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My LinkedIn Content Strategy

This worksheet will help you hone your LinkedIn content. Your strategy will evolve over time, but at the moment it is worthwhile to focus your efforts and time, so that LinkedIn works *for you* and does not become a time sucker.

Use this worksheet to write down solutions that fit your communication style and make it easy for you to post on LinkedIn.

Once you define your goals, we will focus on 5 questions for content production:

What are my core reader groups on LinkedIn?

What am I a subject matter expert in?

What are my favorite genres to produce?

How will consistency look for my LinkedIn content?

How will engagement look for my LinkedIn content?

Let's start with "Why."

What are my LinkedIn goals at this time?

Example: I want to attract new clients for consulting and potential employers (many hiring managers look for candidates on LinkedIn or cross-check them once a resume is submitted). I also want to share my expertise, connect with colleagues, and elevate the standards and credibility in our profession.

Your answer: _____

1. What are my core reader groups on LinkedIn?

Example: Hiring managers, recruiters, decision-makers at companies on my list of target employers (Managers, Directors, VPs, CEOs), professional association leaders, potential clients for consulting, potential publishers who can commission my articles.

Your answer: _____

1 (a). How will I grow my network and add the right people?

Example: I can use lists of job titles and my list of target employers to look up people to connect with. I can limit my LinkedIn search by geographical area and current company.

Example: I can invite colleagues from my professional Facebook groups to connect with me.

Example: I can reach out to people who attended or presented at XYZ conference.

Example: I can reach out to members of my professional associations via email.

Example: I can add my LinkedIn URL to my email signature for people to visit my profile/connect.

Example: I can use every situation where I am introduced to a new person (webinar, meeting, an appointment with a service provider, etc.) to offer my business card and invite them to connect on LinkedIn.

Your answer: _____

1 (b). What do my LinkedIn readers want to read about the most? What questions do they want to see answered? What do they care about?

Example: My potential clients (job seekers at any career level) and my colleagues (resume writers and various editors) want to learn about networking. They appreciate specific suggestions that can inspire them to take action for their business or personal brand.

Example: Women in my network may appreciate content related to pay gap research and ways for women to gain promotions and higher salaries.

Your answer: _____

2. What am I a subject matter expert in?

Example: I am a subject matter expert in job search strategy and networking strategy.

Your answer (add details, sub-categories, topics): _____

3. What are my favorite genres to produce?

Content takes time to produce. You know how much one hour of your time costs. You want to produce content in ways that are cost-efficient and can serve you across various platforms. Focus on creating high-value ideas that can be reformatted and reused in the future. Use the genres that you are comfortable with. There is no need to do it all.

Example: My favorite genres to produce are **short textual posts**, longer **SEO-optimized blog posts**, **LinkedIn articles** (recycled from my blog posts), and short **audio podcast episodes** (under 10 minutes). Why? Because short textual posts are easy to write and edit (and act on). SEO blog posts will eventually drive traffic to my website. Short audio recordings can make my messages more personable. I also like to post a **photo** of Montreal once in a while, because I love exploring the city. I work with clients from all over Canada, US, and sometimes internationally. They may appreciate an occasional photo of my location.

Your answer: _____

3 (a). What are my favorite genres to view on LinkedIn?

This shapes my feed. Through my feed, I learn about the industry and I can reshare some high-quality ideas. Every time I like a post or comment, people in my network may see it too.

Example: I engage well with short videos (with a credible, authentic speaker) and short textual posts that provide value. I like seeing recent research data and statistics, infographics from credible organizations, latest news in science and career services (neuroscience journals, Forbes, Harvard Business Review), and high-quality content from my colleagues.

Your answer: _____

4. How will consistency look for my LinkedIn content?

To be visible on LinkedIn, you need to post consistently. Scheduling tools like Buffer are available in free and paid versions. The lifespan of an average LinkedIn post is two days. Only about 20%-30% of the people in your network will see your post when it's published.

Example: Consistency for me is posting on Tuesday, Wednesday, and Thursday at 11 AM EST and on Friday at 9AM EST. I schedule posts 1-2 weeks ahead. I may add a post on Monday if something interesting comes up in my research, or I may remove a scheduled post in favor of a more urgent post (important data, a question I want to ask, industry event announcement, etc.).

Your answer: _____

5. How will engagement look for my LinkedIn content?

For your posts to be more visible and impactful, you want people to comment, like, and share. How can you invite people to express their ideas? What would be the tone of your posts to encourage positive responses?

Your answer: _____

Review your activity and approach every 2-3 months to see what's working and if you are staying efficient with your time and effort on LinkedIn. The measure of your success may be in the quality and frequency of inquiries you are getting, not the number of likes. Networking is an ongoing process and builds over time. Remember your other priorities.