

1. LinkedIn

HOW TO SUPPORT BY POSTING, LIKING & SHARING.

On your home page, you will see at the top share a post, this box has quite a variety of uses, the best is to create a unique post or use it to share something you have seen and add a comment.

For a basic post on LinkedIn, click in the box at the top or the plus sign if on mobile, write your content and click in the right-hand corner to post.

To include a colleague or connection type the @ symbol and commence typing their name as it appears on LinkedIn! You can then click on the correct name, and they will instantly be included in the post, this process also works for business pages to be included.

To draw more attention to a post you can now utilise hashtags, include these in your posts to highlight who you want to attract for example #automation #manufacturing are hashtags often used.

Share on LinkedIn:

At the bottom of a post that you have found in your news feed, there is a **small arrow**, when clicked on this will automatically copy the post, and provide space for you to comment and share it to your timeline, **the same process should be used as above for basic posts and tagging.**

Sharing posts is important, this creates a greater chance of these posts being seen by others, **increasing traffic** to the post **supports engagement and builds an audience.** For business posts and those of your colleagues, you can tag them utilising the **@name** process which will send a notification. This will then appear at the top of the tagged person's profile (this appears on the bottom right-hand side in the mobile app.) Hopefully, they will reciprocate the share, if not you can always **message** them to ask.

Like on LinkedIn:

You can now do more than just like a post, you can celebrate, and a variety of other options, in the left-hand corner when hovered over this highlights these options.

A like shows you are engaging with the post, agreeing with it, are interested in it, **better still this allows you to also leave comments.** Underneath the post at the bottom, you have the option to leave a comment, you can use hashtags here or again in the **@name** process which will engage colleagues, friends, or those you

may think will be interested. (It's worthwhile tagging someone outside of the industry, to build the reach of posts, you will notice your timeline will become quite closed, if you do this regularly it will open up new avenues, and make options more varied.)

Hashtags

As a group, it would be great if we could utilise hashtags.

(Please note if it is a personal post, I would recommend placing them in the **comments** after posting, if you are looking to create more engagement, as LinkedIn picks this up as a comment.)

If you see a post (which you should as you should be tagged) and can comment using other hashtags this will help.

This is not law to include a hashtag it is relatively new.

Following Hashtags # To be agreed and refined.

By following hashtags, you can get more of what you want on your feed, simply search the word in the search bar, and this will give you a list of all of those that have used this, its quicker if you place the # first, but it works, either way, you can then build your network.

Creating posts, liking, sharing, and commenting builds your profile, the more engagement the more you are seen, and this is important for the business, and brand, by increasing tags, engaging on posts, and sharing with others, more people will see our combined efforts and improve our visibility across this platform in front of professionals we may not yet have had success engaging with.

Posting is a positive process for all of us.

Connecting:

To connect with someone is a fairly easy process, gaining acceptance is at times more difficult.

With LinkedIn paid service you gain opportunities known as credits, these allow you to connect with those that do not accept direct connections, its worth **considering after using the free profile service if this suits your needs.**

When connecting always consider how you feel when you receive a connection, a request, or a persistent email. You can sometimes rely on the fact your mutual connections know you and therefore vouch for your connection request by proxy. However, a better option is to send a brief message letting them know why you wish to connect, to show that you have considered your request, and not just completed a random search.

Creating good connections, relevant to your past work experience and current post is important for engagement and visibility.

Do not feel you have to accept all connections, as you will receive spam, either decline these or leave them pending, but always be polite as this connection declined may end up working for a future client!

As a group we need to be open to new connections and the possibilities LinkedIn can bring us. This is a free resource, that can create great things through collaboration and working together.