these materials, please contact your dedicated advisor for more information.

Chapter One: Making the Case for LinkedIn

In recent years, social media platforms have been competing against one another for relevance, followers, and cultural caché. Facebook, Twitter, and Instagram have dominated public discussions, but how do these platforms fare inside the Beltway? In this chapter we discuss how LinkedIn is surprisingly impactful in D.C. area communications and why organizations should pay attention.

Key Chapter Takeaways:

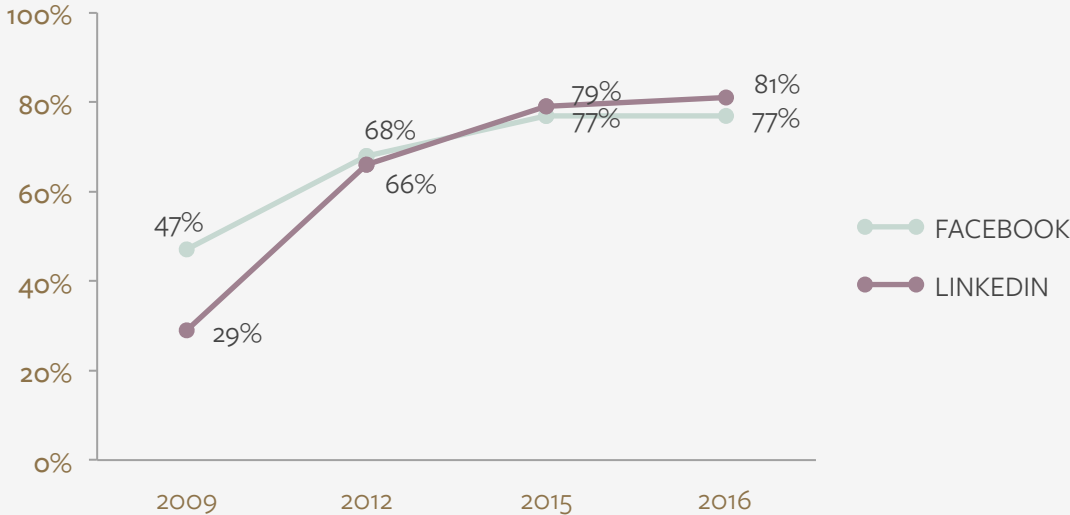
- 1. LinkedIn is the most widely-adopted platform in D.C.** Washington Insiders' adoption of LinkedIn surpassed other platforms in 2015 and continues to grow.
- 2. Washington Insiders view LinkedIn as the most credible social platform.** Forty-three percent of Insiders said their biggest concern with social media was that it lacks credibility, but LinkedIn is the exception. Users ranked the platform as most credible, beating out Twitter, Facebook and other networks.
- 3. Insiders want to maintain separation between professional and personal lives on social media.** Insiders' two greatest concerns on social media are a lack of privacy and a lack of separation between personal and professional activities on social media. LinkedIn's focus on professional achievements makes it more Beltway-friendly than other platforms.

LinkedIn Adoption Has Surpassed Facebook In D.C.

In 2015, LinkedIn overtook Facebook to become the most widely-adopted social platform in D.C. Users on Capitol Hill and in federal agencies drove growth between 2012 and 2016, with 85% of Capitol Hill respondents using the platform in 2016, compared to 60% in 2012. Federal executive use grew from 52% to 79% in the same period.

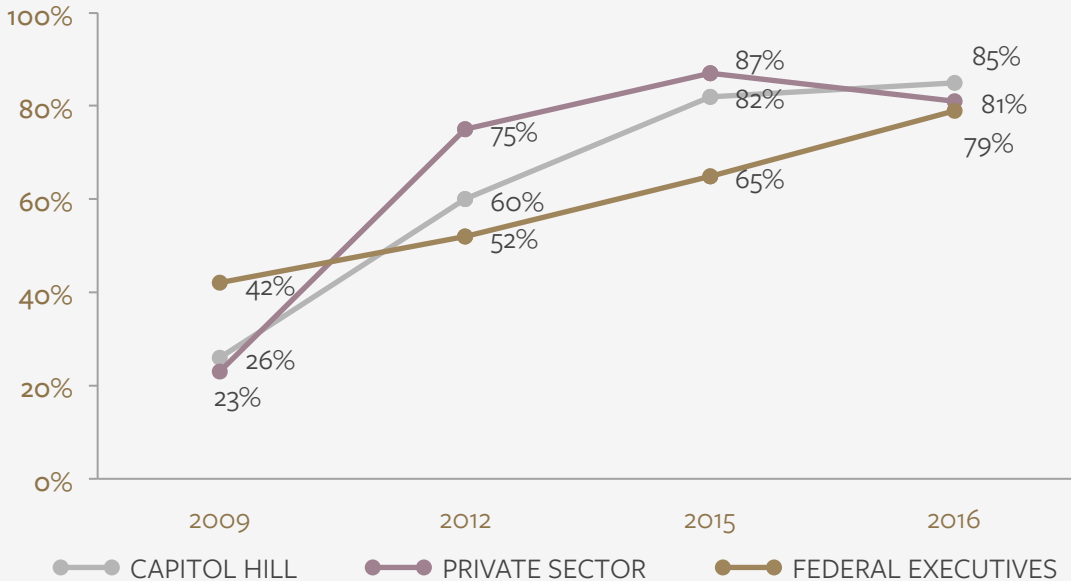
Growth Rates of Facebook vs. LinkedIn Usage

2009-2016: Percentage of Respondents



Growth Rates of LinkedIn Usage by Sector

2009-2016: Percentage of Respondents

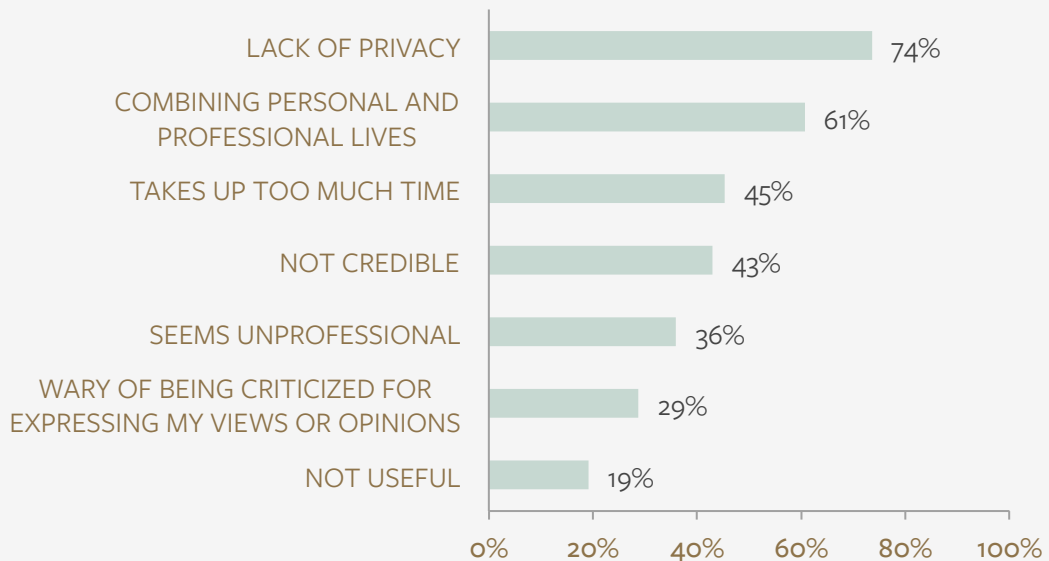


Insiders Prefer Platform's Credibility, Professionalism

Inside the Beltway, social media is used with reluctance, particularly in the workplace. Only 19% of Insiders say social media isn't useful, but there are lingering concerns about social media's blurring of personal and professional lives. LinkedIn serves only professionals and limits the amount of personal information shared between connections, which might explain its popularity.

Primary Concerns When Using Social Media

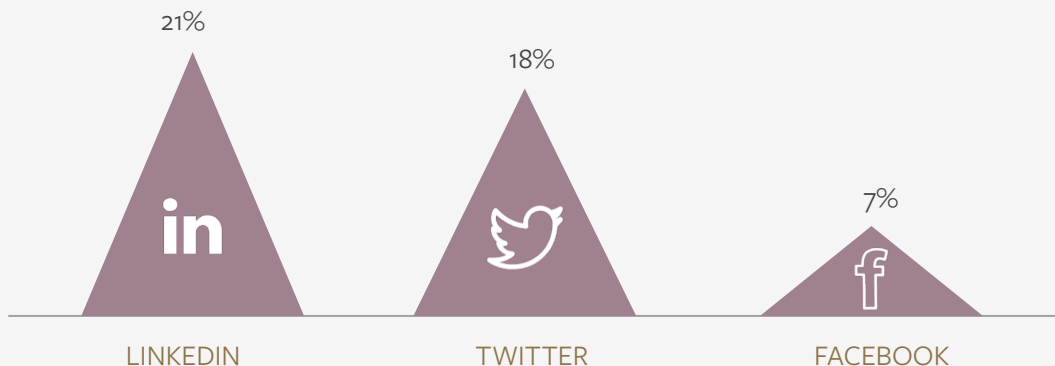
Percentage of Respondents, 2015



While 36% of Insiders see social media as unprofessional and 43% say it isn't credible, their perceptions change when asked about specific platforms. Twenty-one percent of respondents rated LinkedIn as credible, higher than any other social network.

Washington Insider Perceptions of Primary Social Media Channels

Percentage of Respondents, 2015

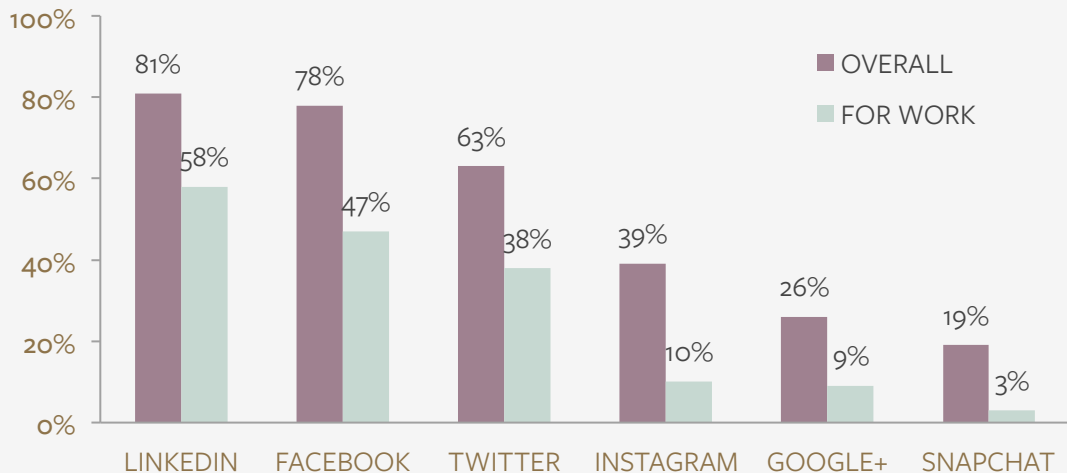


More than Half of Users Log On for Work Activities

LinkedIn is D.C.'s preferred social network in the workplace. The highest percentage of professional-to-personal personal usage occurs on the platform, with more than half of LinkedIn users accessing it for work in 2016.

Social Media Platform Usage

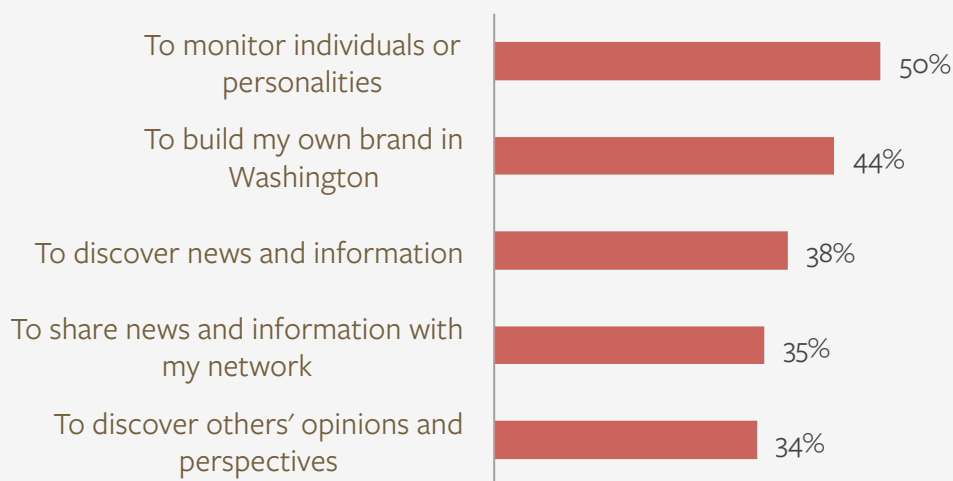
Percentage of Washington Insiders Who Have Used Platform in Last 6 Months, 2016



Washington Insiders are accessing LinkedIn on the job first and foremost to learn about others, but nearly 40% of users log on to the platform to find and share information and 44% are developing their own professional brand.

