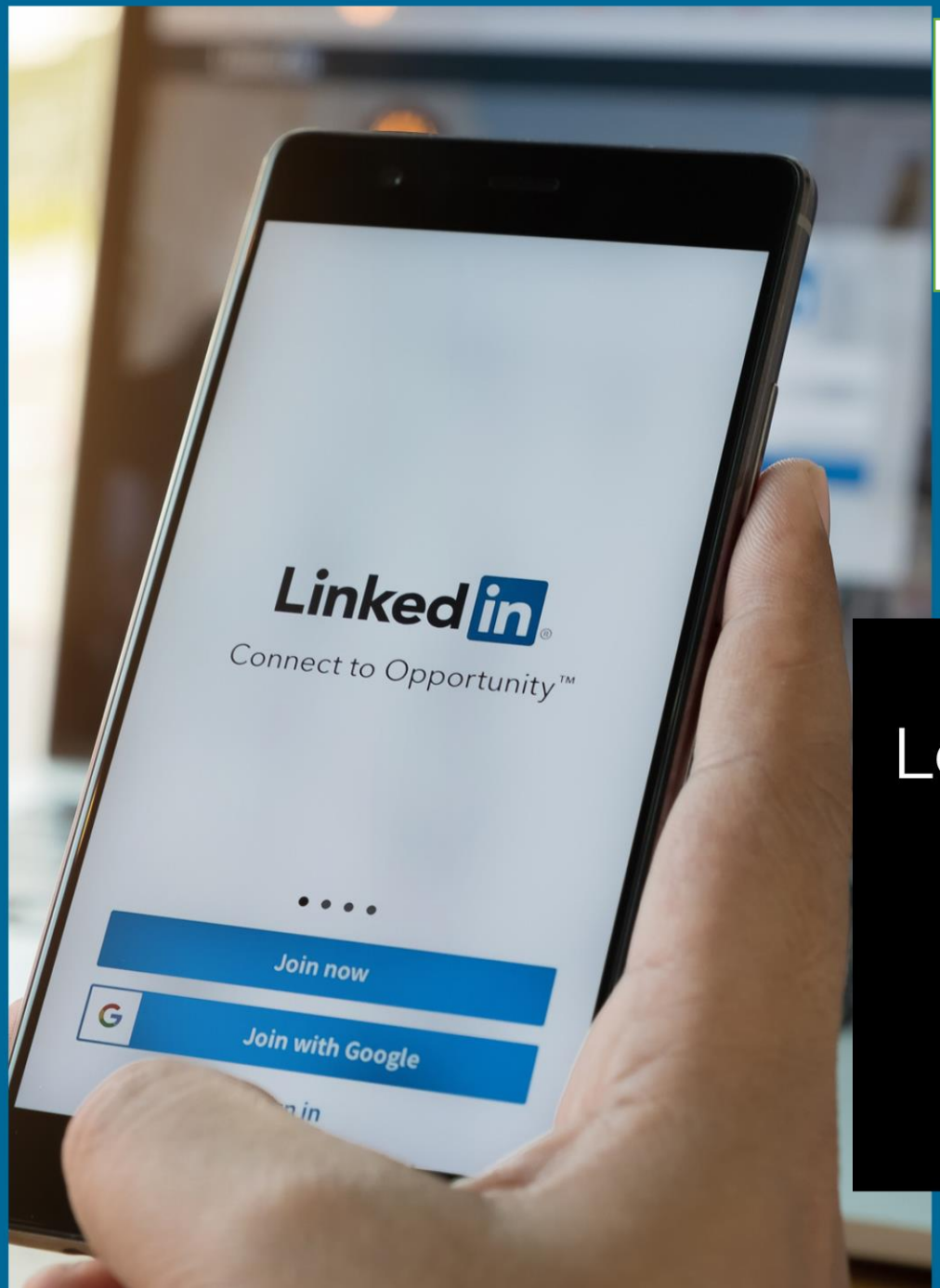


Rotary
District 5950

Serving
- Central MN
- Western MN
- Minneapolis MN

JoAnne Funch
Linked In For Business
www.linkedinforbusiness.net

Leveraging LinkedIn for Professional Development and Networking

JoAnne Funch

Here's what I will cover today:

- ✓ How to use LinkedIn to **build a network and relationships**.
- ✓ Why & what to post in order to **build trust.**
- ✓ Generating **leads/business development**.
- ✓ **Engagement:** Want exposure, stop lurking!
- ✓ Position your **thought-leadership**
- ✓ **Realistic** approach to time



Building a network

WHY you want a network

HOW to network and whose invitations to accept or deny

HOW to find the ‘right’ people who might benefit from your services

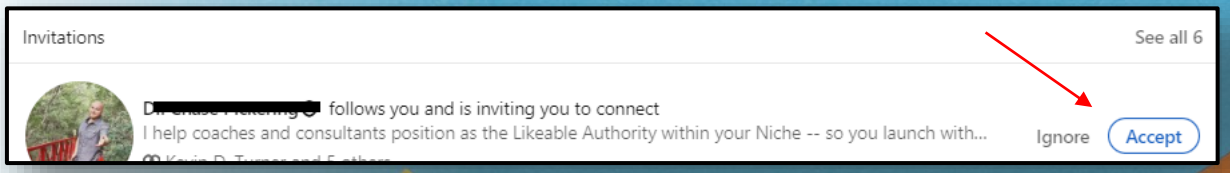


WHY you want a network of connections





Inviting or turning down invitations



*You might consider this before **not** accepting:*

- ✓ Give the benefit of the doubt
- ✓ Do you share mutual connections
- ✓ Who do they work for
- ✓ Read their ABOUT section
- ✓ Share mutual organizations

Personalize Your Invitations



Hello [name]
I see we share some mutual connections. I would be delighted to have you in my network to learn more about you. If you'd be open, I hope you will accept my invitation.

OR

Hello [name], it was so great meeting you at the ____ (event name). Wanted to let you know I enjoyed our conversation and would like to connect with you here on LinkedIn as well as schedule a future conversation if you're open to that.

Conversations Matter- they build trust

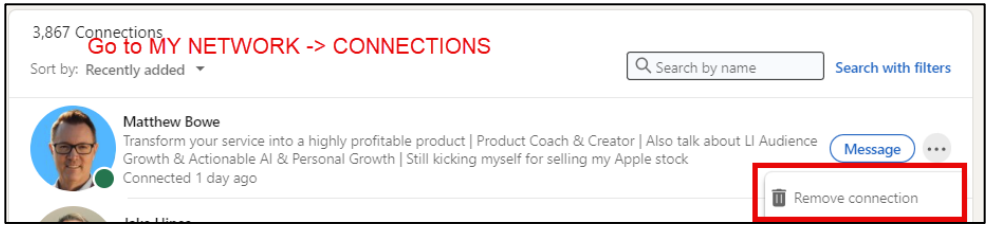
- **Welcome** new connections with a message
- **Ask** if there is anyone you can connect them with in your network
- **Engage** with **their** posts by adding a comment

Example of how to respond to someone who sent you an invitation

Hello [first name]

Thanks for connecting, tell me about yourself, what caused you to reach out and how can I be of service?

