

# Engaging With Other People's Content on **LinkedIn**

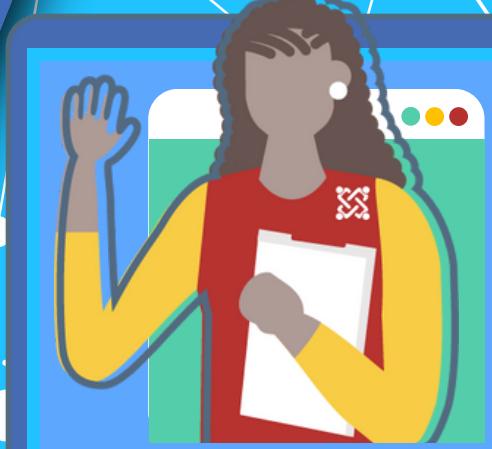


Social Sales Link™

In this eBook, you'll learn different ways to engage your prospects to start a conversation with them. Beyond the basics of engaging through your posts, you'll discover advanced techniques like engaging with others' content and the commenters on their post.

Find out how this simple action can amplify your reach and influence algorithms.

See how your engagement can lead to exciting new possibilities, enhancing the impact of your content.

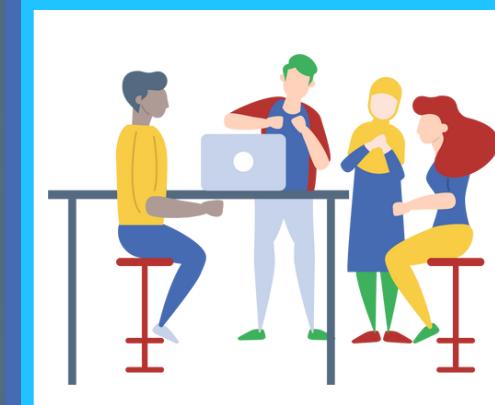


# Engaging with People In Your Network

1

**There's a wealth of opportunity within your own network.**

**Bypass the noise on your feed by searching posts from your 1st-degree connections within the last 24 hours or week. Doing this will also get rid of the ads and unrelated content during your search. Craft strategic reactions like "celebrate" or "curious guy" to stand out and start conversations.**



## Don't just Comment, Intentionally Engage

2

The classic “great post” is boring and sounds ingenuine. Share your insights, ask questions, or relate personal experiences. After all, meaningful comments fuel deeper conversations and connections.

### PRO TIP:

Use the @ to mention the author in your comment to create a virtual handshake. And don't forget to foster connections by engaging with others in the comments.



## Engaging with Influencers on LinkedIn

3

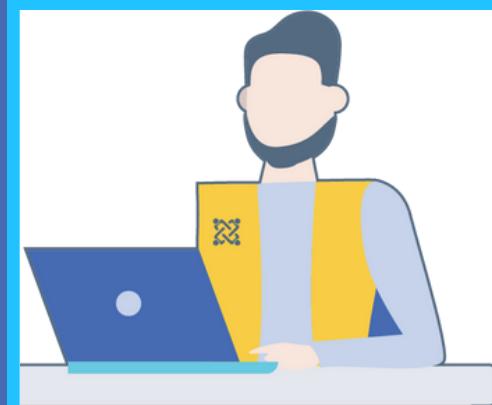
**Discover influencers in your industry or niche by following their content. Make sure to stay updated on their posts and engage consistently to attract your ideal audience. Dive into comment threads, connecting with fellow engagers. Amplify your reach and open doors to exciting offline opportunities.**



## Engaging with Well-known People in Your Industry

4

Select well-known figures in your industry and follow their posts. Engage thoughtfully to showcase your expertise and connect. Leave insightful comments on their posts that expand on the topic; doing so helps to position yourself as a valuable contributor to the conversation.



# Engage with the Followers of Well-known People in Your Industry

5

Unearth hidden gems among your connections by engaging with those who follow well-known people in your industry. Use the "followers of" filter on the free LinkedIn search to connect with like-minded individuals. Engage with these followers to establish common ground. Leave meaningful comments on their posts to initiate conversations, and don't hesitate to @mention them when the Well-known person in your industry posts something new that you know they'll be interested in checking out.

## PRO TIP:

Use our eBook on **How to Prospect Your Industry Influencers' Followers**



# Connect with Us!



## Brynette Tillman

 /brynnetillman

brynette.tillman@socialsaleslink.com



## Bob Woods

 /bobwoods

bob.woods@socialsaleslink.com



 Start More Sales Conversations  
by Leveraging LinkedIn

Join Social Sales Link's  
2x Weekly Group Coaching \$1 for the First Month  
(no ongoing commitment)



**Join Now: [socialsaleslink.com/membership](http://socialsaleslink.com/membership)**