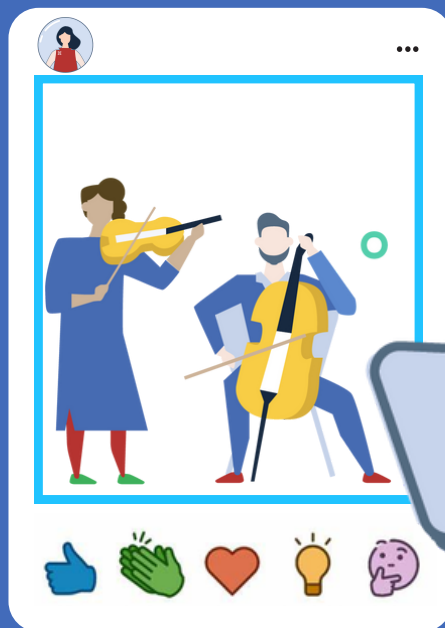


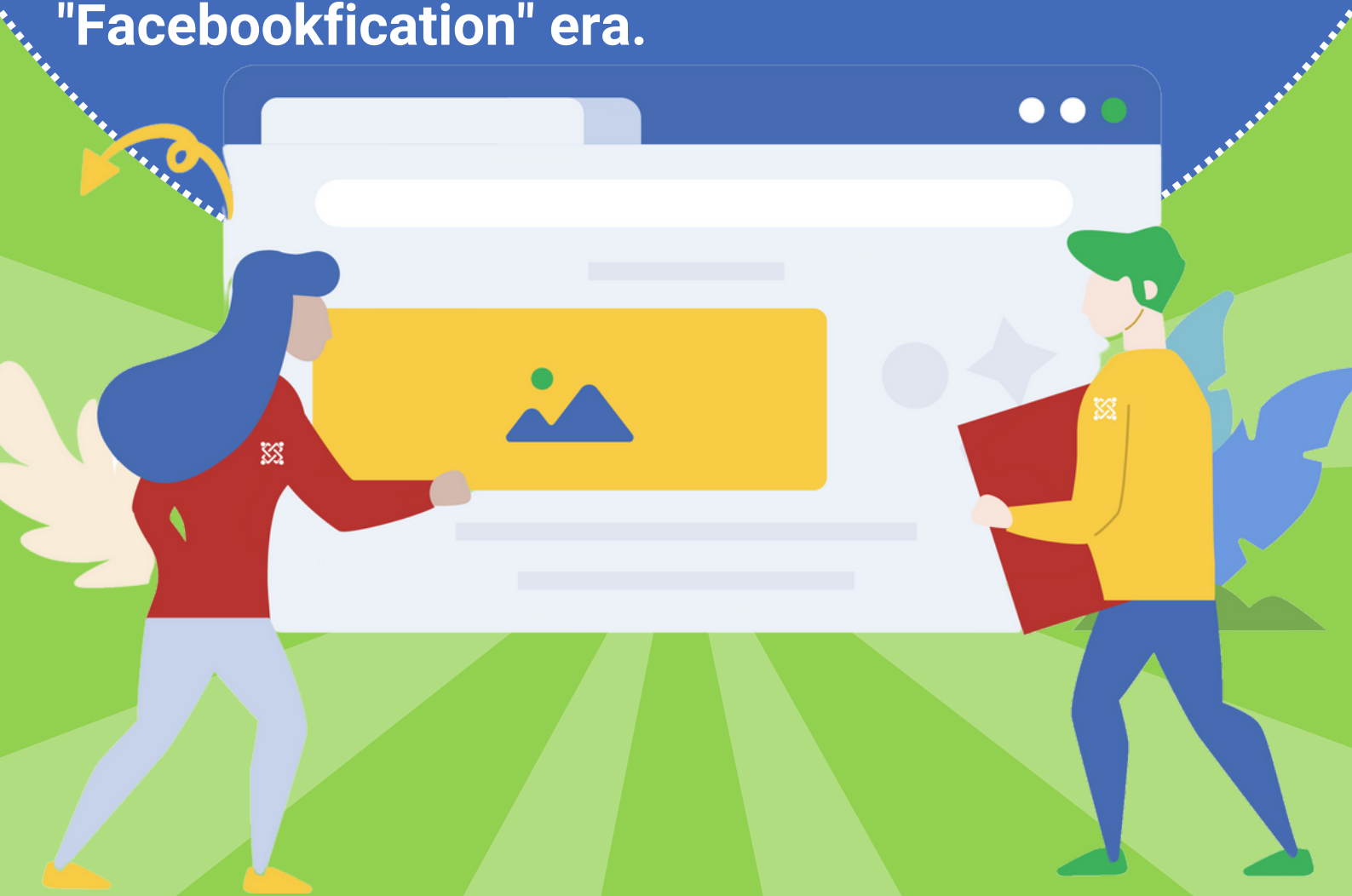
Are Personal Posts on LinkedIn Appropriate?