[your name]

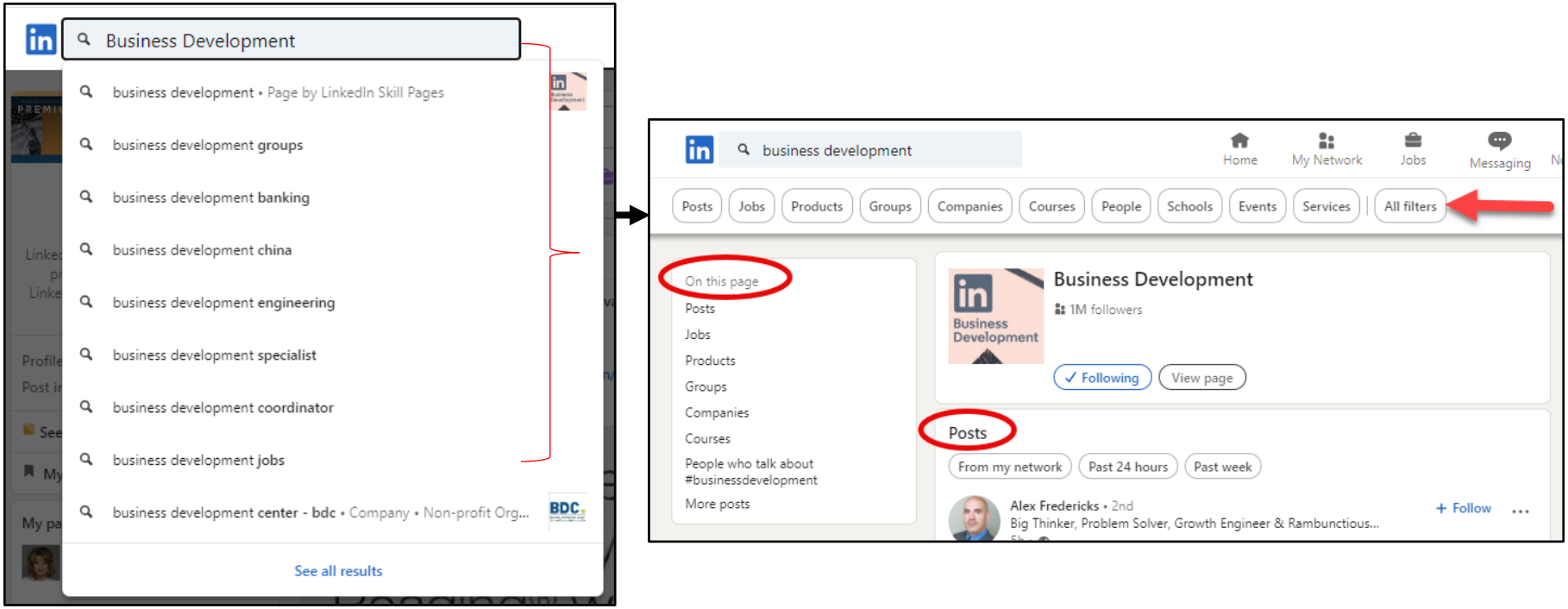


How to find the 'right' people who might benefit from your services

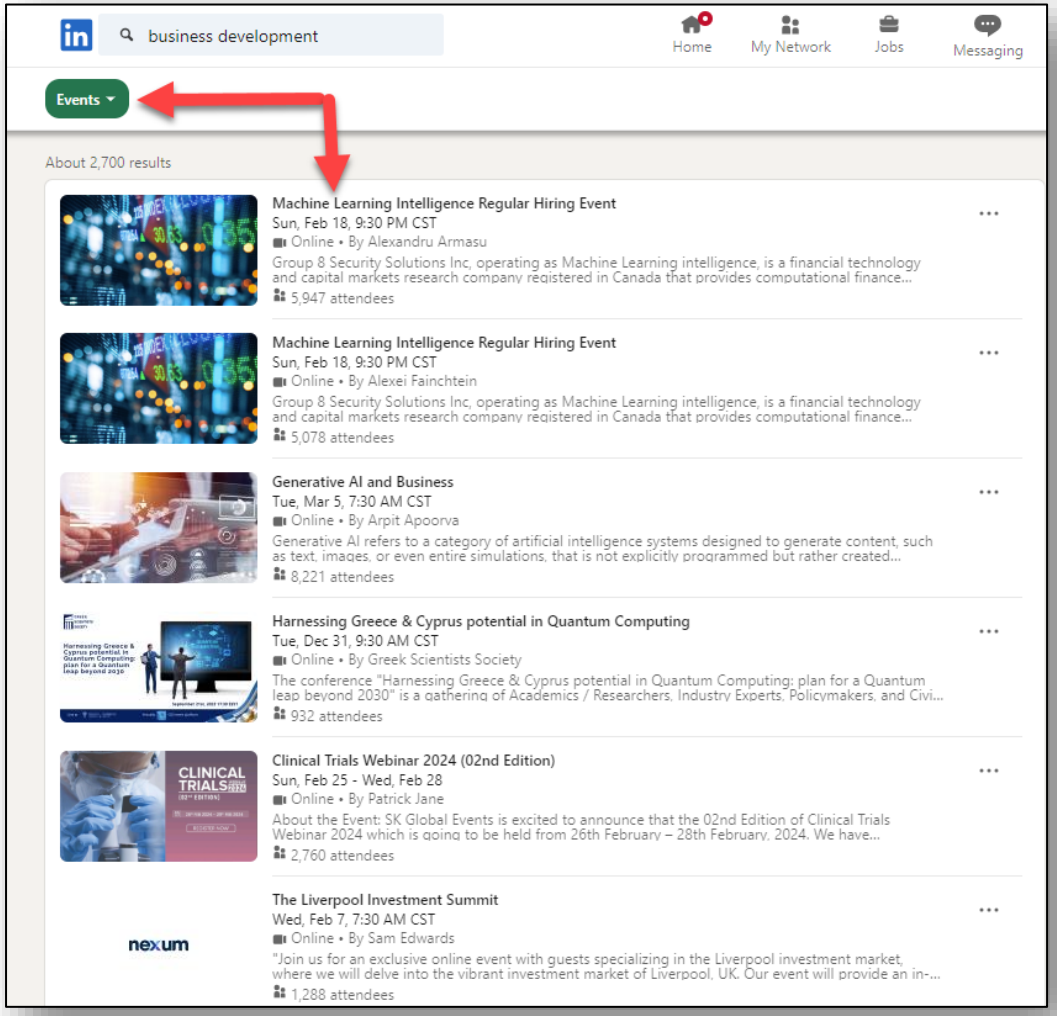
Get clear on your goal for using LinkedIn

- ✓Attract potential clients
- ✓Attract people to visit or join your Rotary Club
- ✓Build brand awareness for your business or Rotary Club
- ✓Become an industry thought-leader