Top Reasons for Using LinkedIn as Part of Work in Washington

Percentage of Washington Insiders Who Have Used Platform in Last 6 Months, 2016



Chapter Two: Adopting a LinkedIn Strategy

A variety of use cases stem from LinkedIn's professional social network; organizations can bolster their reputation and promote thought leadership, develop professional communities, or share news and industry updates with key stakeholders. The following section will provide an overview of strategies for crafting the best use case for your organization.

Key Chapter Takeaways:

- 1. LinkedIn's professional culture is a springboard for boosting political and professional communications.** In interviews, organizations said that success on the platform is determined by the ability to develop serious, meaningful avenues for thought and conversation. The lighter content that competes for space on Facebook and Twitter is unwelcome and unnecessary.
- 2. Organizations can scale their LinkedIn presence to fit their time and resources.** The news stream is not the only source of activity on the platform. As a result, some organizations have a daily presence on LinkedIn while others share monthly updates but target key influencers when necessary.

Four Ways Organizations Are Using LinkedIn

National Journal reviewed the LinkedIn pages of 100 D.C. organizations to identify key strategies—trending tactics are outlined below. In the following chapters, we'll review each of these processes in more depth.



Establish Reputation as a Thought Leader

LinkedIn has become an outlet for leadership editorials and specialized industry news. Organizations are seizing this opportunity to promote themselves as valuable resources for professional insiders.

Tools:

- Updates
- Long-Form Posts



Develop Networks for Outreach

National organizations have use the platform to link state organizers, local employees, and communities that cluster around shared professional interests, making it easier to drive information to the right audiences.

Tools:

- Company Page
- Leadership profiles



Target Messaging to Important Policy and Professional Sectors

LinkedIn can channel content to users based on their careers, workplace, or business interests. Organizations using targeted outreach report that it is useful for finding groups that other platforms miss.

Tools:

- InMail
- Sponsored Posts



Build Professional Communities

Membership organizations are using the platform for community management, hosting community discussions, posting educational materials, and sharing insider news with key stakeholders.

Tools:

- LinkedIn Groups
- Showcase Pages

How Should My Organization Invest in LinkedIn?

Rate each practice, either individually or as a team, according to the quality and consistency of your adherence to the stated standard of quality (0-3). Tally up the totals for each sub-section (e.g., 1.1 Completeness, 1.2 Followers); then, add these together to get the section total (e.g., 1.0 Company Page). Compare your scores to the ideals for each to identify opportunities for improvement.

0 = False; does not apply to our organization
1 = Neutral; there is room for improvement
2 = True; our organization excels in this area

Function ID	Standard of Development	Rating
1.0	Company Page	/16
1.1	Completeness	/8
	<ul style="list-style-type: none"> ▪ We have a company page with a one to two paragraph description, logo image and banner ad 	
	<ul style="list-style-type: none"> ▪ We post status updates to our company page at least once a month 	
	<ul style="list-style-type: none"> ▪ We share images, hyperlinks and multimedia from the company page 	
	<ul style="list-style-type: none"> ▪ Our company page's fields are optimized for search 	
1.2	Followers	/8
	<ul style="list-style-type: none"> ▪ Our organization's members are on LinkedIn 	
	<ul style="list-style-type: none"> ▪ Our organization's members engage with us on LinkedIn Groups 	
	<ul style="list-style-type: none"> ▪ Our company page has LinkedIn followers 	
	<ul style="list-style-type: none"> ▪ We share industry news and updates on LinkedIn with a large professional audience outside of our organization's membership 	
2.0	Connections	/14
2.1	Internal	/6
	<ul style="list-style-type: none"> ▪ Our leadership, researchers, or other influential staff are active on LinkedIn 	
	<ul style="list-style-type: none"> ▪ Our employees are active on LinkedIn, particularly those that communicate with members or with advocates 	
	<ul style="list-style-type: none"> ▪ We have a LinkedIn handbook or webinar to assist staff with LinkedIn development 	

How Should My Organization Invest in LinkedIn?

Rate each practice, either individually or as a team, according to the quality and consistency of your adherence to the stated standard of quality (0-3). Tally up the totals for each sub-section (e.g., 1.1 Completeness, 1.2 Followers); then, add these together to get the section total (e.g., 1.0 Company Page). Compare your scores to the ideals for each to identify opportunities for improvement.

0 = False; does not apply to our organization
1 = Neutral; there is room for improvement
2 = True; our organization excels in this area

Function ID	Standard of Development	Rating
2.0	Connections	/14
2.2	External	/8
	<ul style="list-style-type: none"> We use LinkedIn to foster relationships with influential figures outside of our organization, such as members of the press or partner organizations 	
	<ul style="list-style-type: none"> We have internal staff who share long-form posts to promote the the ideas or work of the organization with the LinkedIn Community 	
	<ul style="list-style-type: none"> We promote LinkedIn on other social channels or on the organization's website 	
	<ul style="list-style-type: none"> We use LinkedIn's promotional products to target outside of our general audience 	
3.0	Community	/8
	<ul style="list-style-type: none"> We use LinkedIn Groups (see p. 50 for definition) for online communities or forums 	
	<ul style="list-style-type: none"> We use Showcase Pages (see p. 28 for definition) to share updates on topics of interest with a targeted audience 	
	<ul style="list-style-type: none"> Our LinkedIn Group or Showcase Page is current and has ongoing conversations on topics relevant to the organization and its followers 	

Company Page Opportunities:

If your score was lowest in Completeness, turn to pp. 13 – 14 for advice.

If your score was lowest in Followers, see Chapter Three.

Connection Opportunities:

See Chapters Three and Four.

Community Opportunities:

See Chapter Five.

Getting Started on LinkedIn

Developing a Company Page

Constructing a Cohesive Company Narrative

Reputation and credibility matter more on LinkedIn than on other social platforms. Everything, from your logo to your updates, communicates your organization's values and mission. Organizations can demonstrate their qualifications by crafting their LinkedIn page around a central narrative.

Guiding Principals of a LinkedIn Narrative:

- 1) **Be professional:** Everything on the Company Page should feel polished. Images, content, and description should be higher quality than they might be on other platforms.
- 2) **Be useful:** Know what visitors to your company page are seeking and make it easy to find.
- 3) **Be insightful:** Demonstrate a fully-developed outlook for your organization and its goals. Assume your audience has professional knowledge and wants to go beyond surface-level information.

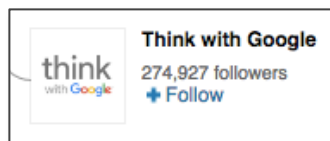
Example:

Google's mission statement (taken from their Company Page) shapes everything they share on LinkedIn.

*Google's mission is to organize the world's information and make it universally accessible and useful.
...A lot has changed since the first Google search engine appeared. But some things haven't changed: our dedication to our users and our belief in the possibilities of the Internet itself.*



Images reflect Google's branding and values. This "G" pieced together from disparate parts, illustrates a commitment to creativity and organization.



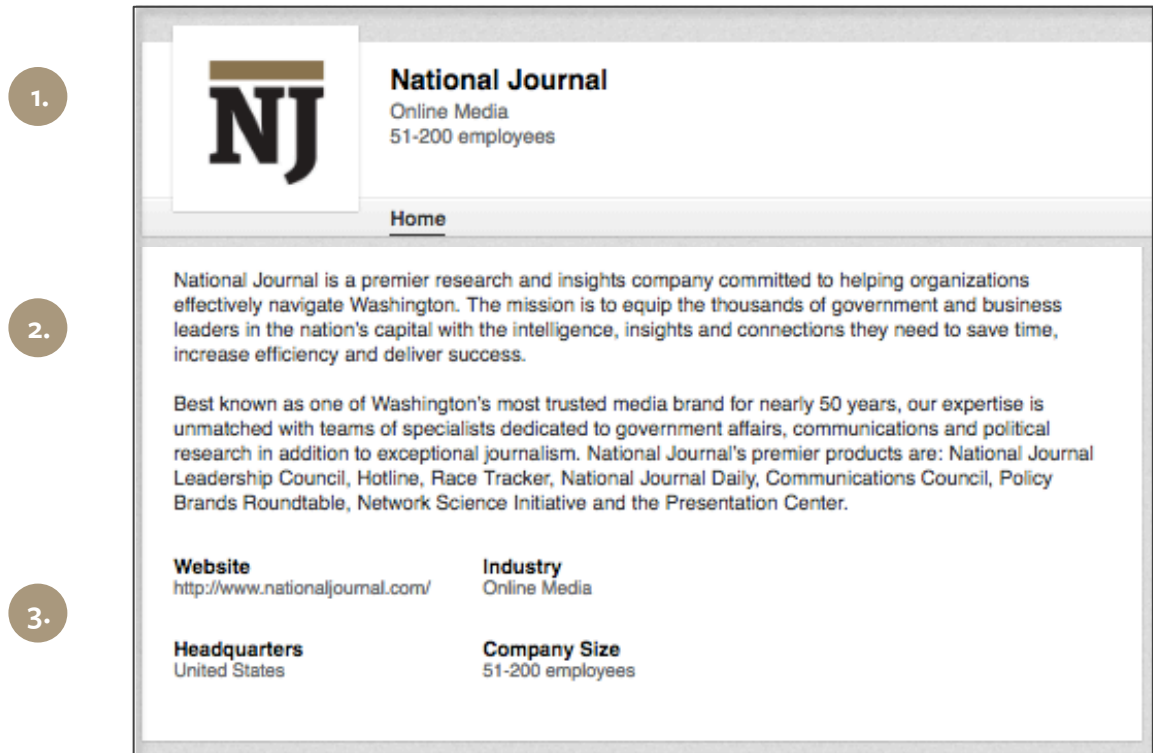
The "Think with Google" Showcase Page shares updates from Google's research, appealing to professionals seeking insights into the future of search.



Google's updates are related to business innovation, recruitment, or career development. This World Emoji Day update focuses on professionalism by celebrating women in the workplace.

Three Steps to Creating a Company Page

Most of LinkedIn's top features are for peer-to-peer networking, but for organizations, the company page is the starting point. LinkedIn Users ranked reviewing Company Pages and following Company Pages as the seventh and eighth most helpful features on the platform.¹ National Journal found that out of 100 advocacy organizations in D.C., 90 had a LinkedIn company page with a description and a current company logo.



- 1. Logo Image:** If this image isn't filled in, LinkedIn automatically inserts a gray image of buildings in its place, their equivalent of the Twitter egg. LinkedIn's current logo images are small. Make sure that your images is legible at this size. Some details will blur.
- 2. Description:** The first three lines of your description are the most important for discoverability. LinkedIn requires a minimum of 200 characters, but only the first 150 characters of your description are surfaced in search. If your LinkedIn posts are infrequent, you should consider sharing the URLs of your organization's other social accounts in this space.
- 3. Additional Details:** Your company type, size, homepage URL, industry, and operating status are required. Other fields are available but are optional.

¹ <http://www.powerformula.net/linkedin-infographic-portrait-linkedin-user-2016/>

Beyond the Basics: More Steps for Improvement

Organizations that wish to have a more active presence on LinkedIn may add to the basic layout with images and updates. Information and data regarding each step are included on the next two pages. The image below has been modified for illustrative purposes and does not reflect the actual National Journal LinkedIn page.

The image shows a LinkedIn profile for National Journal. The profile header includes the logo, name, industry (Online Media), employee count (51-200), and follower count (12,328). Below the header is a banner image (1) with the National Journal logo. The main content area features a detailed company description (2) and a 'Recent Updates' section (3) with a video thumbnail. On the right sidebar, there are sections for 'National Journal employees' (4), 'Careers' (5), and 'Featured Groups' (6).

- 1. Banner Image:** People are attracted to visual content online¹. Banner images make a quick first impression on page visitors. Use them to convey key information about your organization. For examples and tips on creating the right image, see p. 18.
- 2. Expanded Description:** LinkedIn includes at least 10 fields in the company description. While some fields are optional, all completed fields may be used in search functions. Fit in any keywords that might boost your organization in search results or share a few paragraphs about your mission.

(Continued on the next page)

1. <https://www.nngroup.com/articles/photos-as-web-content/>

Beyond the Basics: More Steps for Improvement

3. **Company Updates & Pinned Updates:** Frequent activity boosts the company page in LinkedIn search and increases the likelihood that your followers will see you in their news streams.¹ Pinned updates keep the most relevant content at the top of the company page. In interviews, organizations that tracked click-through rates noted that users who clicked on content in their personal news stream were likely to click on other content in the company page, suggesting that users visit the organization's company page to search for more news.
4. **Careers Page:** The Careers page is a paid feature. If your organization is frequently recruiting, it may be worth the investment.
5. **Showcase Page:** LinkedIn created Showcase Pages in 2013 as a way for organizations to feature their products and services on one page. The pages act like smaller versions of Company Pages. Users can follow the Showcase Page to receive updates on one topic or product. Organization can create up to 10 Showcase Pages on LinkedIn. See p. 34 for examples of the way organizations have adapted Showcase Pages to meet their needs.
6. **Groups:** Groups are LinkedIn's version of online forums. Most organizations that have Groups use the platform for community management. Groups may be either public or private, but only public groups will be displayed on the Company page.