Social Sales Link™

Achieving successful sales outcomes through LinkedIn requires a thoughtful approach to content creation and engagement. It's crucial to strike a balance between personal and professional content while providing value to your audience, which can lead to meaningful connections and starting conversations.

By following the strategies and tips outlined in this eBook, you'll be well on your way to mastering LinkedIn, even during its "Facebookfication" era.



TIP: 1

Define Your Objectives



Before you start using LinkedIn, define your objectives clearly. Understand what your goals are on the platform and align your content accordingly.

Are you aiming to build a professional network, share insights, or grow your business? Knowing your objectives will guide your content strategy and help you create meaningful connections.



TIP: 2

Don't Overshare



While it's essential to be personal on LinkedIn, there's a fine line between sharing meaningful personal experiences and oversharing. Avoid posting content that you wouldn't discuss with a networking partner in a professional setting.

Share stories that align with your professional goals and bring value to your audience without revealing too much personal information.



TIP: 3

Don't be Overly Professional



Being overly professional on LinkedIn can also backfire. Avoid constantly pitching and sharing your services without adding value to your audience.

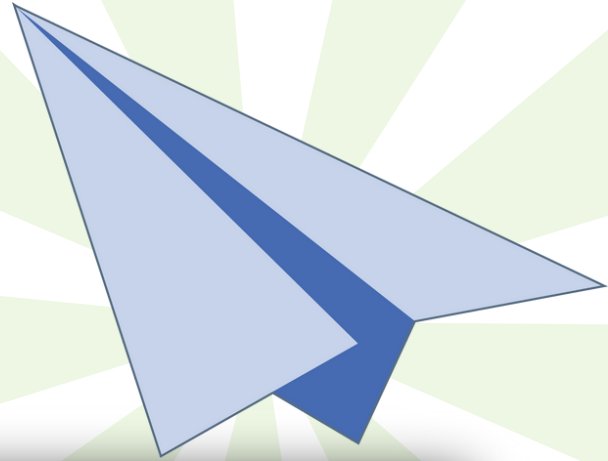
Instead, find ways to inject your personality into your content.

Show your sense of humor and let your personality shine through, making your content more engaging and relatable.



TIP: 4

Use Targeted Sharing



Relying solely on the LinkedIn algorithm to reach your audience might not be the most effective strategy.

Instead, focus on targeted sharing by engaging with the right people and groups. Personalize your content to attract the right audience, and use messaging to get your content directly into the LinkedIn inbox of potential leads.



TIP: 5

Be Personal with Your Business



While you should strike a balance between personal and professional content, don't shy away from being personal with your business.

Share insights into your why and how personal experiences have shaped your vision for your business.

This will humanize your brand and build deeper connections with your audience.



TIP: 6

Show Vulnerability to Inspire



Being vulnerable can be powerful and inspiring, but there's a limit to how much vulnerability is appropriate. Share experiences that are relatable and show how you've overcome challenges to inspire others.

However, avoid sharing vulnerability to the point that it undermines your competence or professionalism.



TIP: 7

Avoid Religious and Political Posts



LinkedIn is a professional platform, and discussing religious or political topics can be polarizing and may alienate potential clients.

Keep your content focused on professional insights and avoid getting into controversial subjects that don't align with your business goals.



TIP: 8

Don't Copy People's Content

Steer clear of copying and pasting other people's stories and posting them as your own.

If you want to share someone else's content, always give proper credit and add your perspective or insights to provide additional value to your audience.



Connect with Us!



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