

LinkedIn Training Webinar

Thursday 28th January 2021

An introduction to LinkedIn

9 billion weekly
content
impressions

3 million users
posting content
weekly

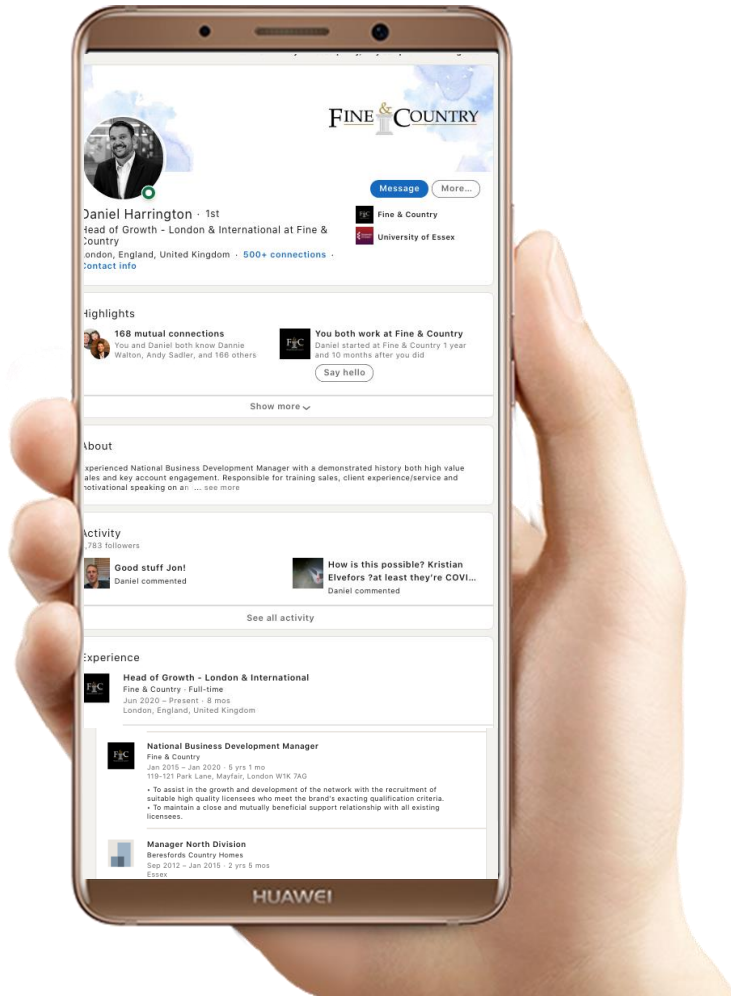
Top B2B platform

People connect
with people

2nd largest driver
of F&C website
traffic from social
in 2020



Setting up your own profile

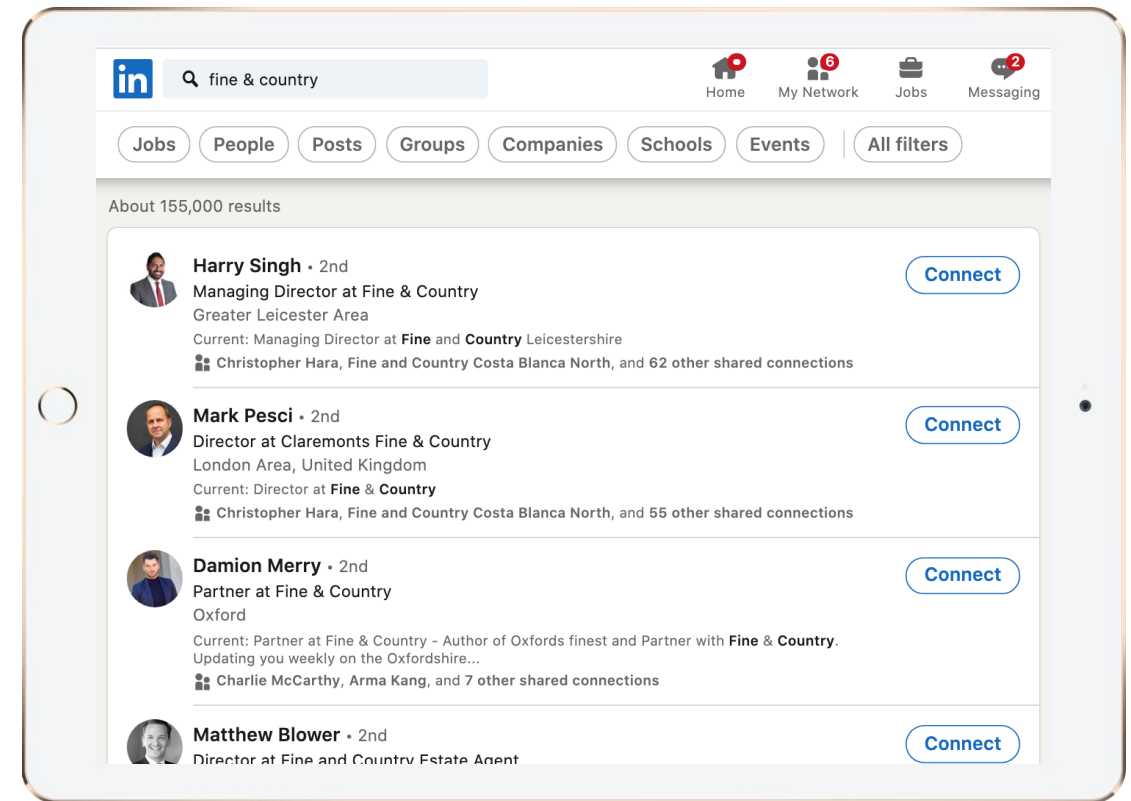


Reach All-Star Status:

- Profile picture
- Experience
- Skills
- Summary