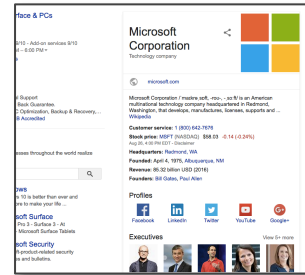
1. https://help.linkedin.com/ci/fattach/get/2352183/o/filename/20130418_Status_Updates_Best_Practices_Guide_8260.pdf

The Importance of SEO

LinkedIn has a strong search foundation both within the platform and beyond it. The Company Page is often one of the top results that comes up in a Google Search or in Google's Knowledge Panel. Within LinkedIn, members surface organizations by topics and keywords. Even if your organization isn't active on the platform, optimizing your company page for search can keep your page near the top of search results.

What Fields Should My Organization Optimize?

- Description:** The first three lines of your description will appear in search previews on LinkedIn. Google's search looks at the first 156 characters although they may not display this text in search results.
- Company Page URL:** Organizations can customize the URL of their LinkedIn company page. If your organization is searched most often by an acronym, you may choose to use that rather than your organization's full name. LeadingAge, formerly AAHSA (renamed in 2011) has retained that name in their Company Page URL.
- Specialties:** This section is formatted to display keywords about your business in a list format. You can have up to 256 characters.
- Website Anchor Text:** Keywords can be included in any link's anchor text (the link text that's displayed instead of a web address.), up to 30 characters.



LeadingAge | LinkedIn
<https://www.linkedin.com/company/aahsa>
 The mission of LeadingAge is to expand the world

Specialties		
Business Software, Design Tools, Developer Tools, Entertainment Products, H Software, Tablets, Search, Advertising, Servers, Windows Operating System, Smartphones, Cloud Computing		
Website	Industry	Type
http://www.microsoft.com/	Computer Software	Public

How Can I Be Sure I'm Reaching My Desired Audience?

Keyword Tool or Google Keyword Planner: [Keywordtool.io](http://keywordtool.io) is a free tool that shows other words that are searched in conjunction with a keyword, but results take interpretation. [Keyword Planner](http://keywordplanner.google.com) is a similar tool for recommending keywords for search. It is part of Google's Ad Planner and requires a paid account.

Speaking to User Intents: Ask members how they found your site. They may offer insights into the keywords and phrases that would appeal to other target groups.

Competitor Analysis: LinkedIn has a "related business" feature. See if your group shows up on your competitors' Company Pages under this section. If it doesn't, consider co-opting some of the keywords of the groups that are displayed.

Banner Images that Define the Organization

One of the easiest ways for organizations to communicate their mission on the company page is with a banner image. While the image won't affect search results, it can set the tone for your company page and allow viewers to quickly develop a perception of your brand. A good rule of thumb for any banner image is to say one thing and say it well.

Association of American Railroads



National School Boards Association



Mission Statement: This image sets the tone for the brand, and it's an excellent choice if your organization isn't easily understood by outsiders or is misperceived. The image is typically a symbol of the industry that encapsulates the feelings you want your brand to project. A text overlay can include a statement of values or goals.

International Code Council



Association of National Advertisers

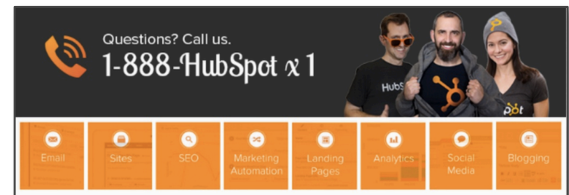


Promotion: This image is useful for drawing attention to an event, news update, or research product; however, it shouldn't act alone. While some people visit the Company Page often, others may not. Supplement the image with status updates and post a pinned update with a link for more details. Keep your audience on LinkedIn in mind as well. If your core followers aren't eligible or interested in these promotions, this could be wasted space.

National Alliance on Mental Illness



HubSpot



Redirect: If your organization doesn't update LinkedIn often, this is a great space to remind people that activity happens on another platform. Mention the name of the space, include icons, or reference the link in your description. The example from NAMI, above, includes the address for a microsite on reducing stigmas around mental illness. In the past, HubSpot has included their phone number in banner images.

Chapter Three: Establishing the Organization as a Thought Leader

LinkedIn is often celebrated for its networking opportunities but the platform is also the ideal location for sharing content about your industry or issue area.

Key Chapter Takeaways:

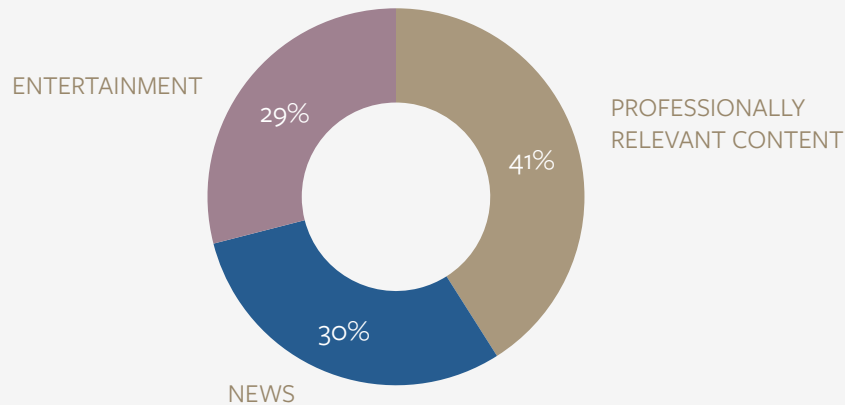
1. **LinkedIn is the preferred platform for finding and sharing business news.** Research conducted by *Financial Times* found that LinkedIn is the one social platform where more users seek out business news than general news.
2. **Users are primed to seek out content that will improve their professional lives.** LinkedIn researchers have found that the most popular types of content on LinkedIn are industry reports and career advice.
3. **Posting frequency is slower on LinkedIn.** Users access the platform on a weekly basis, so organizations are not compelled to post Updates hourly or even daily.

Users Seek and Consume Industry-Specific News

A 2014 LinkedIn survey¹ found that users spend more time seeking out content that is professionally relevant than they do seeking out general news or entertainment news.

Total Time Spent Consuming Content Across All Platforms²

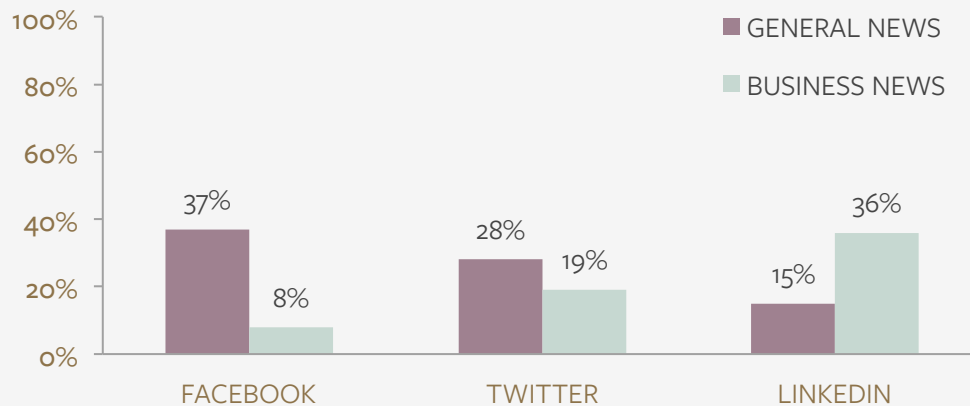
Percentage of Weekly Consumption



In 2016, the *Financial Times* conducted a similar survey on the news consumption habits of over 1,300 readers. They found that LinkedIn was the only social platform where users sought out business news at a higher rate than general news, suggesting that users see the platform as a resource for industry-specific content.

News Consumption on Social Media³

Percentage of Respondents



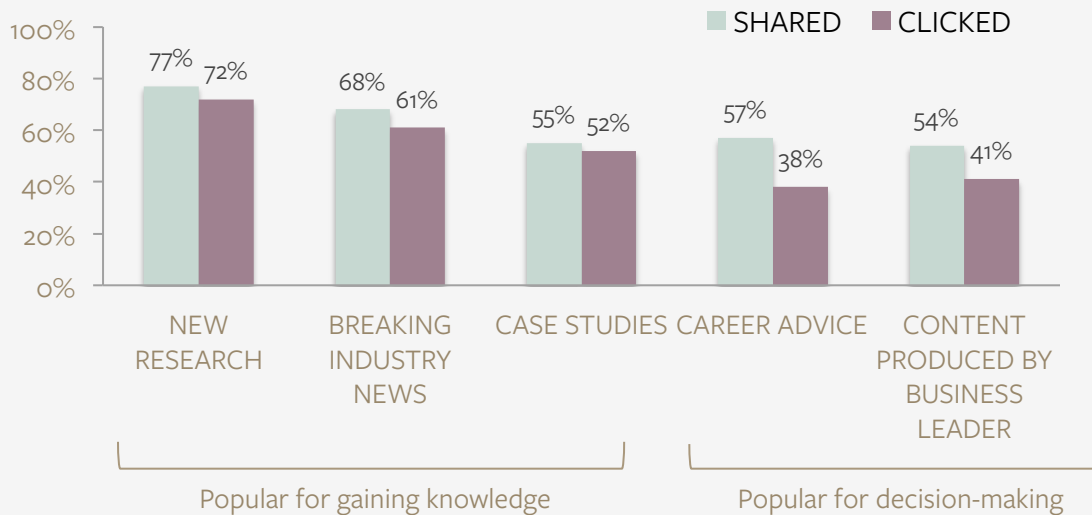
1. Survey reflects 2,701 people who viewed or shared content on the LinkedIn platform.
2. https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/campaigns/pdfs/2014-prof-content-report-en-us-v2.pdf
3. <http://digiday.com/publishers/ft-polls-millennial-c-suite-readers-mobile-social-news-habits/>

In-Depth Content is Shared, Career Advice is Clicked

The importance of content depends on the context. Keeping with users' desire to enhance their professional reputation, LinkedIn users were more likely to share industry news and research. However, roughly 40% of users also sought out advice and leadership content when they were making decisions.

Popular Content Types on LinkedIn¹

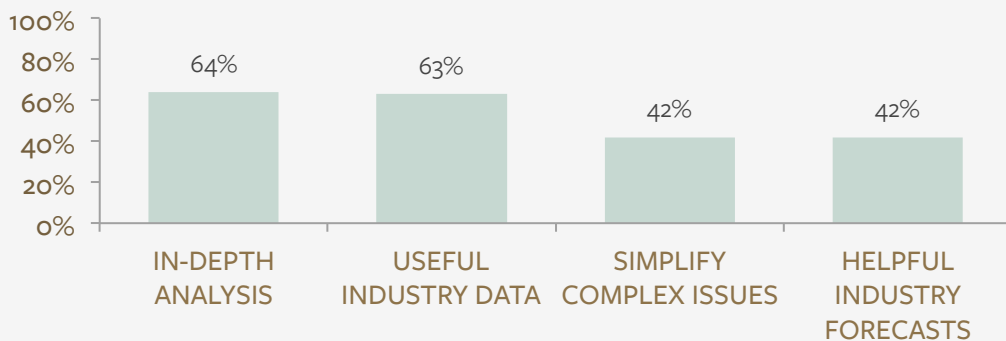
Percentage of Respondents



Organizations in Washington D.C. are already creating the in-depth research content that is valued on LinkedIn. In 2015, 64% of Washington Insiders said they sought out organizational content for analysis and 63% said they sought out content for industry data.

