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# LinkedIn Thought Leadership

## Why It Matters

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## Why It Matters

- LinkedIn has 700 Million users
- 40% of these monthly active users use LinkedIn daily
- 90 Million users are Senior Level Influencers
- 63 Million users are in decision-making positions
- 17 Million opinion leaders
- 10 Million C-Suite Executives
- LinkedIn makes up more than 50% of all social media traffic to B2B websites and blogs
- 41% of Millionaires use LinkedIn
- 44% of LinkedIn users take home \$75,000+
- Makes it easy to find your ideal customer

People will always be looking for you. Whether they're peers, investors, potential business partners, customers or job seekers, LinkedIn is the first place they'll go to learn more about you.

LinkedIn helps people find you. Due to Google's and other search engine algorithms, often it's someone's LinkedIn profile that people see near the top of search results when they look for you online.

Your LinkedIn profile tells your story and cements your professional brand. And you have 100% control over what your LinkedIn profile says and tells people about you. It's a remarkable opportunity to tell your own story and brand yourself professionally.

You set an example. A company's top executives are usually its most visible individuals to the rest of the world. And internally, their actions set an example for the entire organization to follow. In short, a polished digital presence that tells your story and is easy to find should be a top priority for all executives.



# LinkedIn Thought Leadership

## Introduction

**15 to 1**



Ratio of content impressions to job postings on LinkedIn

**97%**



of B2B marketers use LinkedIn to distribute content

**75%**



of would-be buyers look to thought leadership to select a vendor

LinkedIn has long been seen as the stiff navy blazer of social networks — useful when you're looking for a job, but otherwise hidden in the back of the closet, next to the pants that don't fit or that weird dress you wore to your second cousin's wedding.

But lately LinkedIn has become...well, cool. Thanks to changes in its algorithm, it's now a place where you can easily access relevant content posted by people in your network. And these changes have an added benefit — they make it easier to attract an audience of your own. This means that LinkedIn has become thought leadership's newest little black dress or go to khakis.

**This guide walks you through the basics of using LinkedIn for thought leadership.**

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# People You Know Sharing Content You Want

It used to be rare to see content from people you actually knew on LinkedIn. Content from big names like Bill Gates or Richard Branson dominated your feed. But LinkedIn adjusted its algorithm to prioritize content from people in your personal network.

**The algorithm filters and ranks what shows up in your feed by personal connections, interest relevance and engagement probability.**

## Create High Scoring Content

Anything you post on LinkedIn is instantly evaluated and scored. Your score will be based on the quality of your copy, whether you've attached images, videos or documents, and if your post includes an external link. If the robot flags your content as offensive or inappropriate, it will be referred to a person for review.

Here's the hierarchy:

1. Text post + an uploaded document
2. Natively uploaded video
3. Text post
4. Text post + uploaded image
5. External link

The highest-performing posts include text and an uploaded document (a Word doc or PDF). Content that includes external links will be your lowest performer since LinkedIn doesn't want to direct traffic away from the platform. When you want to share a link, post it in the comments.

If you get high engagement (specifically comments) in the first 60 minutes, then your post will be flagged as a high performer and shown to a bigger audience. Your new connections are the first people who will see your content, so add new connections frequently for better reach.

## The Power of Video

Video has gained a lot of traction on LinkedIn. It's a great way to start a conversation in a dynamic and visual way.

The ideal videos for this channel:

- Feature actionable insights
- Are uploaded directly to LinkedIn
- Run about 2 minutes long

## Expand Your Reach

- Post two to five times per week.
- Schedule new posts at least six hours apart.
- Add two to three meaningful hashtags per post.

### Order of content sharing:

**New connections > Connections > Followers >**

**Mutual hashtag followers > Group members**



# Connect, Don't Just Consume

If you're using LinkedIn for business, just scrolling through other people's posts won't do much for your brand. You have to actively participate in your connections' conversations.

**If you want your content to succeed, ask your connections to comment and react. And return the favor.**

## Career Opportunities for Conversation

The LinkedIn algorithm prioritizes certain types of engagement over others:

### Comments > likes > reshares

Comments have the biggest impact on your engagement. Likes (or any reaction) have a smaller impact but still boost engagement. Reshares, however, do little for engagement.

## Mind Your Manners

LinkedIn should be a dynamic, engaging space for all, so don't leave your basic etiquette behind. Spamming your connections with tags or failing to follow up when people comment on your content will undermine your efforts.

It's common practice to tag people to boost your content, but don't overdo your tags. Only tag three to five people, tops. And stick to people who are mentioned in your content or who you know will be genuinely interested in seeing the post.

## The Golden Hour

The first hour after posting on LinkedIn is Golden Hour. If your post receives 20 or more comments within the first hour, it will be promoted for broader distribution. So don't post and bail. Stick around, respond to comments and connect with your audience. A small commitment of your time can have a huge impact on your LinkedIn reach.

## Pass on the Pods

For a time, it was popular for social circles on LinkedIn to rush to comment on each other's posts in the Golden Hour to game the algorithm. The algorithm now detects and discounts such behavior.

## Drive Engagement

- Post an industry-relevant question and share your take.
- Tag no more than two or three connections who have an opinion on the topic.
- Stay for an hour and host the conversation in real time.



# Share Content That Matters

Figuring out the types of content you should post on LinkedIn is fairly simple — it's the social network related to work. It's not the place to brag about your fantasy football team or the meal you cooked last night.

Now that doesn't mean you have to be boring.

It's OK to tug at heartstrings or crack a few jokes. The true test is whether what you're posting is authentic. Does it describe you accurately as a human being? Does it reflect your voice, or does it sound like a corporate memo?

**Show off your personality. It will go a long way.**

## Participate, Don't Pitch

Authentic participation will do much more for your brand than spamming your connections with sales pitches. If your brand becomes known for providing value, you've done half the work of attracting an audience. Focus on participating and connecting organically — not pitching.

## Personal Profiles VS. Brand Pages

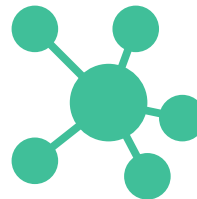
When it comes to sharing thought leadership, should you post on your personal profile or your brand page? The answer is both. Your brand page and your personal page have fundamentally different audiences. Content on your personal page is more likely to be seen by people in your network scrolling through their feeds.

Content on your brand page, unless you are amplifying it with paid advertising, will most likely be seen by someone who actively chooses to visit your page.

### Types of Content to Share

- Work by colleagues that you'd like to highlight
- Your point of view on industry trends
- Requests for help with a challenge you're facing

**Brand pages typically only reach 3-6% of your active followers**



## What does the Social Selling Dashboard measure?

LinkedIn has built-in tools for measuring your brand and participation. Find your social selling dashboard to see how you measure up against your industry peers.

- How well have you established your professional brand?
- Have you connected with the right people?
- Are you engaged with your connections?
- Have you built relationships?



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# Conclusion

LinkedIn's platform puts the power of thought leadership in your hands. The perspectives, voice and value that you bring to your LinkedIn presence can help build your reputation in a meaningful, sustainable way. If people like what they see, they'll keep coming back for more.

Time and effort spent authentically connecting with people through the platform will reward you with better engagement. And you'll probably learn something, too.

Look at the questions your peers are asking, and offer your valuable, unique perspective. Soon you'll be sharing content that both the LinkedIn bots and your connections love.



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