- Industry & Location
- Education
- Connections

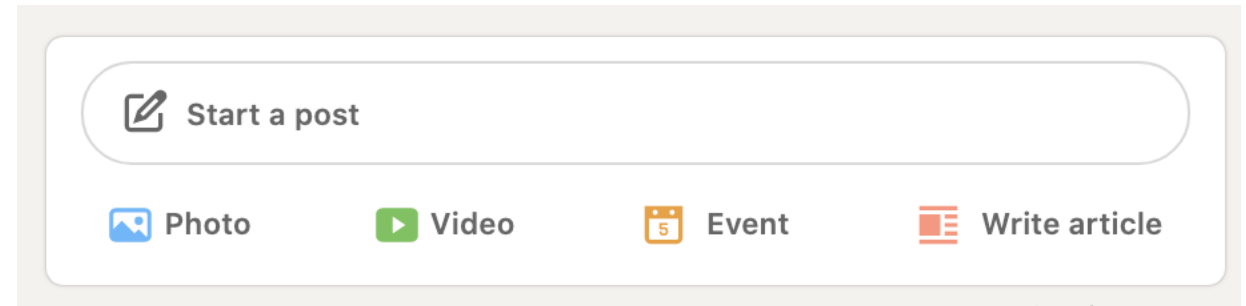
Grow your connections

- Search for people in your local area
- F&C network
- Industry professionals
- Local business owners
- Suppliers
- Investors



Constructing posts

- Content will drive everything
- Userbase is heavily desktop
- Think about business goals
- LinkedIn doesn't like dead ends
- The longer the post the better
- Choose your three most relevant hashtags