Search Features

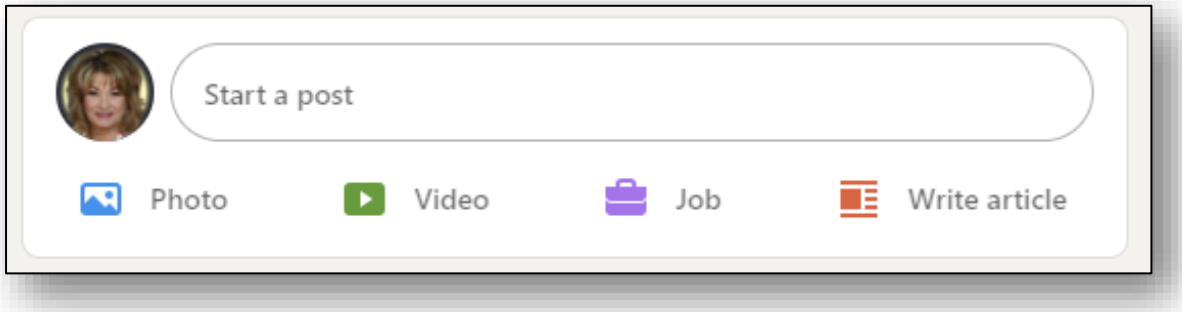


More search features…




Visibility creates opportunity

Gain visibility by posting content



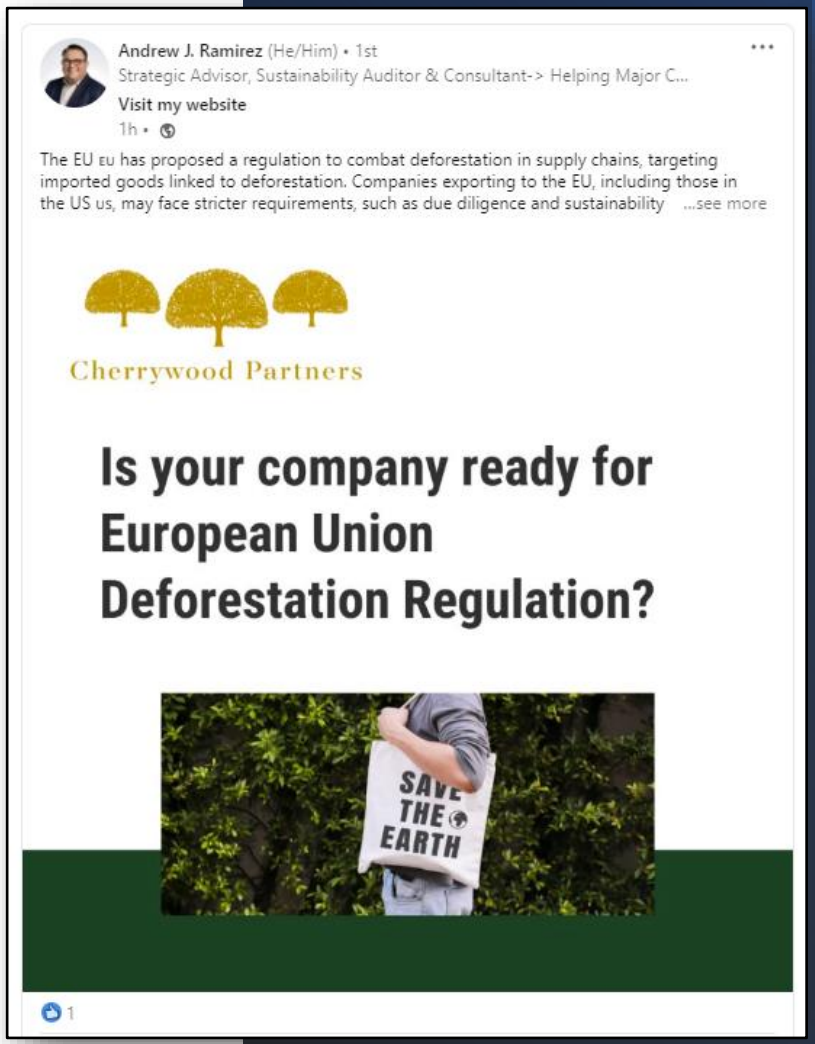
Post on topics you have an expertise in

1 Billion LinkedIn members from 200 countries across the globe.

Of those users roughly **1 to 5%** of members publish posts or in other terms are creating content **= Massive Opportunity to be seen!**

Posting content elevates your authority & exposure

- LinkedIn is rated as the #1 platform for B2B lead generation.
- **Focus on what makes your perspective different** or how can you come at the same topic with a different perspective
- In business, consistency is KEY



Master Post Formats

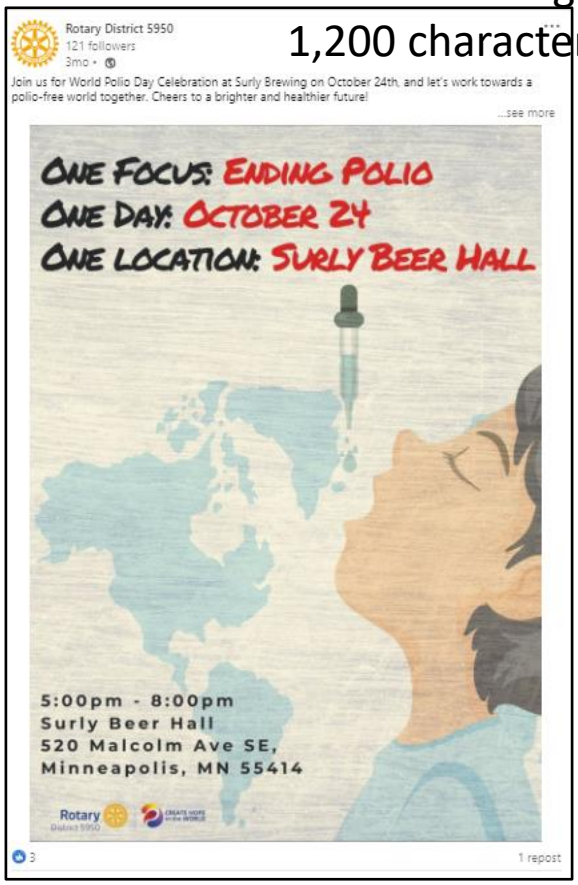


Content Formats

1. Text & single Image- results about the same results depending on topic & format, good images may rank 1% better
2. Document PDF/carousel style slides (multiple pages best because it keeps people on your post longer which the algorithm favors & this format gets HIGH REACH.
3. Video – Keep it short, 1:00-1:20 minutes, use vertical format, upload native video NOT YouTube link. Currently, videos account for 8.2% of all LinkedIn™ posts.
4. Polls – best performing polls have 2 answer response, duration 1 week
5. Text only
6. Outbound link to curated content – never been effective – less reach in feed
7. Newsletter – only available to those who are using 'Creator Mode'
8. Write an article – this would be evergreen content that demonstrates authority in the niche & is housed on your profile. This can be worth focusing quarterly.