Reasons Washington Insiders Seek Content from Associations, Think Tanks, and Nonprofits

Percentage of Respondents



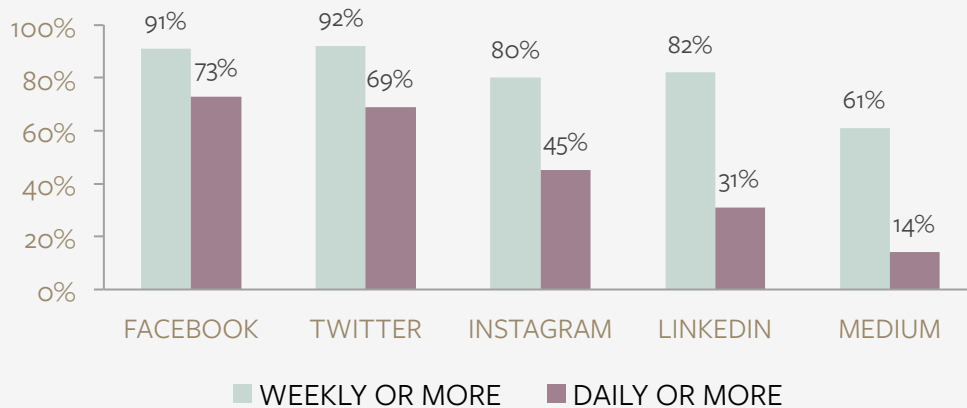
1. https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/campaigns/pdfs/2014-prof-content-report-en-us-v2.pdf

Business Content, But Not at a 9-to-5 Pace

On Facebook and Twitter, where more than half of users access content daily, organizations post content at a daily—and sometimes hourly—rate to keep pace with the news feed. LinkedIn's weekly pace means organizations can post less frequently, but fewer opportunities to stand out means that content should be unique and insightful.

Frequency of Social Media Platform Usage for Work

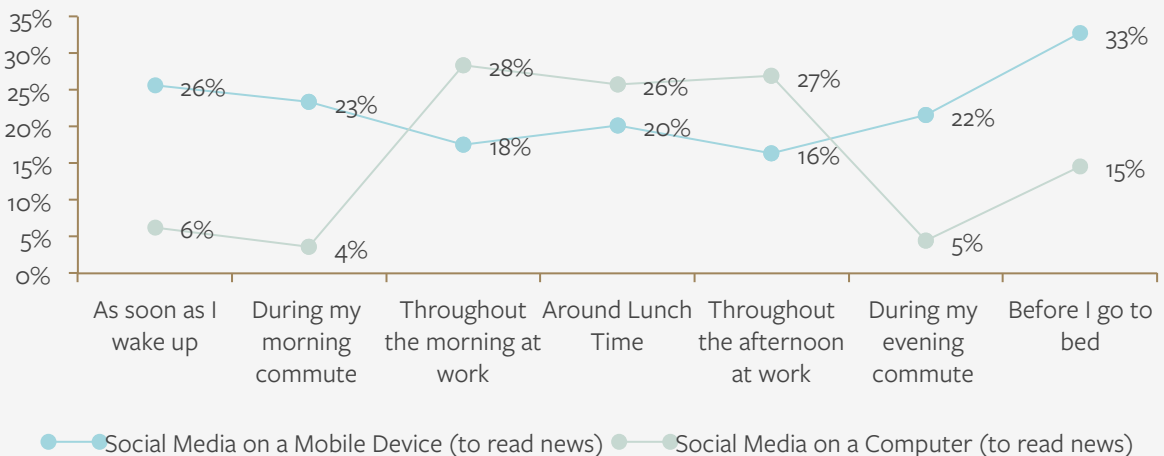
Percentage of Respondents Who Use Platform, 2016



Reports for best times to post content vary. LinkedIn says early morning and after business hours are best¹ but previous Washington in the Information Age research suggests there is an opportunity to reach users during the workday on desktop.

Peak Hours for Accessing Social Media

Percentage of Respondents, 2016



1. <https://help.linkedin.com/ci/fattach/get/2298078/o/filename/LinkedInCompanyPages.pdf>

Successful Content Creation on LinkedIn

LinkedIn has identified that content shared on the platform should give members a deeper understanding of their industry, feed their desire for achievement, and provide them with opportunities to enhance their reputation among their network.¹ Consider the suggestions and examples below when developing and sharing content.

Share Industry News and Insights

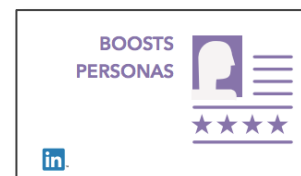
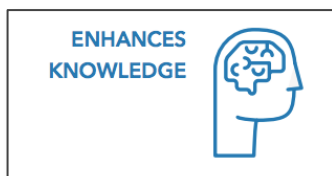
1. **Be specific:** Give users enough information to feel informed and make a deeper dive if they're interested. Err on the side of doing many one-topic posts over doing one broad post.
2. **Be Targeted:** Occasionally target content to specific groups of followers. Highlight a member brand, a state, or an interest group within membership.

Provide Industry Perspectives on Popular Topics

3. **Give exclusive access:** Sharing a perspective from an industry or organization leader lends authority to messaging.
4. **Find a personal impact story:** National organizations with access to individuals, such as members, should seek to amplify these personal perspectives.
5. **Share surprising facts:** Individuals on LinkedIn care about their personal branding. Provide them with data points they can share to appear smarter.

Offer Career Advice/Professional Development

8. **Create materials specific to your organization's educational opportunities:** Your LinkedIn audience is the target group for materials such as advice on planning for certification.
9. **Ask influential members to share their career story:** Your members likely aspire to different heights, depending on their experience. Share diverse perspectives.



1. https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/campaigns/pdfs/2014-prof-content-report-en-us-v2.pdf

Formats for Sharing Thought Leadership

Updates, Long-Form Posts and Showcase Pages

Two Ways to Engage: Updates & Long-Form Posts

LinkedIn offers two avenues for sharing content. Examples of both types are below, with a more detailed breakdown of both options on the following page.



Updates

An update is a short post (under 600 characters) shared by an individual or an organization. These updates appear in followers' news streams and are meant to be specific, timely, and easy to share. They often contain industry news or previews of larger reports. Updates may be as simple as a text block or they may include links, photos, and multimedia. In this example, NAM shares a case study from their small business report.



Long-Form Post

Long-form posts function like blog posts or editorials on LinkedIn. They typically offer a personal perspective on an issue or may share in-depth analysis of a trending news topic. Only individuals (rather than organizations) may post long-form pieces. Many organizations work with individual employees or leadership to share and promote these posts.

In this example, the President and CEO of National Association of Manufacturers shares small business stories bolstered by data points from the association's research.



Two Ways to Engage: Updates & Long-Form Posts

LinkedIn has limits and recommendations for how content should be shared on the platform. A comparison of long-form posts and updates is below.

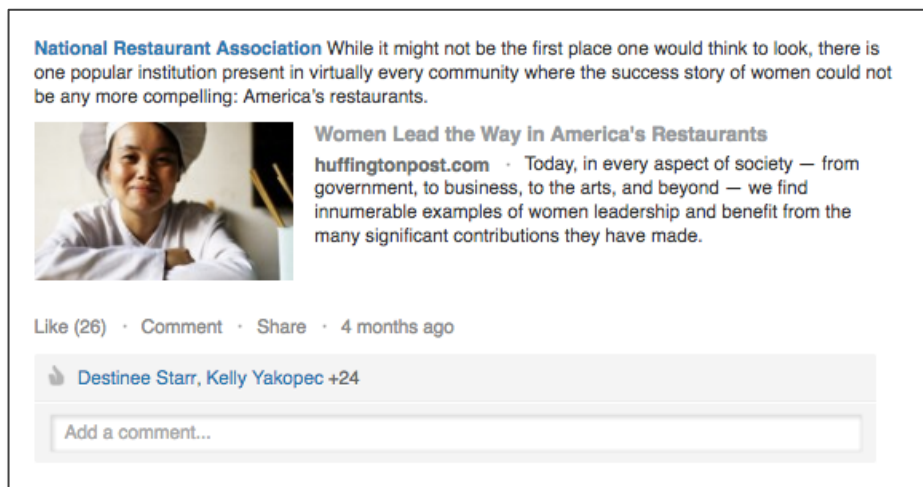
	Update	Long-Form Post
Who Can Create	Company Page (via an admin), Showcase Page, or individual	Individual (Free and Premium accounts)
Length	“up to 600 characters, including spaces. Shared link titles and descriptions can be up to 250 characters each.”	40,000 characters in the body; 100 characters in the headline
Content Types	Text, images, URLs, video, SlideShare presentations	Primarily text, but can include URLs, images, and video embeds
Where Does It Appear	<ul style="list-style-type: none"> • In the news streams of your followers • On your Company Page’s home tab • In email notifications of followers who select this feature • Updates can be “pinned” to keep them at the top of a Company page • Can use Targeted Updates to share exclusively with followers who meet certain criteria 	<ul style="list-style-type: none"> • In the news streams of your followers • In the news streams of some connections, according to a LinkedIn algorithm • In the channel where the post was tagged • Publicly, to anyone who surfaces the post via search • Some chance of being featured on Pulse or other LinkedIn materials, according to editors’ discretion. See p. 27 to learn more.
Paid Promotion Opportunities	Sponsored Posts: updates are shared with all LinkedIn members (followers and non-followers) who meet certain criteria	May include link in a Sponsored Post to boost views
Analytics	Impressions, clicks, interactions (such as shares and comments), and overall engagement	Page views, interactions, demographics of readers

Updates are Increasingly Important on LinkedIn

Updates are the primary communication organizations can make with users. On mobile apps and on the mobile site, streamlined user interfaces prioritize the news stream over menu notifications. Use the guides below to optimize your Company Page Updates.

Diagram of a LinkedIn Update

- 1. Include an image.** Images help content stand out, provide context, and also boost engagement.
- 2. Add context in the update text.** This is your chance to hook readers. Don't let a link or image stand alone.
- 3. Always update the metadata.** Most links will autocomplete text and image fields on LinkedIn. Make sure that the image and text are relevant to LinkedIn users.

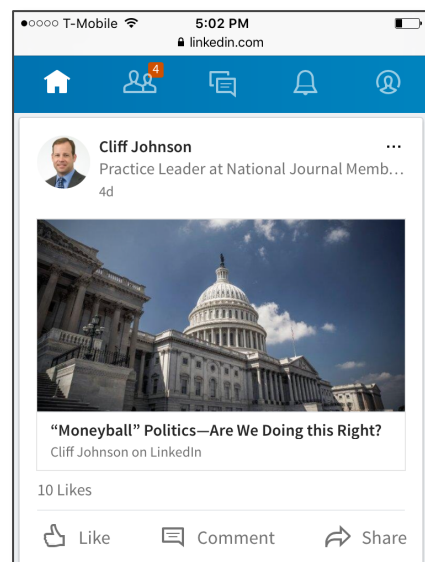


Update Regularly for Maximum Visibility

LinkedIn redesigned their mobile app in 2015 to make it cleaner and easier to use. Users now receive a “network brief” when they sign in, which highlights updates from their connections. This places a greater significance on updates for organizations.

Prioritize for Mobile

Assume that your content will be reaching the majority of your users while they're on their smartphone and design for that. In the example from mobile on the right, an image dominates the page. Make sure you have good contextual graphics.



Long-Form Content on LinkedIn Pulse

In 2013, LinkedIn purchased a popular newsreader app known as Pulse with the intention of becoming “the definitive professional publishing platform.”¹ Pulse is now a content aggregator within LinkedIn.

How does Pulse work?

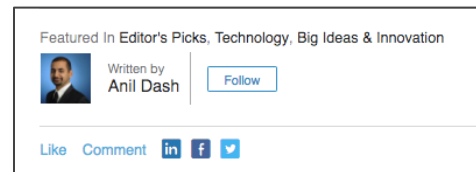
When someone authors long-form content, they can tag it to topic channels within LinkedIn. Pulse highlights the best content in top channels. LinkedIn editors select pieces to feature on the platform’s most popular topics.

How can I get content featured on Pulse?

Trying to be featured on Pulse isn’t a stand-alone strategy, but if your organization is building its LinkedIn presence, your odds of being featured are already improved. Editors don’t publicize their methods for picking content, but LinkedIn recommends:

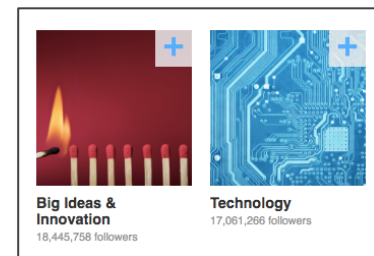
Demonstrating Content’s Ability to Engage

- Boost your content’s shares, likes, and comments. Even activity that comes from a Sponsored Post counts.
- Share your LinkedIn post on other channels.



Building Your Reputation

- Share your expertise and develop unique insights around your industry or issue.
- Post regularly. Someone with a demonstrated history of creating interesting content is better than an unknown entity.
- Share your individuality. Post new or surprising perspectives on current topics or offer insights that no one else can provide.



Developing LinkedIn Resources

- Create content for LinkedIn’s most popular channels.
- Follow the Pulse team’s monthly editorial calendar.²
- Write for an international audience. India and China have growing presences on the channel.
- If you have a post that’s performing well, consider sharing it in a tweet to @LinkedInPulse.



A Note about LinkedIn Influencers

A small, select group of LinkedIn users are considered Influencers. Influencers’ content is more likely to be featured in Pulse. It is rare and difficult for news users to be granted Influencer status. LinkedIn estimates it brings in under 50 new influencers a year.