Content that works well

VIDEO

Highly engaging

User retention

Inform/entertain



ARTICLES

Longer text

Blog-like posts

No external links



SPECIALIST

Share tips

Best practice

F&C Marketing



NEWS

Newsworthy

Industry-based

Current/relevant



INFOGRAPHICS

Eye-catching

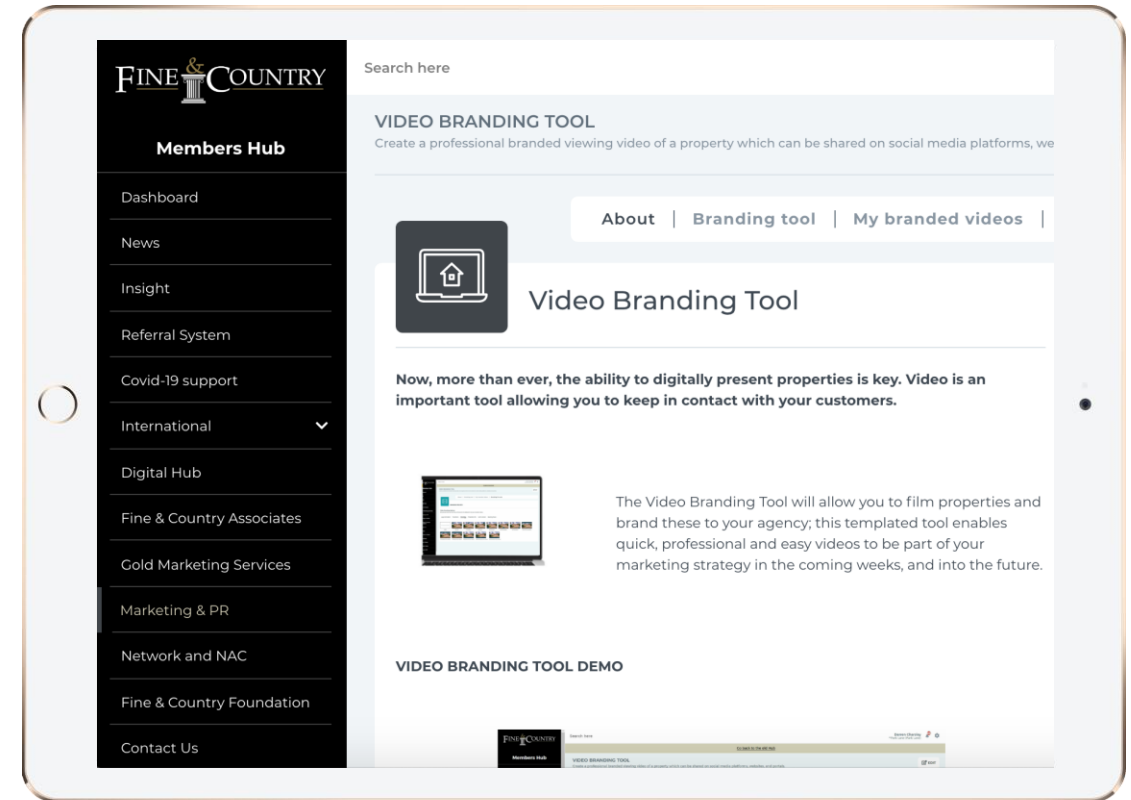
Informative

Branded



The importance of video

- Market updates
- Property tours
- International properties
- Branded video snippets
- Testimonials

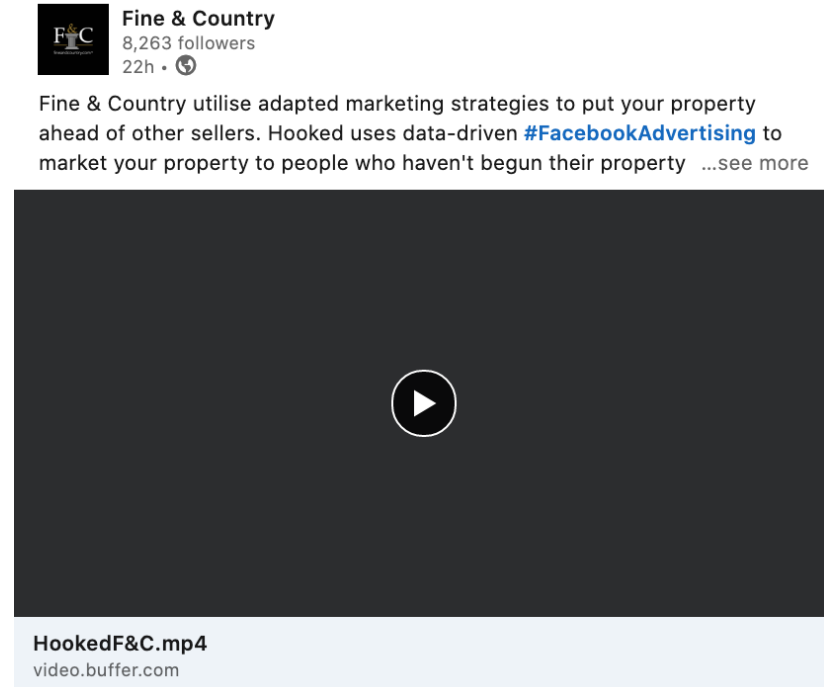


Users are 20x more likely to re-share a video post

Native videos



NATIVE VIDEO ✓



HYPERLINKED ✗

When to post

**5-7
times
per
week**

CONSISTENCY
IS KEY

The best times to post:

- 7-8am: wake up and commute times
- After 6pm: to reach decision makers
- 2-4pm: post-lunch

LinkedIn knows if you are using a scheduling tool so visibility is stunted.

However, consistency is more important.

The importance of engagement

**Reactions
Comments
Shares**

- Connections/followers are an indication of growth
- Engagement is an indication of success
- More connections, more engagement, more visibility
- Comments are the most valuable form of engagement
- A view is a three-second stop on a post
- Ask questions and encourage conversation
- Respond to comments with a question to prompt further engagement
- Engage with others' posts