Boost Visibility: Make the LinkedIn Algorithm Work for You
LinkedIn's Posting Priorities

- Not all LinkedIn posts are created equal
  - Other social media sites show content in (roughly) chronological order. LinkedIn does not.
- The LinkedIn algorithm has two primary goals:
  1) To prioritize relevant content
  2) To promote engagement
- Relevancy beats recency
How does LinkedIn decide what is relevant?
Debra Pickelst
Law Firm (Mediation, Emotions, Women)
Who viewed your profile 109 Views at your post 116
Millions of viewers use Premium
Are you a Premier for Free?
Find people

Kelly Warner - Tel
Partner at Riley Sahler Holmes & Condl LLP. Compliance, Compliance... 4 +100 Y567
Celebrating with Dave Reistenbach - on a compliance assessment overview, an internal investigation in the States, or an article while working from home - is always exciting, revealing, and educational.

Special Report: Coronavirus
Managing your finances in a pandemic 1,800 readers
Here’s who’s hiring right now (340 +, 10,503 readers)
Big Tech hits at workforce changes 230 +, 10,503 readers

Compliance: Official Updates
Statements to set their reopening plans 280 +, 3,402 readers

Today’s news and views
Amazon wants you to buy less: WSJ 14 +, 24,776 readers
Remote work hiring jumps 215 +, 66,857 readers
A new age for advertising 15 +, 10,820 readers
Americans rush to streaming services 118 +, 10,077 readers
Workshop programs grow in demand 18 +, 10,935 readers

Automated responses
Shipping
Promotions
Build brand love with postcards.
Email me today!

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Email me today!
"Relevant" Factors

- Number of connections
- Influence of connections
  - Do your connections also have a lot of connections?
- LinkedIn Groups
- Post topics
- Hashtags
- Pages you follow

- The connections with whom you share the most common interests are the most likely to see your content
Best Practices to Create High-Performing Content

Now is the perfect time for firms to evaluate their communication strategies. This article by Molly McDonough at Above the Law offers some great ideas for firms to consider during this crisis. #coronavirus #lawfirmmanagement
Best Practices

- Add photos
  - Avoid stock photos if possible
- When sharing a post, add your own thoughts
  - Posts shared without comment do not have high levels of engagement
- Post about important industry topics
  - Remember — helpful and relevant content!
  - Include statistics or infographics
Engage With Connections

- Like, comment, engage
  - Like, comment on and share other people's content
  - Being visible on LinkedIn doesn't end with posting your own content, it always includes engaging with others
  - Always comment back
    - More comments = more visibility
  - Discussions in comments can inspire content ideas
Hashtags

- Use relevant hashtags
  - Hashtags are keywords you want associated with your post
    - Use one to three popular hashtags in addition to the firm hashtag
      - #Leadership
      - #Technology
      - #Litigation
Video

• Short, informational videos that are helpful and relevant to your audience perform well on LinkedIn

• Use video for:
  ○ Explaining case studies
  ○ Describing a big win
  ○ Updates/announcements
  ○ Answering industry questions
  ○ FAQs

• Sharing video content makes your page more interesting, engaging and personable
Crafting Your Headline

- Craft your first line carefully
- LinkedIn pays a lot of attention to the headline, or first line, of your post.
- Words that result in more shares:
  - Habits
  - Mistakes
  - Successful
  - Leader(s)
Crafting Your Headline

- Popular phrases:
  - How to...
  - The future of...
  - You need to...
  - Why you should...
  - Can learn from...

- Include numbers:
  - Example: "Three mistakes we can learn from..."
Trish Lilley likes this

Kent Zimmermann • 1st
Principal at Zaffarani Group | Trusted advisor to law firm leaders on strategy, m... 20h • Edited •

Happy to hear a client’s chair rate our virtual fireside chat as “spectacular.”

Alex Dimitrijevic and I talked about how to make a favorable and long lasting ...see more
Tips

• Block out time for LinkedIn
  ◦ If marketing yourself is a priority, you need to block out time for it — even 10 minutes per day — on your calendar or in your routine
• Be personable, but not too personal
  ◦ Keep it fun, yet professional
• Looking for content ideas?
  ◦ Ask yourself, "What keeps my clients up at night?"