1. <https://techcrunch.com/2013/04/11/linkedin-acquires-pulse-for-90m-in-stock-and-cash/>
 2. <http://www.slideshare.net/LinkedInPulse/linkedin-2016-editorial-calendar-5464792>

Showcase Pages for Tailoring News and Updates

Showcase Pages debuted on LinkedIn in 2013 as a way for companies and organizations to distribute news and updates according to topical interests or specific products. Organizations have since adapted Showcase Pages to meet a variety of member needs.



Share Campaign Updates with Diverse Stakeholders

This type of page is ideal for organizations that develop campaigns that impact groups outside of their core followers. The Urban Institute’s Showcase page for “How Housing Matters” has 400 followers, ranging from public policy researchers to real estate brokers and developers

Promote a Membership Product or Service

In April 2016, the Association of American Medical Colleges released a new product for professional members to improve the financial interest disclosure process. The Showcase Page reminds members of the service and is a simple way to archive and share updates to the product, which AAMC has said they will “continually test.”

Industry Recruitment or Career Page

Organizations have to pay to add a “Careers” tab to their company page, but some organizations are using the Showcase Page as a workaround. National Council for Behavioral Health has a page for its JOBank, an “employment hub for behavioral health professionals.”

Conference News and Updates

For members who can’t attend a conference, constant updates on the main company page may feel like an intrusion. CompTIA has set up a Showcase page to keep interested attendees up-to-date on conference news and events at a more rapid pace than they update the Company Page.

Showcase the Organization’s Accomplishments

LinkedIn’s Showcase pages are highlighted in a sidebar along the company page. The band of icons makes it easier to scan for content. Some organizations use the feature as an extended homepage. Other organizations have used the images to create “badges” for important milestones, such as awards received.

Interesting Feature, but Worth the Investment?

In interviews, some users described Showcase pages as having low payoff for the amount of work involved. Successful users say the key is to find a topic with quick and easy content opportunities and a highly-engaged audience.

Optimizing Content for Professional Audiences

Proven strategies for topics, images and multimedia

Diversify Content to Meet Members' Needs

National Restaurant Association meets LinkedIn's recommendations for successful Updates from a Company Page. Their content is unique to NRA's member needs while also demonstrating the organization's important role in the industry at large.



Career Advice

National Restaurant Association shares industry-specific examples of career growth. Occasionally the content seizes on hot topics, such as diversity and empowerment, that could appeal to wider audiences. This post on women in leadership is part of a larger series on opportunities in the restaurant industry and can also serve as a recruitment tool.

National Restaurant Association We asked six of the industry's most successful female executives how to excel at leadership. Here are their tips:



What makes a great leader? Ask these 6 women
restaurant.org

Industry Data & Lists

This post seizes on three LinkedIn recommendations: lists, industry data, and targeting. As shown on p. 21, 72% of LinkedIn content consumers click on posts related to industry research. Groups are encouraged to share in-depth data because its appeal to LinkedIn's professional audience. Similarly, they're also encouraged to avoid overly broad topics. By narrowing in on five measures related to business growth, this post delivers quick insights to business leaders.

National Restaurant Association Concerns of a "restaurant recession" are largely misplaced.



5 reasons restaurant growth will continue

restaurant.org · While same-store sales and customer traffic trends were certainly a mixed bag in recent months, that doesn't paint a complete picture on the health of the overall restaurant industry.

Diversify Content to Meet Members' Needs

Local Spotlights

A targeted approach to national news appeals to local members, who see their area represented well by the organization, but it also boosts the industry as a whole by demonstrating how business owners serve their communities.

National Restaurant Association "This crisis has only made us stronger. As business owners, neighbors and friends, we're committed to helping our city recover and come back stronger than ever."



Recovery efforts lead to Flint's first Restaurant Week, starting today

mLive.com · Nineteen participants are joining to present the first Flint Restaurant Week, Tuesday to Saturday, May 17-21. The organizers are Spencer Ruegsegger, general manager of Blackstone's Pub & Grill, and Ken Laatz, general manager of Soggy...

Event Promotion

Event promotion is more successful on LinkedIn because of its targeted audience. In addition to in-person events like the example above, National Restaurant Association also shares links to monthly online webinars.

National Restaurant Association Registration is now open for our 2016 Restaurant Innovation Summit! Exchange ideas with fellow restaurant operators and our tech-forward speakers as you learn about the latest industry innovations: <https://lnkd.in/byNTA5z>



Register for our Restaurant Innovation Summit

restaurant.org · Join us Sept. 13-15 in Austin, Texas.

When It Comes to Visuals, the Wonkier the Better

If users are seeking out meaningful professional content on LinkedIn, they also expect to see meaningful imagery. Organizations should dismiss the fun, pop culture content that works on Facebook in favor of informative, “wonky” visuals. Consider the following tips from organizations.

Be simple and bold.

57% of LinkedIn users access the site on mobile¹, so images should be easy to decipher on small screens. The Council on Foreign Relations’ images below resize well because they have bold text, contrasting colors, and single focal point.



Call out anything that lends credibility to your work.

Users care about credentials on LinkedIn. Use an image to draw attention to the publication a piece was shared in or to a leader who was interviewed. In the example below left, the American Association of Railroads shares a quote from Steve Forbes that was originally published on Fox News. Data points and statistics also perform well, like the example from American Bankers Association below right.



1. Reimagining LinkedIn as an Advocacy & Thought Leadership Platform, LinkedIn, 2016

When It Comes to Visuals, the Wonkier the Better

Images should be distinct but complementary to the text of your post.

Images can provide additional context that might convince a user to click or share. National Association of Manufacturers' uses visual cues like a hashtag and a microphone to indicate that this post isn't another link to text. The Update's description (not shown) reminds users to listen for advice on what to do during the August recess.



Provide context without repeating the same visual subjects too often.

Amazon's images could repeat shopping and shipping themes but constant images of their logo on boxes would become meaningless over time. This example breaks that pattern by illustrating their expanding global markets.

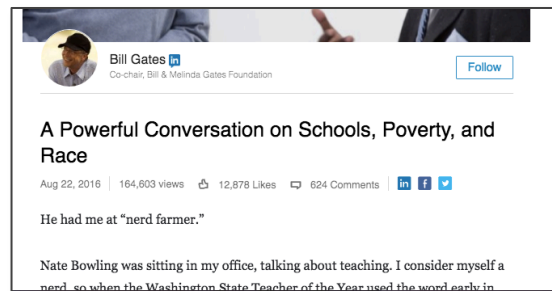


Video is Gaining Traction, but Consider Limitations

LinkedIn would like to boost its video offerings in tandem with other platforms, but the network may face steeper obstacles than Facebook or Instagram. A 2016 study found that consumers are still reluctant to use online video for news content¹ Washington in the Information Age also found that online video has not seen any growth among Insiders in the last year.

Combine Text and Video

Sharing content in both video and text formats ensures that users can select the experience that best fits their needs. When Bill Gates conducted a video interview with Washington State's 2016 Teacher of the Year about poverty and public education, he shared the video and a long-form post that summarized key points of the interview.



Keep it Short and Sweet

LinkedIn is launching its own iOS app for Influencers called "Record."² The app gives some insight into the direction video will be taking on the platform. Influencers are encouraged to share 30-second clips that offer unique perspectives on business trends. Organizations may want to piggyback off the feature by offering their own takes on the topics Influencers receive.

What is the first thing in your office AI will take over?



Pros and Cons of Using Outside Platforms for Video

LinkedIn does not have its own video feature, which means users have to upload videos to YouTube, Vimeo, or another service before they can share. That makes it easier to embed videos, but it means LinkedIn can't offer the analytics of other platforms, such as viewing times.

1. <http://www.niemanlab.org/2016/06/sure-people-like-online-video-but-that-doesnt-mean-they-want-to-watch-your-hard-news-videos/>
2. <http://www.digitaltrends.com/social-media/linkedin-videos-influencers/>

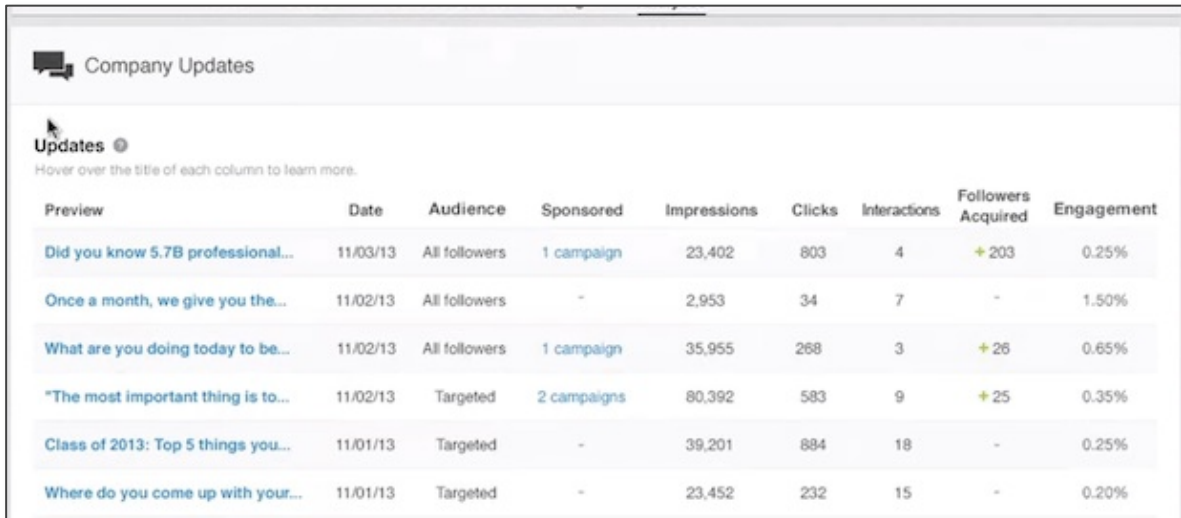
Tracking Content Performance

Tools for tracking and
improving content on LinkedIn

Tracking Content Performance

LinkedIn offers an analytics dashboard like other social platforms, but the engagement rate is only slightly higher than that on Twitter, which has a much larger volume of posts.¹ Organizations have adopted other strategies to gather additional details about the platform's users and their content preferences.

The LinkedIn Dashboard



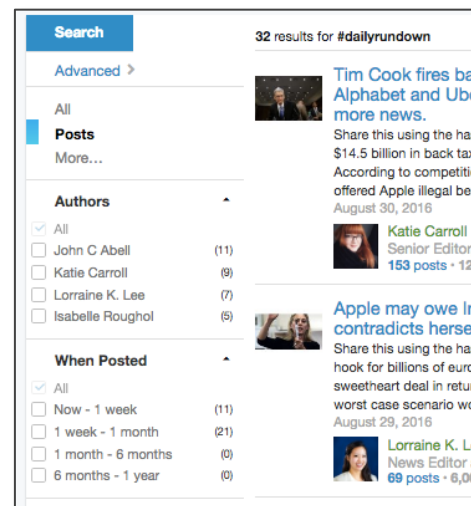
Company Updates

Updates ⓘ
Hover over the title of each column to learn more.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
Did you know 5.7B professional...	11/03/13	All followers	1 campaign	23,402	803	4	+203	0.25%
Once a month, we give you the...	11/02/13	All followers	-	2,953	34	7	-	1.50%
What are you doing today to be...	11/02/13	All followers	1 campaign	35,955	268	3	+26	0.65%
"The most important thing is to...	11/02/13	Targeted	2 campaigns	80,392	583	9	+25	0.35%
Class of 2013: Top 5 things you...	11/01/13	Targeted	-	39,201	884	18	-	0.25%
Where do you come up with your...	11/01/13	Targeted	-	23,452	232	15	-	0.20%

Add-Ons

- UTM Codes:** UTM codes are text that users add to any URL so that Google Analytics and similar platforms can track traffic from that source. You can also use a link shortening program like bit.ly or lnkd.in. See p. 37 for more information.
- Browser Extensions:** If you use Chrome or Firefox, you can add plug-ins that will export LinkedIn data as a CSV. This will allow you to conduct more in-depth analysis of trends than you can in the platform.
- Hashtags:** LinkedIn has recently launched hashtags on the platform. You can search hashtags to see when topics have trended and who is talking about them.



Search

32 results for #dailyrundown

Advanced >

All

Posts

More...

Authors

All

John C Abell (11)

Katie Carroll (9)

Lorraine K. Lee (7)

Isabelle Roughol (5)

When Posted

All

Now - 1 week (11)

1 week - 1 month (21)

1 month - 6 months (0)

6 months - 1 year (0)

Tim Cook fires ba
Alphabet and Ube
more news.
Share this using the has
\$14.5 billion in back tax
According to competitio
offered Apple illegal be
August 30, 2016

Katie Carroll
Senior Editor,
153 posts · 12

Apple may owe Ir
contradicts herse
Share this using the has
hook for billions of euro
sweetheart deal in retur
worst case scenario wo
August 29, 2016

Lorraine K. Le
News Editor
69 posts · 6,00

Coming Soon: LinkedIn Pixel Tracker

A pixel tracker for conversions will be available to organizations on LinkedIn in 2017, but a launch date hasn't been announced.