Examples of styles: Mix them up

Ideal Text Length: 900 - 1,200 characters.

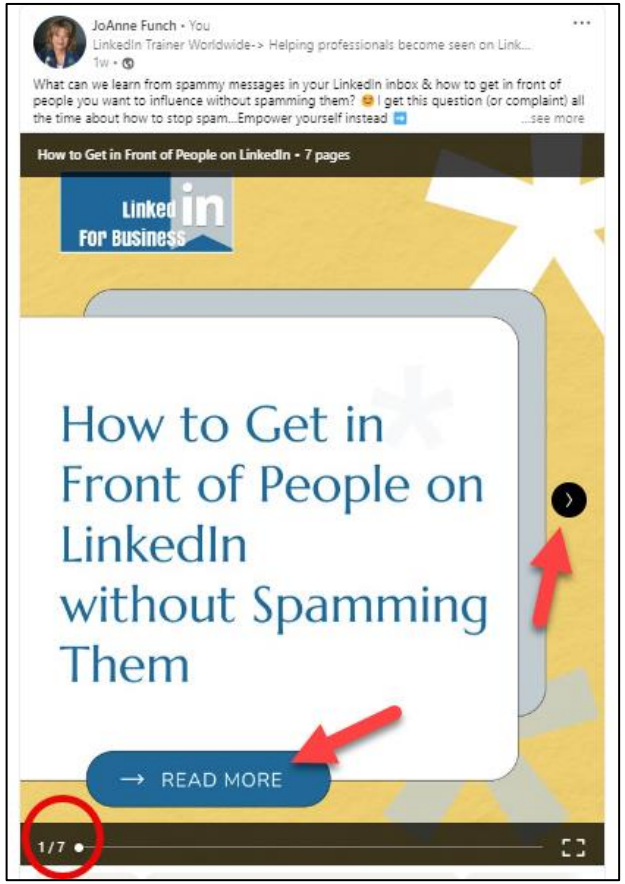


Most Popular =
Single Image & Text post



Multi Image post (limit 5)

2-Examples of styles: Mix them up

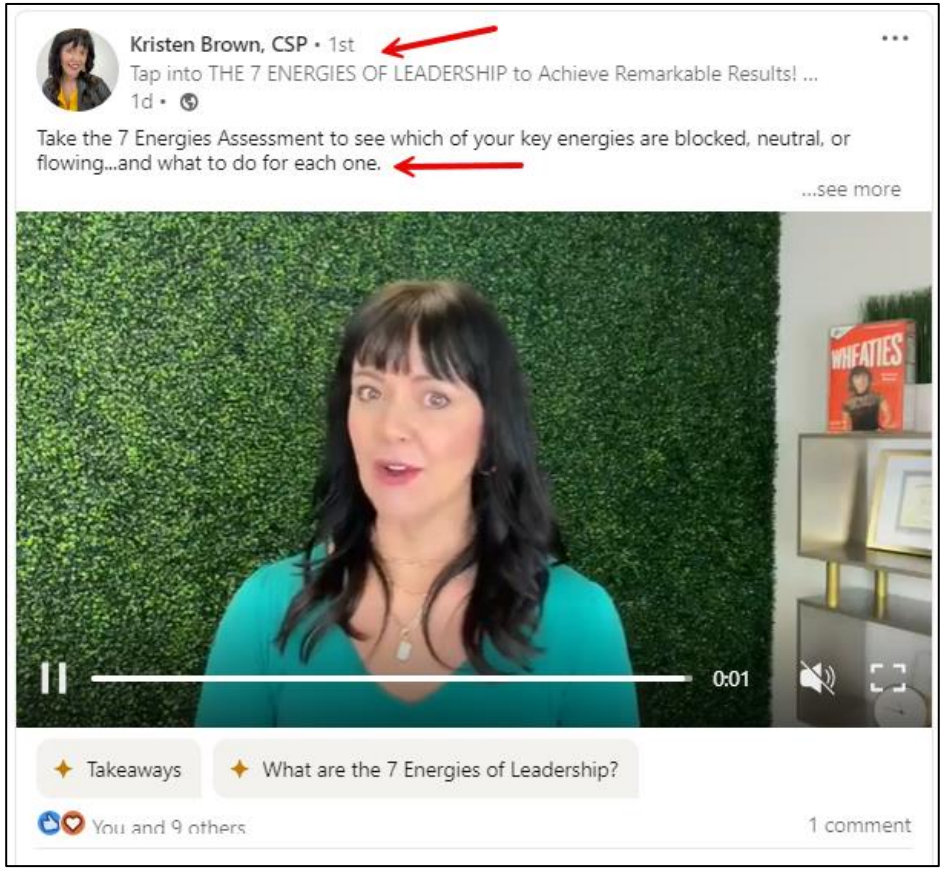


Document Post: Upload multi-page PDF



Poll

3Examples of styles: Mix them up



Video Post



Newsletter
Available if you have Creator Mode turned on

The power of visuals

1. Choosing relevant images can boost reach by **15-20%**, and even more with a relevant selfie, up to **30%**.

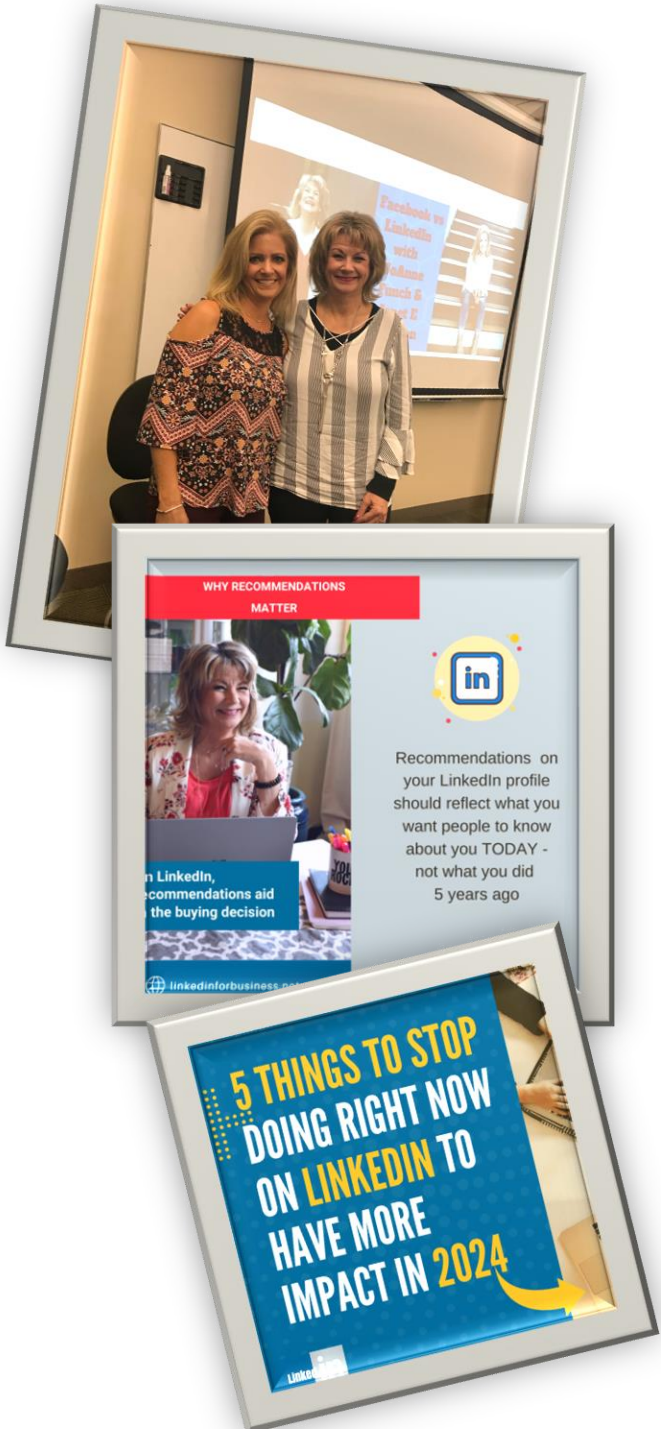
2. Personalized images, rather than generic stock photos, can significantly increase engagement by **45%** and establish stronger authority.

