

12 Point LinkedIn Game Plan

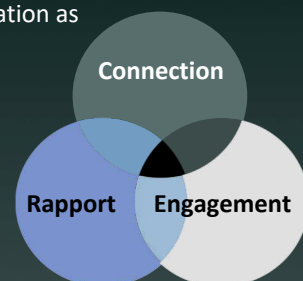
For busy executives with a goal



The LinkedIn landscape has changed dramatically in recent years. Gone is the idea that it's just an online CV. Instead we are seeing the rise of the influencer, the elevation of leaders, who are confident and persuasive online, not just happy to contribute to the conversation but keen to shape the conversation as well.

For those uncomfortable expressing an opinion online, worried about what others will think, or merely nervous of this new online world, it can feel challenging.

Learn the rules of this rapidly changing LinkedIn game before you are left behind!



- 1 **Profile build** – optimised for impact and building credibility. Career history, skills & endorsements, recommendations, logos, background image, publications, awards & more, SEO & searchability optimised and future focused, designed around the role you want, not the role you have.
- 2 **Profile summary & headline** – unapologetically positioning you as a leader or expert in your own domain.
- 3 **Profile photo** – positioning you as successful, confident, credible and leader-like in the currency of your industry sector. Be sure to update every 3 – 4 years.
- 4 **Connections** - vanity metrics notwithstanding, leveraging perception with 500+, 1000+ or 3000+ connections and followers, depending on your goals. Leaders have followers. This is just another form.
- 5 **Engage with insights** – you play the LinkedIn game with acknowledgements, personalised notes or messages about anniversaries, birthdays and new roles. Graciousness & personalisation go a long way.
- 6 **Messaging** - you have a messaging strategy in place that's breezy and disarming, helpful and light handed, caring and considerate (Remember - breezy, not cheesy, sleazy or needy).
- 7 **Connection strategy** - you are intentional and strategic with building out and growing your network in alignment with your future goals.
- 8 **Commenting strategy** – you are intentional, strategic and thoughtful or thought provoking with your on brand commenting, remembering to keep it conversational and always professional.
- 9 **Posting strategy** - you have a content sharing strategy (curating or creating) that's once again intentional, strategic and designed to further the conversation, all in alignment with your future goals.
- 10 **Publishing strategy** - you create compelling arguments that challenge, change or champion ideas in alignment with your future goals with monthly articles .
- 11 **Visibility plan** – you understand that “build it and they will come” is a line for the movies, not real life, so you have a thoughtful content distribution plan and know how to leverage hashtags to ensure you are seen by the people who truly matter.
- 12 **You're flex ready** - you understand that LinkedIn is a dynamic platform, driven by algorithms and changing regularly, so you keep up to date and *dance lightly* with tactics that engage.