1. <https://blog.bufferapp.com/linkedin-company-pages>
2. Dashboard mage from: http://cdn.ientry.com/sites/webpronews/article_pics/linkedincompanyanalytics.jpg

Additional LinkedIn Resources

Developing Content

Tips for Long-Form Posts: Advice from LinkedIn's Executive Editor

<https://www.linkedin.com/pulse/20120906170105-29092-the-7-secrets-to-writing-killer-content-on-linkedin>

Tips for Company Updates: Advice from LinkedIn Marketing Solutions

<http://www.slideshare.net/Lmarketingolutions/15-tips-for-compelling-company-updates>

LinkedIn Pulse 2016 Editorial Calendar:

<http://www.slideshare.net/LinkedInPulse/linkedin-2016-editorial-calendar-54647922>

LinkedIn Pulse Editorial Calendar (for Students):

https://students.linkedin.com/content/dam/students/global/en_US/site/img/StudentPublishMicroSite/pdfs/LINKEDIN-STUDENT-PUBLISHING-CALENDAR-2016.pdf

Creating Visuals:

Image sizes for LinkedIn:

<http://goingsocial.ca/the-linkedin-cheat-sheet-for-image-sizing-dimensions/>

Social Media Templates from Pablo: Downloadable, free, open source software, an alternative to Photoshop. Available for Mac or PC. <https://www.gimp.org/>

Social Media Templates on Canva: A semi-free alternative to Photoshop with social media templates. Available for Mac, iPad, PC. <https://www.canva.com/>

Landscape: Web app for resizing existing images <http://sproutsocial.com/landscape#>

Measuring Influence & Engagement:

Download Analytics Data from LinkedIn: Extension for Google Chrome

<https://chrome.google.com/webstore/detail/export-linkedin-analytics/idibfmmfcdcfnbpdliigoomlhilocmp?hl=en>

What are UTM Codes: https://en.wikipedia.org/wiki/UTM_parameters

How to Create UTM Codes: <http://blog.hubspot.com/marketing/what-are-utm-tracking-codes-ht>

Shortened Link Generator for LinkedIn: <http://lnked.in/>

Chapter Four: Developing an Outreach Network

Organizations on LinkedIn are beginning to recognize that there are opportunities to contribute to users' career goals beyond the Company Page. Two of the largest use cases are for personal promotion and networking. Organizations that act as network facilitators build stronger relationships and often benefit from these connections outside of the platform.

Key Chapter Takeaways:

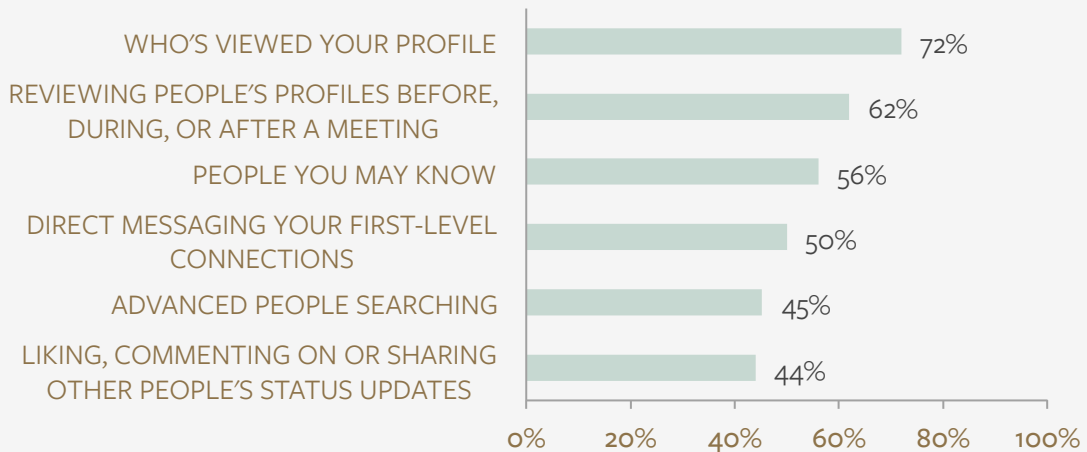
1. **Building others' brands is as important as building the organization's brand.** Every organization has members and employees who want to develop a higher profile. Offer assistance. The organization's reputation is elevated by connecting and promoting experts in the field.
2. **Leadership should have a presence, even if it's managed by the communications team.** Executives have a right to be skeptical of social media, but LinkedIn is too often overlooked. Personal relationships are still valuable, and leaders are the best opportunity most organizations have to connect with other leaders, journalists, and policy makers.

Personal Interactions Are Essential, Even for Orgs

Six of the top ten top-ranked features on LinkedIn involve person-to-person interactions. Organizations that form relationships through individual leaders, spokespeople, or communications staff may be more successful than groups who only interact through the Company Page.

Most Helpful LinkedIn Features According to Users¹

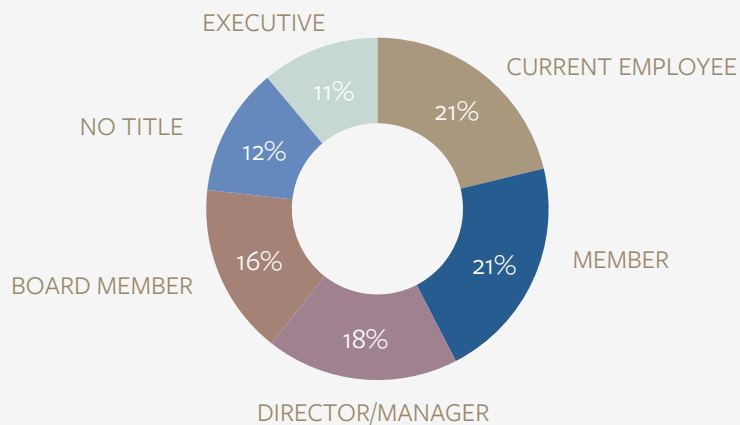
Percentage of LinkedIn Users, *n* = 900



A National Journal analysis of employees featured on the Company Page for organizations (where recently active members are displayed) found that current employees are as active on the platform as members. Organizations should be elevating these voices.

First Employee Featured on Company Page

Percentage of Organizations, *n* = 100



1. <http://www.powerformula.net/linkedin-infographic-portrait-linkedin-user-2016/>

Create an Outreach Solution That Meets Goals

Your organization's communications and policy goals will determine which individuals you should connect with on the network and who should make the connection from within the organization.

Common Goals for Building Personal Networks

Improve media coverage

- Make experts accessible
- Connect with journalists and trade press via members of PR or communications team

Inform policy leaders

- Target key groups with promoted content
- Connect with influential staff via internal policy advocates or grassroots advocates

Boost recognition with a larger group, such as local affiliate members

- Publish content that reflects broad interests
- Connect with local leadership via organization's leadership
- Coordinate cross-promotion among staff

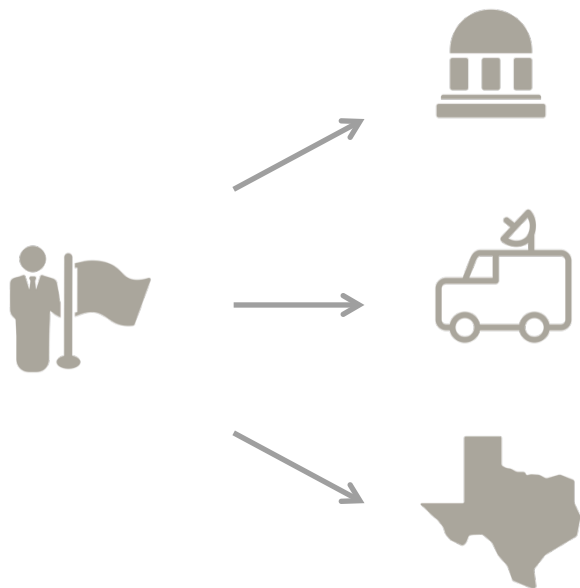
Recruit new members

- Like and comment on similar group's content
- Target messaging to groups with shared interests
- Invite them to join your LinkedIn Group

Organizational Ambassadors

In some instances, individuals can make more progress than the organization.

Help your staff and members to form relationships that build outsiders' esteem for the organization.



Foster Powerful Connections via Leaders' Profiles

There's an absence of organizational leadership on LinkedIn.¹ In 2016, CEO Update asked leaders why they weren't using the platform. CEOs' complaints included receiving too many connection requests and invitations, irrelevant connection requests and better alternative channels for high-level job opportunities.

Why Leadership Should be Involved

Leadership shouldn't see LinkedIn as a tool for recruitment, but as an opportunity to build their organization's brand. When leadership is involved on LinkedIn, it puts a human face on the organization, improves recognition and reputation, and provides opportunities to develop high-level connections with other influential groups.

Approaches to Building a Leadership Profile



Personal Management

This approach is perfect for a leader that's active on social media or who enjoys producing content and promoting their personal brand.



Team Management

A team is better if leadership is too busy or reluctant to use social media. A team may also be better for managing network requests.

A Combination

Some groups combine a personal touch with team management. The individual composes content and determines the tone of their profile while the communications team handles the technical aspects of posting and networking.

How to Build a Leadership Brand

A leader's profile is an extension of the organization's brand, but it's also an expression of the individual.

- ✓ Develop a voice and key values to guide content creation, especially if a team is managing content
- ✓ Avoid outright promotion of the organization. Op-eds and advocacy pieces are preferred.
- ✓ Connect with real people who have a meaningful impact on the organization. LinkedIn allows users to ignore or decline invitations without having to notify the individual sender, so don't worry about too many requests.
- ✓ Cross-promote the organization and its affiliates by sharing and liking their content, but be selective. Save shares for important events or reports.

Examples of leaders who are using the platform well, from CEO Update: David Stevens of Mortgage Bankers Association, Matthew Shay of National Retail Federation, and Gary Shapiro of Consumer Technology Association.

1. <http://www.mccormickgroup.com/not-ceos-even-linkedin-network/>

Developing an Internal Network of Thought Leaders

If your organization has researchers, policy advocates or other representatives who are working to build the organization's public profile, help them become recognized as experts in their own right.

Tools for Building Brand of In-House Experts

- Search for job titles on LinkedIn and imitate what the top 10 profiles are doing
- Use profile headers to highlight key details about an individual's experience and expertise, not just their current job title
- Fill out Projects, Publications, and Awards sections in profiles to highlight experience and expertise
- Encourage researchers to publish "progress reports" as long-form posts in between large publications
- Occasional updates will push a personal page to the top of the Company Page and improve the odds of it being seen
- Embed links, images, and multimedia into profiles' Work Samples section so visitors can see your work

John C Abell
Managing Editor, News at LinkedIn •
Ex Reuters • Ex Wired



Publications

Publications are a great way to show off your professional accomplishments.

The Brookings Institution employees

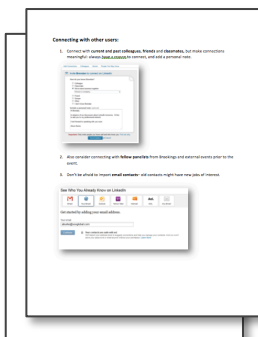


Bruce Katz
Inaugural Centennial Scholar

Encouraging Self-Promotion

Communications staff at the Brookings Institution have developed a LinkedIn training manual for scholars and fellows. Senior Digital Strategist Alison Burke says the goal is for scholars to use LinkedIn as "a living, breathing repository" for their ongoing projects and published research.

BROOKINGS



From the manual:

*"Very important from a **digital branding** perspective: your profile is usually one of the first items that show up in a Google search."*

*"Connect with current and past colleagues, friends and classmates, but **make connections meaningful**: always have a reason to connect, and add a personal note."*

*"...consider connecting with **fellow panelists** from Brookings and **external events** prior to the event."*

Maximize Your Extended LinkedIn Network

American Association of Railroads has raised awareness about rail with the help of their network inside and outside of Washington, D.C. AAR spent months establishing their brand and learning about the habits and preferences of platform users. They have used that knowledge to build relationships with groups and individuals who can illustrate and amplify the railway industry's impact.