3. Using brand colors and themes in images can help with a **15%** increase in brand recall.

4. Each additional image can contribute to a **5%** increase in reach.

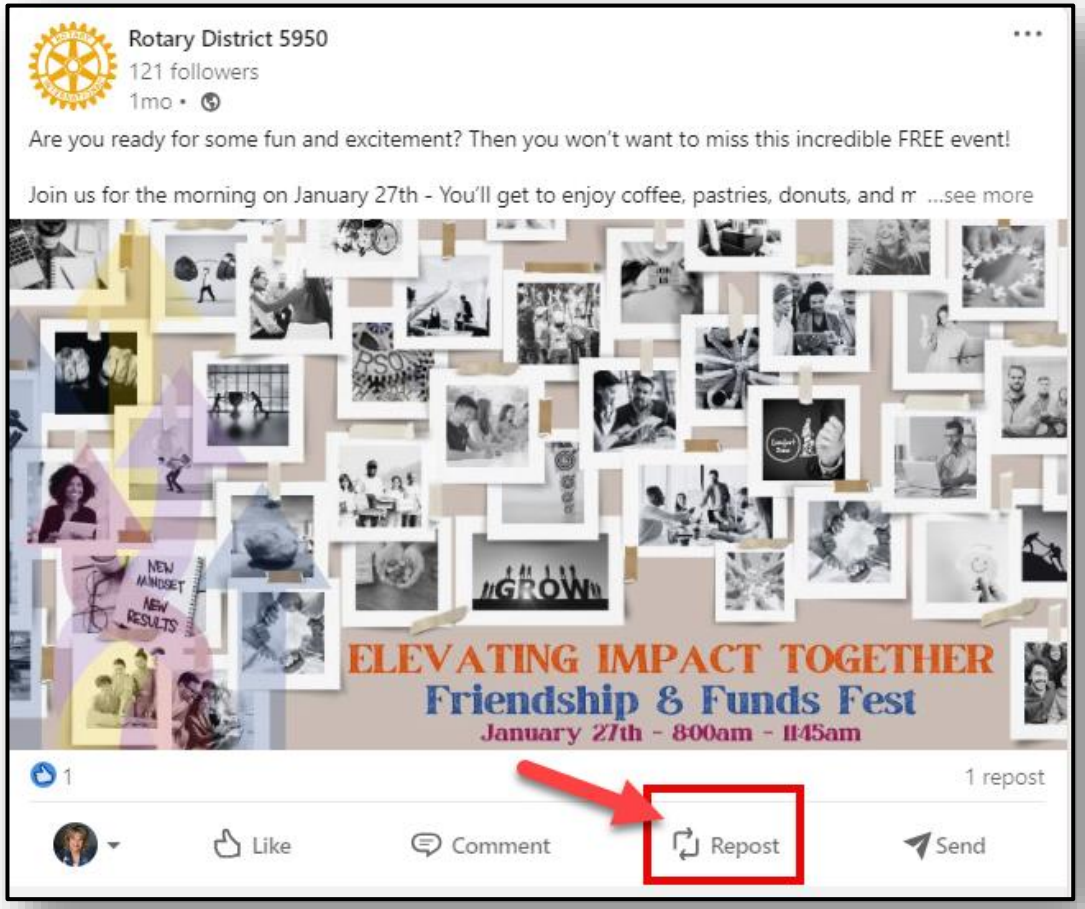
5. Photos featuring people can lead to a **20%** increase in reach, or up to **60%** if the photo includes you, and a **50%** boost in engagement.

*Vertical images perform better than square



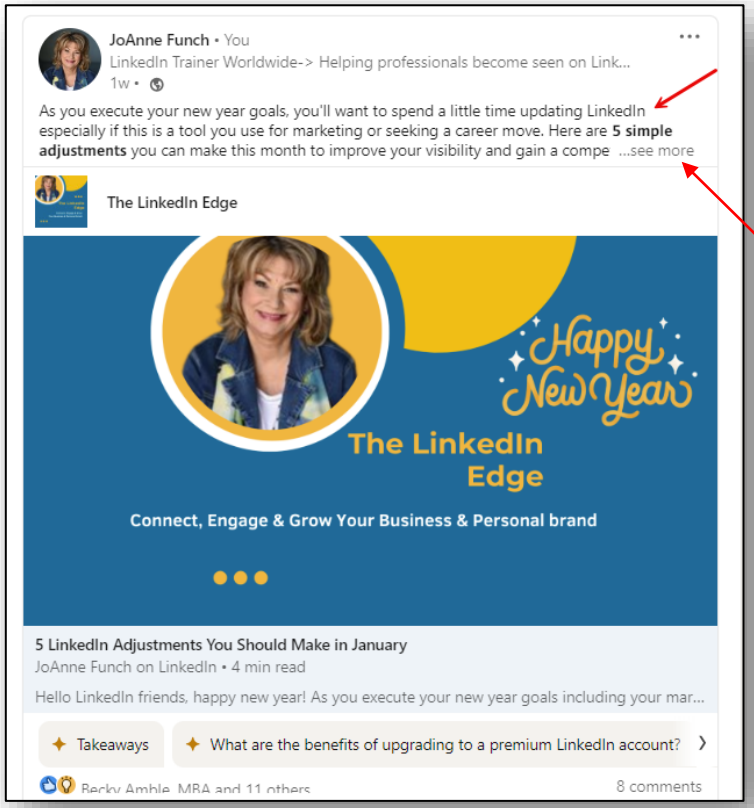
Repost company page or group posts

Add your comment on **why** you are reposting



When posting consider:
- Content Structure

Hook –> Main Body Text (add value & subject matter expertise) –> **Call to action**



Start with a **hook:**



What will the reader learn from this post

Reader won't click the ***see more…***
If you didn't hook them in

Make the first 3 lines count

Only write 1 to 2 sentences per paragraph leaving plenty of white space

A strong hook potentially increases reader retention by 30%.