Status Updates Connect with Rail Professionals

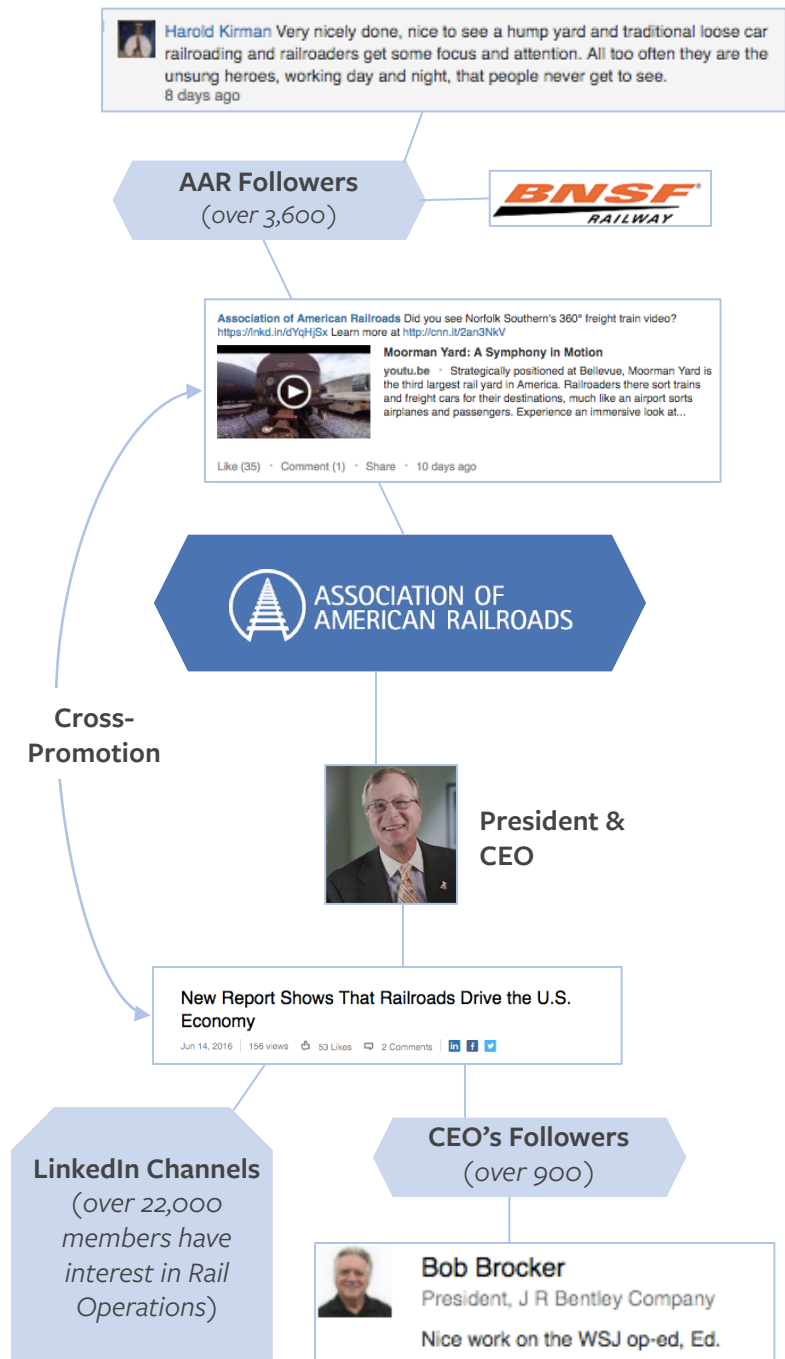
Nationwide: Daily updates have an average reach of about 1,500 people. Content covers news and community stories in the rail industry.

Leadership Develops Relationships with Other Leaders, Influencers:

President and CEO Ed Hamberger has over 900 followers on LinkedIn, including connections in the media and on Capitol Hill. His op-eds on LinkedIn connect with industry leaders, amplify print press and provide a personal perspective on the rail industry.

The Organization and Leadership Cross-Promote Content to Reach a Wider Audience:

AAR's company page posts a status update, which the CEO likes or shares, ensuring it reaches his followers. He may then compose a long-form post, which is accessible to the general public. The company page can promote and share this link to boost it once more.



Chapter Five: Paid Promotion

LinkedIn is widely praised for its ability to convert on advertising, but the high cost causes hesitation for some organizations. This section discusses proven strategies for paid promotions on LinkedIn.

Key Chapter Takeaways:

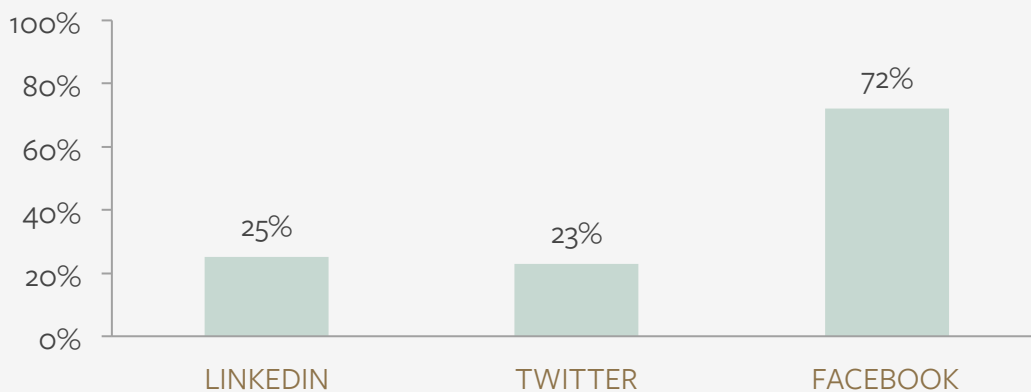
1. **LinkedIn's high concentration of college-educated and working-age users is an opportunity for organizations to target key audiences.** On other networks, a group's reach may be global but it's difficult to know if their messages reach the right stakeholders. On LinkedIn, groups can separate interested parties from fans.
2. **Would-be advertisers need a large target audience.** LinkedIn recommends that most promotions target thousands and sometimes tens of thousands of users to see results.
3. **LinkedIn is more expensive than other platforms but typically has a better conversion rate.** Costs will vary depending on the groups targeted, but many say they spend over \$50.00 a day for a campaign.

LinkedIn Has Smaller, More Targeted Audience

National Journal research found that organizations with accounts on LinkedIn, Twitter and Facebook had their smallest following on LinkedIn, but groups said LinkedIn audiences were more invested than followers on other platforms because they were professionally connected to the organization or the issue.

Social Platforms' Users¹

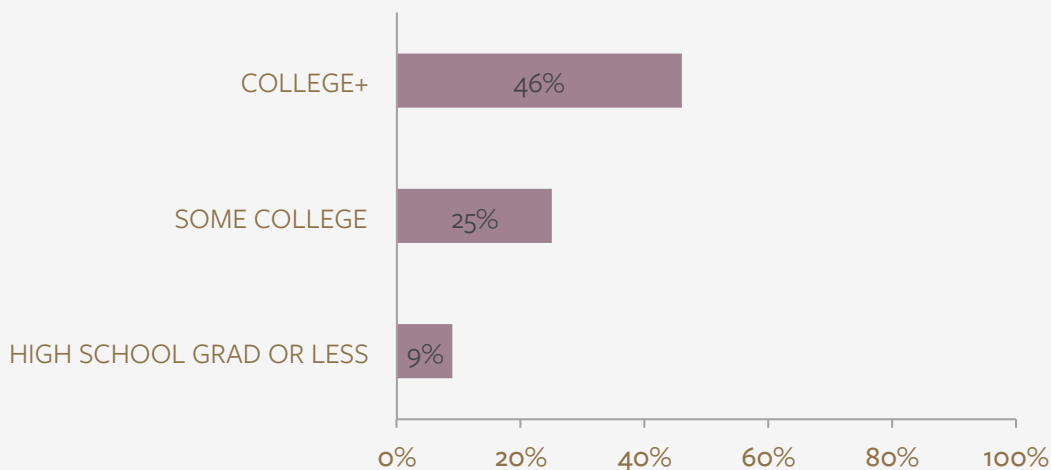
Percentage of Online Adults



User demographics illustrate organizations' comments. In 2015, Pew Research Center found that LinkedIn users were more likely to be college-educated, high-income, and over the age of 30.¹

Education Status of LinkedIn Users¹

Percentage of Online Adults



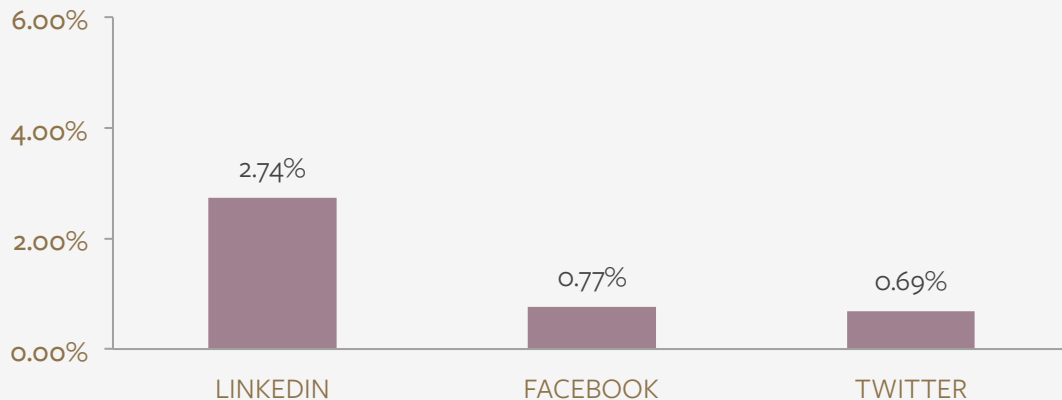
1. <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>

High Targeting Potential Boosts Conversion Rates

A 2012 HubSpot analysis of over 5,000 businesses found LinkedIn had the highest visitor-to-lead conversion rate on social media.¹ A lot has changed in four years, and HubSpot hasn't released a follow-up study, but anecdotally, members say LinkedIn paid promotion is still superior to other social platforms.

Visitor-to-Lead Conversion Rate on Social Media¹

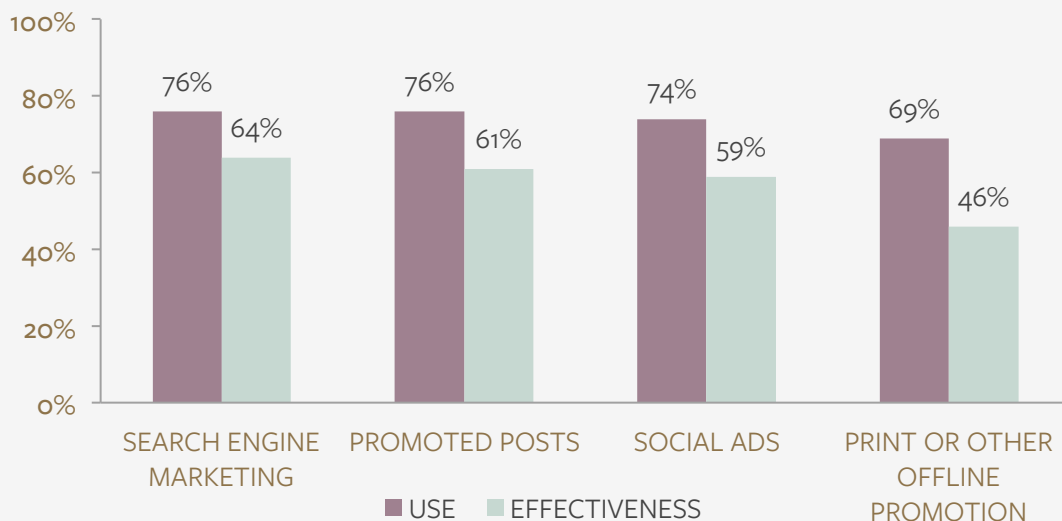
Percentage of Conversions



Social targeting, regardless of platform, has remained strong. In 2016, a study conducted by the Content Marketing Institute, MarketingProfs, and TrackMaven found that forms of social advertising were among the most used and most effective for businesses.²

Use of Paid Advertising Platforms²

Percentage of Respondents, n = 263



1. <https://blog.bufferapp.com/linkedin-company-pages>

2. http://contentmarketinginstitute.com/wp-content/uploads/2015/10/2016_B2C_Research_Final.pdf

Developing the Right Strategy for LinkedIn

Successful paid promotion on LinkedIn will depend on your organization's goals and expectations. The platform's targeting is more expensive than other social media, but it is also the only network that contains a high volume of accurate professional information.

Key Tactics for Success

Set goals that correspond to spending costs.

Know the monetary value of your targeted audience's desired actions, so you determine if the investment is worth the return.

Target a large audience

Social platforms have low engagement rates. To see results, LinkedIn recommends targeting thousands to tens of thousands of people.

Research before you buy

Test messages and find the strongest content for LinkedIn before spending any money. Then try trial promotions with a small daily budget. Only commit to a larger spend when you've found content with proven success.

Targeting Categories on LinkedIn

1. Location
2. Company Name
3. Company Industry
4. Company Size
5. Job Title
6. Job Function
7. Job Seniority
8. Gender
9. Schools Attended
10. Degrees Received
11. Fields of Study
12. Groups Joined
13. Age
14. Years of Experience
15. Work Skills

The screenshot shows the LinkedIn targeting interface titled "Who's the audience for this campaign?". It features three main sections for targeting: Location, Companies, and Job Title. The Location section is set to "Singapore". The Companies section is set to "By category (industry, company size)" with filters for "501-1000 employees", "1001-5000 employees", "5001-10,000 employees", and "10,001+ employees". The Job Title section is set to "By category (job function, seniority)" with filters for "Engineering", "Information Technology", "Purchasing", "CXO", "Director", and "VP". On the right, the "Audience" summary shows "4,098 LinkedIn Members" with filters for "Location: Singapore", "Company Size: 501-1000 employees, 1001-5000 employees, 5001-10,000 employees or 10,001+ employees", "Job Function: Engineering, Information Technology or Purchasing", and "Job Seniority: CXO, Director or VP". A link for "More targeting options (Schools, Groups, Skills, etc.)" is visible at the bottom.

Coming Soon: Email Address Targeting

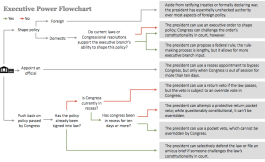
Email Addresses will become a part of LinkedIn targeting in 2016 or 2017. At that time, users will be able to upload a CSV of email addresses for outreach. Facebook and Twitter already offer this feature.

Image from: http://www.globalsignin.com/sites/default/files/L_inlinkedin%20Ad-1.png

Use Paid Promotion to Target Users' News Streams

Sponsored Content is an Update from a company page that has been featured in targeted users' news streams for a fee. The posts look identical to updates except for a small block of text below the headline that says "Sponsored." The National Journal example below is only for demonstration.

National Journal How much power does POTUS have? Our latest Executive Power Flowchart breaks it down here:



Executive Power Flowchart
Congress won't be very active in the coming months, but the President's power is limited.

Organic Targeted to: All Followers				
4,556	12	16	0.61%	
Impressions	clicks	interactions	engagement	

Gained from Sponsoring				
Sponsored in: National Journal PC Slide Share (currently running)				
+13,238	+119	+22	+1	+1.07%
Impressions	clicks	interactions	followers acquired	engagement

Like(38) - Comment - Share - 1 month ago


Preparation Before Spending

ASIS International increased revenue by 18% in one year with Sponsored Content, but success wasn't as simple as "set it and forget it."

1. Make sure that your Company Page's most recent updates contain content that might also be of interest to targeted groups. ASIS International has noticed that users are likely to return to the Company Page and search for more content.
2. Research other groups and interests to find the best targets. For example, groups with large, active followings may be more successful because they are already engaged on the platform.
3. Use UTM codes to track activity. LinkedIn only reports how many people clicked or engaged with a post. UTM codes show how users found your page. See p. 33 for more.

ASIS International ASIS International and the National Fire Protection Association (NFPA) will partner on active shooter initiatives. Kick off meeting is Jan. 19 in Arlington, VA. Get details on the ASIS website: <https://ninkd.in/ezdCV4>

ASIS and NFPA Launch Active Shooter Initiative
asisonline.org · ASIS and NFPA Launch Active Shooter Initiative



Like (109) · Comment (3) · Share · 8 months ago

ASIS International This month the ASIS Security Spotlight focuses on Protecting Soft Targets. Free resources include a model event security plan, a chapter from Soft Target Hardening: Protecting People from Attack - the 2015 ASIS International Security Book of the Year, and chapters from Crime Prevention for Houses of Worship. All the resources this month are available to both members and nonmembers. Have a suggestion for a future Spotlight? Please share in the comments.


and network to take you where you want to go. [Join today.](#)

Protecting Soft Targets
asisonline.org · In November, ISIS terrorist attacks in Bangladesh, Egypt, Beirut, Baghdad, and Paris, killed more than 200 civilians and police and wounded hundreds. The targets: a national stadium, a concert hall, a memorial service, a busy shopping district, a...

Like (95) · Comment · Share · 9 months ago

Sponsored InMail Reaches Users' Inboxes

Sponsored InMail is content that gets delivered directly to users' LinkedIn inboxes. These promotions are formatted like an email with a sender, a subject line, a body and a call to action. The example below is only for demonstration.


National Journal

Invitation to Washington in the Information Age 2016

Dear Jane,

As you are planning communications for 2017, please let us assist.

Next month, National Journal will release the latest insights from our annual survey of over 1,100 Washington insiders' media consumption habits. We would love for you to join us as we review Insiders' preferred media brands and more.

Thank you,
National Journal Group

RSVP

Crafting the Right Content for the Inbox

1. Be professional but friendly: The benefit of targeting audiences is that you know the exact reasons why they should care about your message. Tailor your language to indicate that.
2. Go evergreen: Messages are sent in real time, but because most users report checking LinkedIn weekly, groups recommend sending content that will still be relevant weeks later.
3. Share event invites: An invitation sent from an individual's account attracts more attention and feels personal. Organizations have reported seeing boosts in RSVPs after using InMail for promotion.

What to Know about Engagement Rates

LinkedIn reports an average click-through rate between 0.04% and 0.06% for InMail, but this will vary depending on audiences targeted.¹ Because of the enormous differences in targeted audiences, it's important for organizations to know their baseline engagement rate. Engagement happens on a small number of posts and typically by an even smaller percentage of your follower base, so it can be difficult to interpret the value of a 0.01% increase without knowing your baseline.

1. <https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/resources/pdfs/linkedin-vistavu-case-study-en-us.pdf>

Chapter Six: LinkedIn Groups for Community Management

LinkedIn is one of the few social platforms that facilitates separate professional groups within an organization's company page. The platform makes it easy to have multiple groups and foster different communities within each one; however, there are also many difficulties to running any community through social media. This chapter will outline the concerns and benefits to using LinkedIn Groups and the ways in which you can facilitate a successful group.

Key Chapter Takeaways:

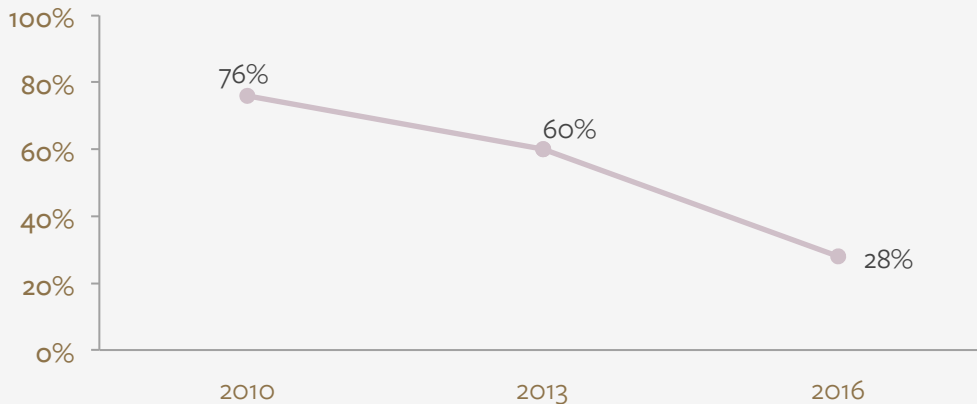
1. **LinkedIn groups are open to the public.** Organizations can opt for a private group page or a public group page, but if a group is not made public, it isn't searchable.
2. **Groups' popularity on the platform is declining, but success varies from group to group.** Many organizations still have tens of thousands of members with active discussions. Yet, the ease of creating groups has led to many that are inactive.
3. **Group management is a 24/7 job, even on a professional network.** LinkedIn has more civil conversations, but it is still subject to the same challenges faced by groups on other social platform. Admins need to be prepared to respond to questions or conflicts at any time.

High Volume of Groups, but Interest May be Waning

Those in the LinkedIn community who use Groups believe they are a useful feature for member discussions and outreach, but in annual surveys conducted by an independent LinkedIn consultant, the number of users who say Groups are helpful has declined.¹

Users who Say Groups Feature is Helpful¹

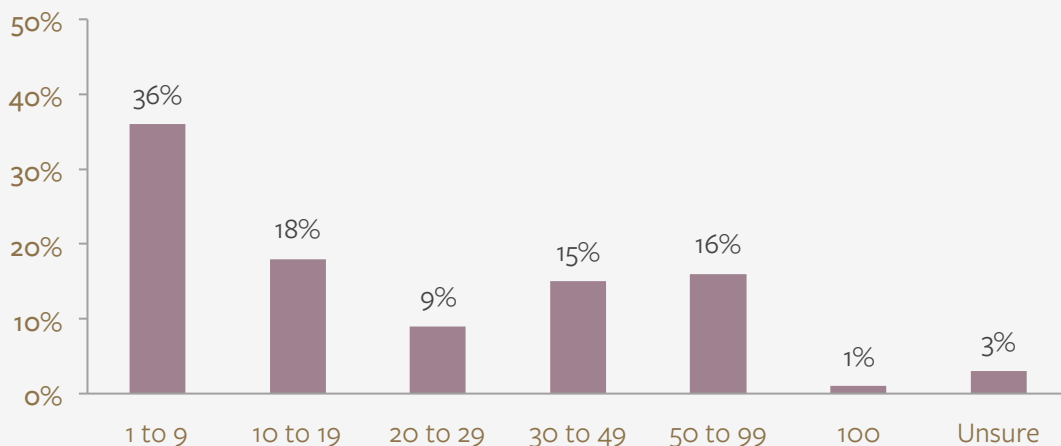
Percentage of Respondents



The lower helpfulness ratings may not be because users don't like Groups, but because they are not prominently featured on the platform. There are millions of Groups on LinkedIn and a majority of users have joined at least one Group. However, many Groups are reported to be largely inactive. Some believe this is because users aren't notified about activity like they are on other platforms.

Number of Groups Users Have Joined¹

Percentage of Respondents



1. <http://www.powerformula.net/10122/curious-others-linkedin/>

Success Depends on Time & Resources

Organizations with active Groups on LinkedIn say they are successful because they are willing to commit time and planning to posting, monitoring and promotion.



Administration

On LinkedIn Groups, there can only be one account that has full control over all actions and settings. However, that person can also add Group Managers and Moderators to assist with operations.

Group managers say they spend anywhere from 2 hours a day to an hour a week responding to comments and approving new members.

Like any social platform, conversations are always on. You may need to set up alerts or have push notifications sent to your phone.

Content Development



Use an editorial calendar to facilitate conversation and promote relevant topics.

Host Q&A sessions and invite experts. These events create a standing appointment for engagement and demonstrate value to members.

LinkedIn's Announcements feature allows you to send messages to Group members' inboxes. It's another contact point that encourages connection.

Growth Strategy



When you're starting out, ask members with strong existing relationships to respond to questions and invite other members.

Encourage relationships to form outside of the Group. Some organizations help new members find mentors. Others host in-person events at conferences and local meet-ups.

Have clear codes of conduct for group behavior, but also develop a contingency plan for any crises that may arise.

Tools for LinkedIn Group Administrators

Group administrators should be prepared to relinquish some control to the community and some to LinkedIn. The platform has developed features to improve Groups for users, but at times, it has also frustrated others.

Controlling the Conversation

1. **Featured Conversations:** Admins can keep a discussion at the top of Group forums by making it a Featured Conversation. Conversations will remain featured until a manager removes it.
2. **Announcements:** Group admins can send direct messages to members. This is an opportunity to promote content or events to your most engaged groups. However, you cannot target the members who will receive it. LinkedIn will determine which members receive messages based on their interest and activity on the page.
3. **Promotions approval:** If LinkedIn suspects a post is spam or a promotion, it is flagged for review before it can be posted. Some organizations say this feature has been helpful, but others say that posts that aren't spam get flagged, which can sometimes frustrate members.
4. **Pre-approved members:** Groups can create a list of automatically approved members by uploading a list of email addresses for existing staff, subscribers, or association members.

But Some Drawbacks

1. **Cannot export member list:** If at any point, you decide to leave LinkedIn Groups behind, it's not easy to migrate existing members into a new system. LinkedIn will not allow you export data about Groups members, even when you're the owner.
2. **Open Invitations:** Public groups have open invitations, so anyone can join. This can interfere with the quality of conversation if moderators are not monitoring.
3. **Membership limits:** There is a limit of 20,000 group members. Most organizations do not reach that limit, but some do. In that case, you can ask LinkedIn to raise the limit.

Manage Group

- Submission Queue
- Moderation Queue
- Requests to Join
- Send an Announcement**
- Send Invitations
- Pre-approve People

Participants

- Invited
- Pre-approved

Group Settings

- Group Information
- Group Rules
- News Feeds
- Templates

Send an Announcement

Send an announcement to all your members who are currently accepting notifications from this group. You may send up to one announcement per week. Sending an announcement sends an email as well as posts the announcement as a discussion.

* **Subject:**

Customize your headline ←

* **Message:**

Include calls to action here

Follow this announcement. Get notified about new comments.
Note: Email notifications will be sent to stephanie@wiredadvisor.com Change »

Make this a featured discussion. This announcement will appear in the Manager's Choice module at the top right of the group homepage. You can undo this at any time.

Image from: <http://www.socialmediaexaminer.com/wp-content/uploads/2012/11/ss-send-announcement.png>