What could you post about?

People who want to attract more business:

- ✓ Industry data or trends
- ✓ Info people may not know
- ✓ Case Studies
- ✓ Client Testimonials in story form
- ✓ Teach something people expect to learn from you
- ✓ Practical tips

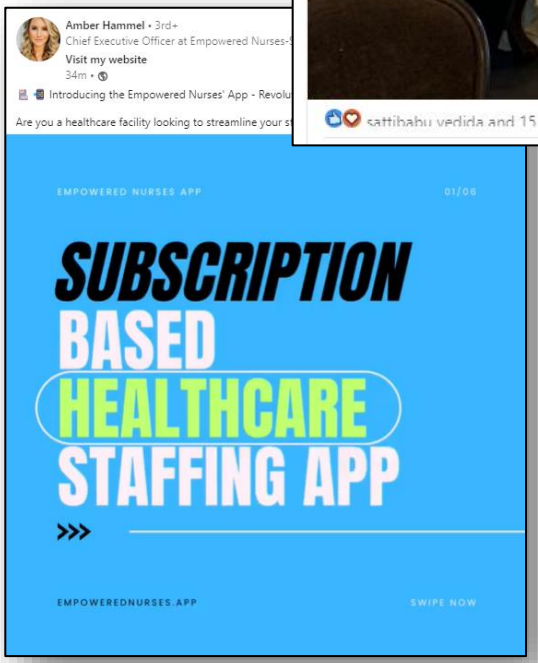
For non-business, promoting Rotary

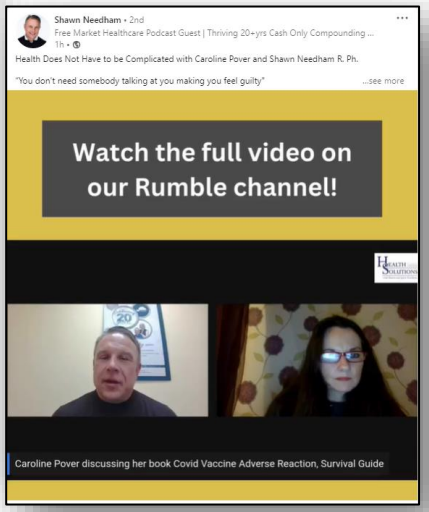
- ✓ Invite your network to attend an event
- ✓ Talk about a community event & why your club supported it
- ✓ Highlight a member
- ✓ Group event photos
- ✓ 'Did you know' about Rotary

What can posting do for you?

- ✓ Create touch points
- ✓ Engage with buyers
- ✓ Build Relationships
- ✓ Thought Leadership
- ✓ And convert viewers to customers







Resources:

- Canva for graphics and images
- Video – upload native MP4 files from your phone
- Original photos

www.canva.com set-up a free account, use their premade templates
Hire a Virtual Assistant to help

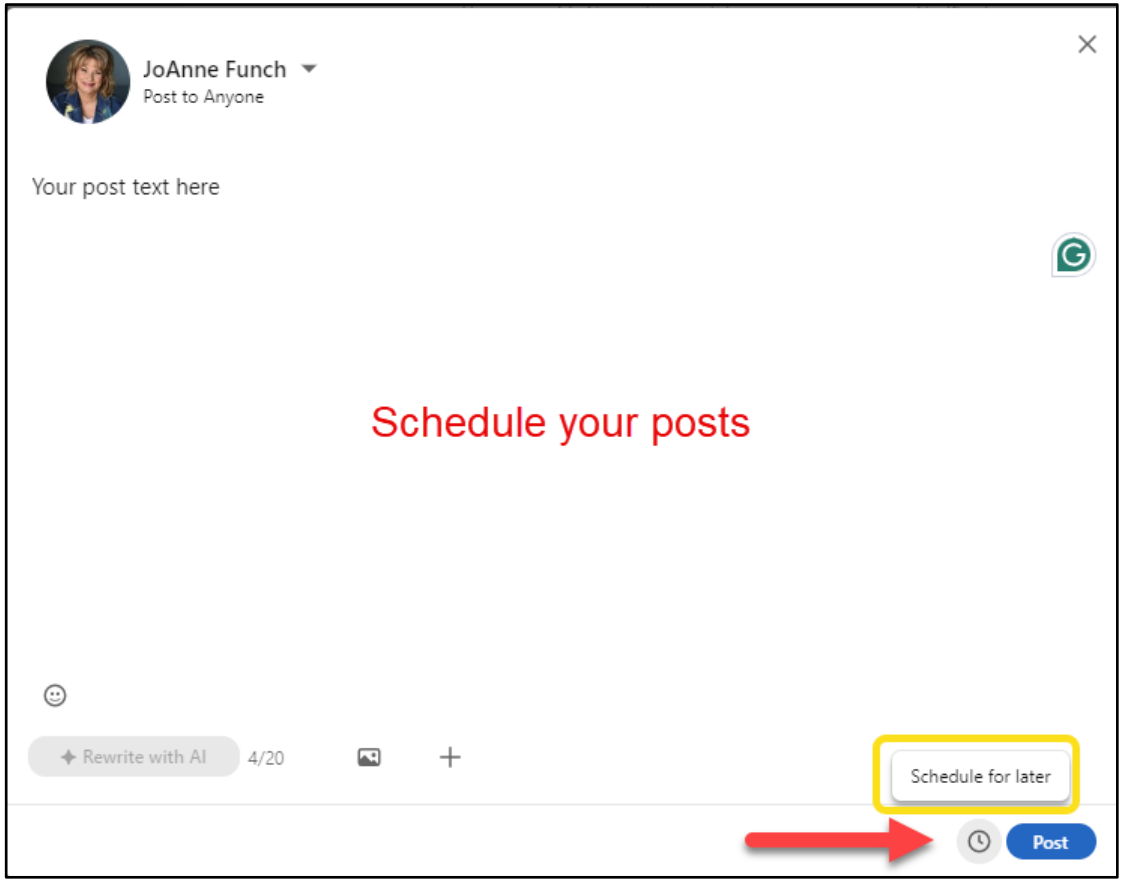


Benefit of posting at least 3 times a week can elevate your brand visibility by 120%.*

Consistency is the key to winning on LinkedIn

*Source: Just Connecting

Schedule your posts



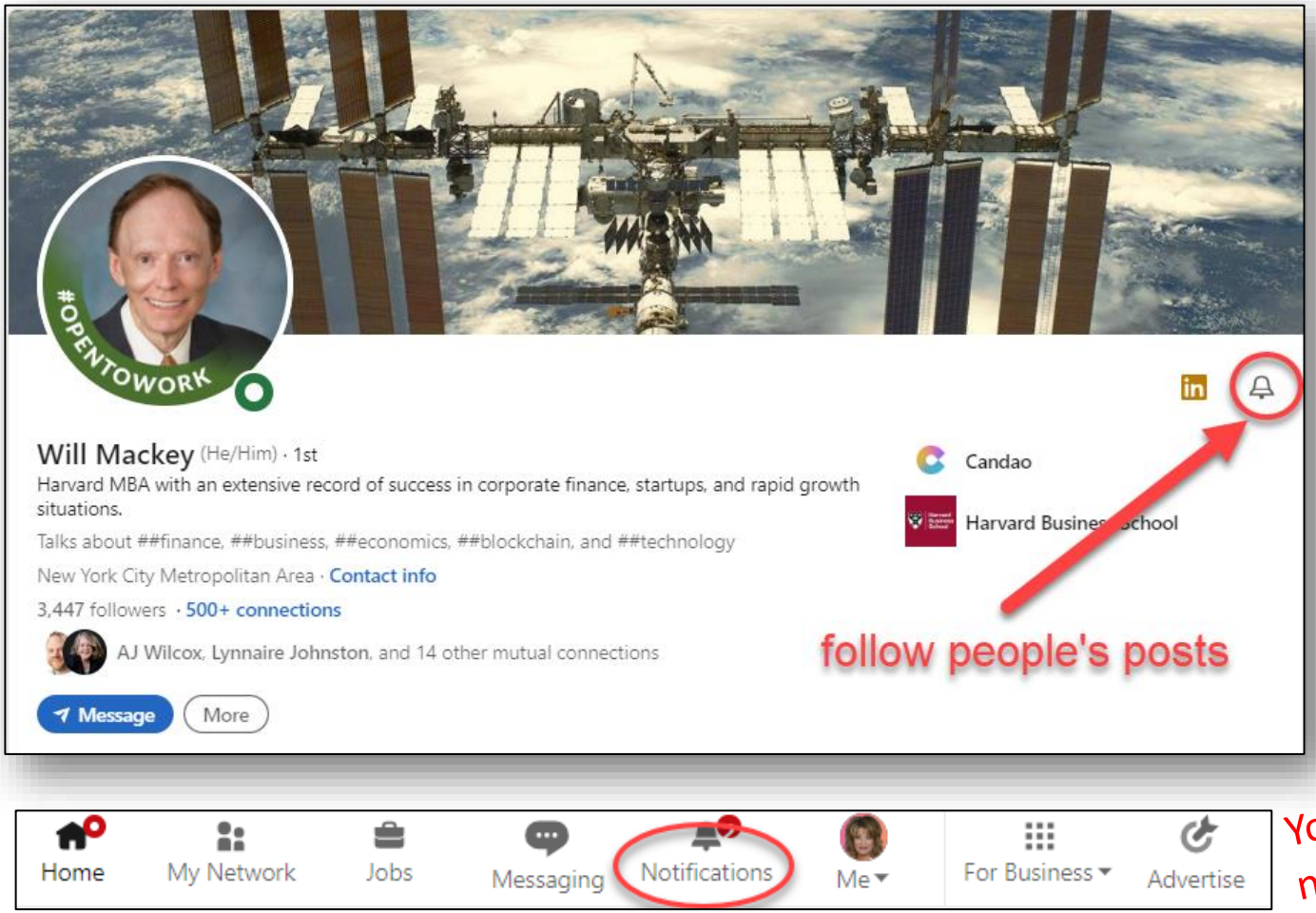
40% of your posts engagement happens in the first 60-90 minutes, reply to any comments immediately

Ideal posting times

Text Image + Posts:	• Best on workdays (Mon-Fri) • Ideal Time: 8:00 - 10:30 AM
Document PDFs / Carousels:	• Weekdays, but shine on Tuesdays and Thursdays • Avoid Sundays
Polls:	• Work related topics Weekdays Personal topics Weekends • Ideal Time: 8:00 - 11:00 AM
Text Only Posts:	• Effective on weekdays (Mon-Fri), except for storytelling (also weekends) • Ideal Time: 10:00 AM - 12:00 PM.
Video Posts:	• Guides and tutorials perform well Tue-Thur; weekends are good for other types. • Ideal Time: 11:00 AM - 1:00 PM.



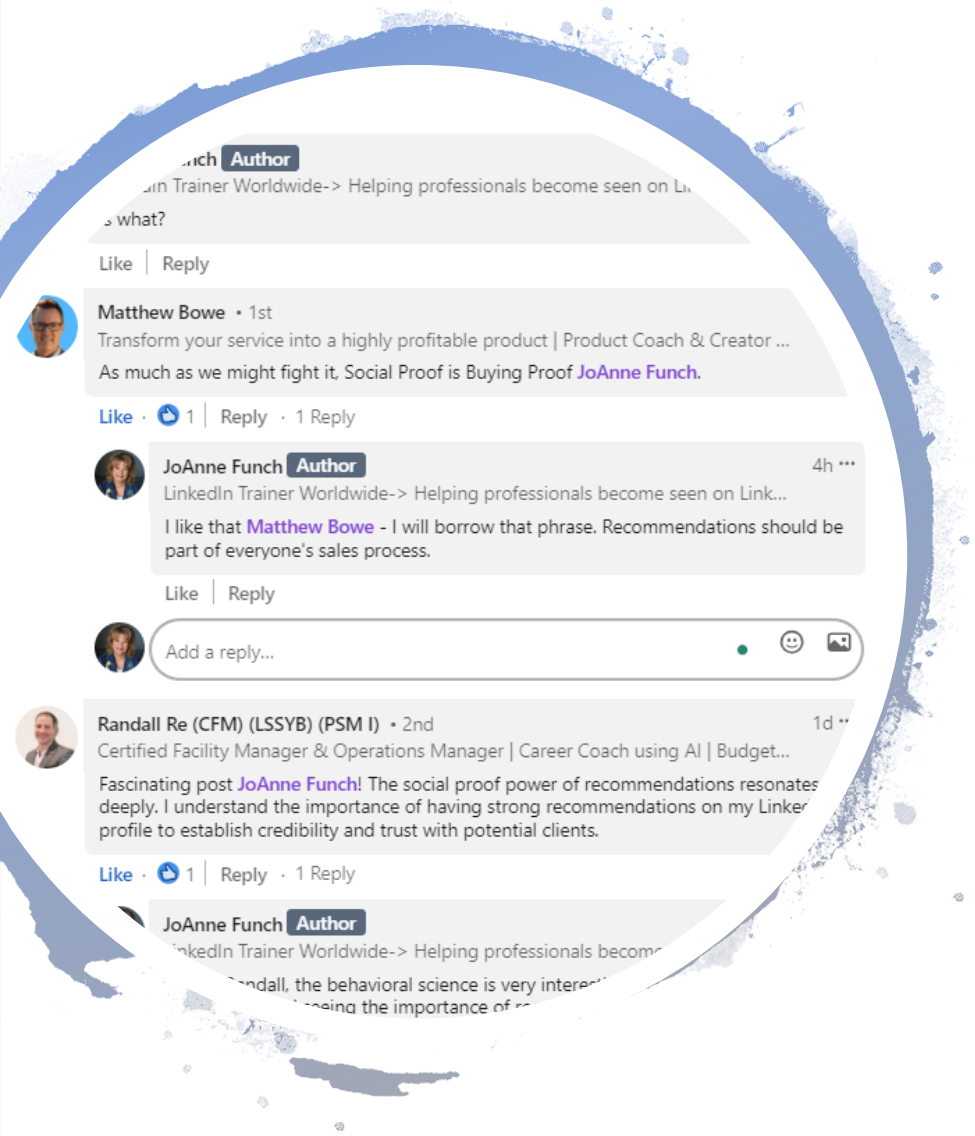
Follow other people's content



Be an engager



Commenting is key



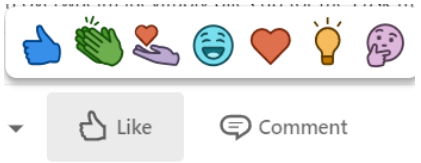
Comments on LinkedIn are the golden tickets to heightened visibility and authority.

They're seen as the pinnacle of engagement by the LinkedIn's algorithm, serving as a catalyst for interaction and community building.

JoAnne Funch | www.linkedinforbusiness.net

4 Tips for Successful engagement

1. Comments with less than 5 words result in **50% less additional reach** to your network
   Stop relying on 'reactions' ->



2. LIKES have very little influence on how many people see the post – LinkedIn favors comments & pushes posts to more people

3. Comments from people outside your network (2nd and 3rd degree)
   will grow your post **25% faster** than comments from connections

4. REPLY to any comments right away – this keeps the post 'active' . First 60 minutes after you post will often get the most exposure.

Social Media is Most Effective When You Are a Thought Leader not a Follower

JoAnne Funch |

The Goal of Thought Leadership

Add value and insight to others.

When you establish yourself as a thought-leader you often experience a 2X increase in profile views and a 3X rise in content/post shares.

Crunched for time?

Take a realistic approach

1. **Quality over Quantity**: Limit your posts to 2 times a week. Make them count.

2. **Strategic Engagement**: On days you post, allocate 15 minutes post-publication to respond to any comments on your post.

3. **Daily Touchpoint**: On off days, spend a focused 15 minutes engaging with your network of peers and clients.



Make the most of your time

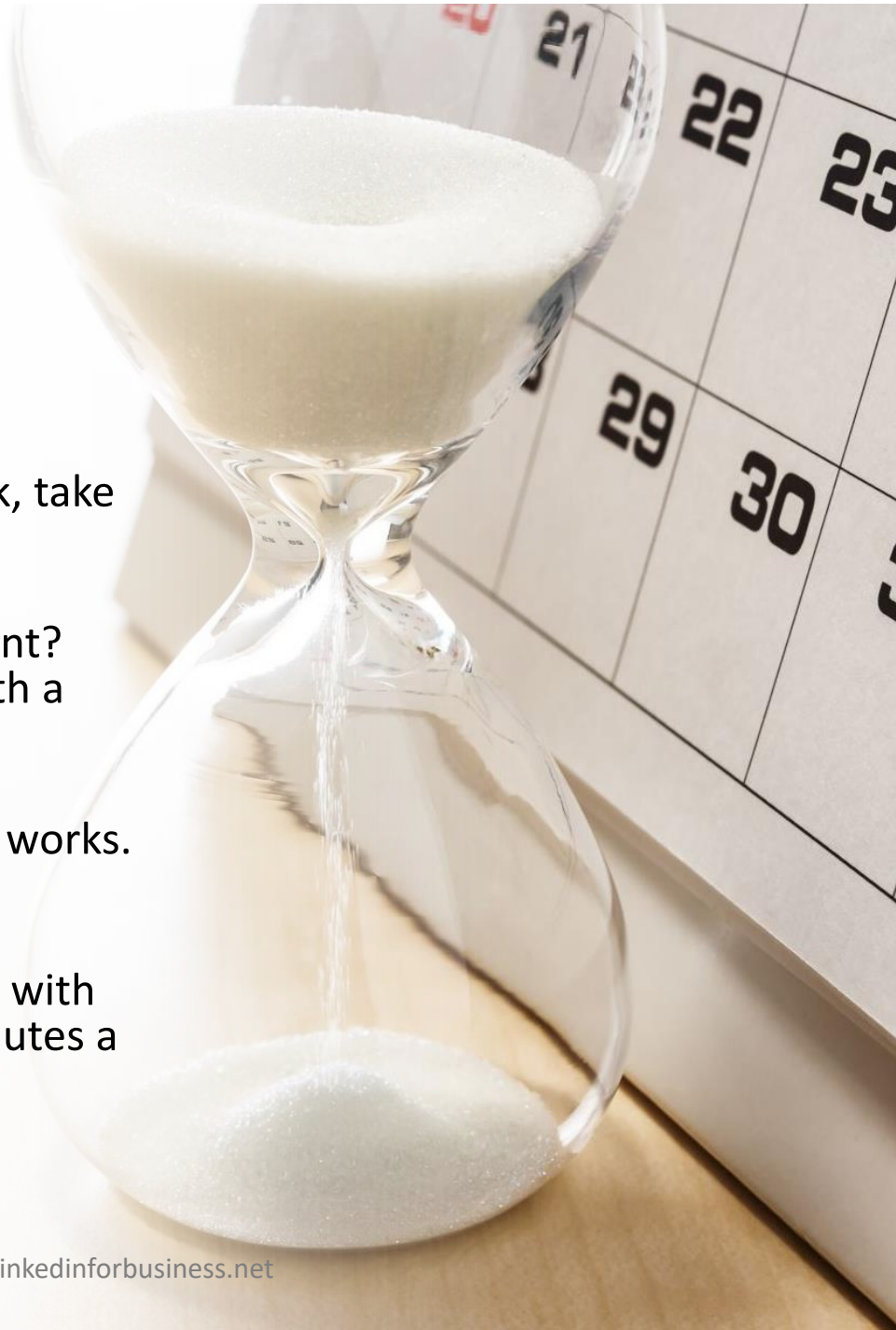
Consistency Wins!

4. **Weekly Review**: At the end of each week, take stock of who's interacting with your posts.

5. **Targeted Outreach**: Spot a potential client? Don't wait. Send that connection request with a personalized message.

6. **Monitor Analytics**: Keep an eye on what works. Adapt your strategy based on the data.

7. **Seeing results?** Try to scale your approach with one additional post a week and 10 more minutes a day



Questions?



JoAnne Funch
Connect - Engage - Grow

LinkedIn For Business

FOLLOW ME ON LINKEDIN

Email me for copy of this presentation and/or to receive LinkedIn updates.

Connect or Follow me on LinkedIn:
www.linkedin.com/in/joannefunch

Email: joanne@linkedinforbusiness.net

How I help:
Professional Profile Updates
Individual LinkedIn Marketing Coaching
Content Marketing Coaching – done with you
Training: Corporate & Individual

SCHEDULE A FREE CALL TO DISCUSS YOUR LINKEDIN STRATEGY

Thank You

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