

Leveraging LinkedIn as a Social Media Weapon Part 2



Why use social media?

Social media enables businesses to:

Get exposure

Get traffic

Gain market insights

Why Pay for Additional Tools?

- Enhanced Capabilities
- LinkedIn puts *Commercial Use Limits* put on free accounts.
 - ▶ Activities that LinkedIn counts towards the Commercial Use Limits include:
 - Searching for LinkedIn profiles on LinkedIn.com and mobile
 - Browsing LinkedIn profiles using the People Also Viewed section located on the right rail of a profile.
 - ▶ Activities that do not count toward the limit include:
 - Searching profiles by name using the search box located at the top of every page on LinkedIn.com
 - Browsing your 1st-degree connections from the connections page
 - Searching for jobs on the jobs page.
- Additional 3rd party tools are available

LinkedIn Paid Tools

Career

Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

Select plan

Business

Grow and nurture your network

- Find and contact the right people
- Promote and grow your business
- Learn new skills to enhance your professional brand

Select plan

Sales

Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

Select plan

Hiring

Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

Select plan

\$47.99/mo

\$64.99/mo
Basic plan

Premium Business Plan

Premium Business features

Premium Business members get an average of 6X more profile views.



15 InMail™ messages

Contact anyone on LinkedIn, even if you're not connected



Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you



Unlimited people browsing

View unlimited profiles from search results and suggested profiles – up to 3rd degree



Business Insights

Get deep insights into a company's growth and functional trends



Online video courses

Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning



Career Insights

See how you compare to other job applicants and get instant access to salary details

[Start my free month](#)

After your free month, pay as little as \$47.99* / month when billed annually

No commitment for 1 month - cancel anytime

Sales Navigator

Sales Navigator Professional features

Top social selling professionals are 3X more likely to exceed quota.



20 InMail™ messages

Start meaningful conversations with leads, even if you're not connected



Standalone sales interface

Enjoy the power of LinkedIn, designed for sales professionals



Advanced lead search

Zero in on decision makers with advanced search filters such as geography and seniority level



Custom lead and account lists

Create, organize, and keep track of lead and account lists



Lead recommendations and saved leads

Quickly discover the right people and save them to stay up to date



Alerts and insights

Take the right action at the right time with real-time updates on your leads and accounts, such as job changes and recent company growth



All Premium features

Get all Premium has to offer such as who's viewed your profile and unlimited people browsing



Online video courses

Get the most in-demand skills taught by industry experts with LinkedIn Learning to accelerate your sales career

[Start my free month](#)

After your free month, pay as little as \$64.99* / month when billed annually
No commitment for 1 month - cancel anytime

Plan Comparison

	LinkedIn Free	Premium Business	Sales Navigator Professional	Sales Navigator Team	Sales Navigator Enterprise
Who's Viewed My Profile	Last 5 people	Last 90 days	Last 90 days	Last 90 days	Last 90 days
InMail (per month)	-	15	20	30	50
Extended LinkedIn Network Access	-	√	√	√	√
Advanced Sales Specific Search Tools	-	-	√	√	√
Saved Leads	-	-	1,500	5,000	10,000
Automatic Lead & Account Recommendations	-	-	√	√	√
Territory Preferences	-	-	√	√	√
Custom Lists	-	-	√	√	√
Sharing Custom Lists	-	-	-	√	√
Job Change Alerts	-	-	√	√	√
Prospect & Company News Alerts	-	-	√	√	√
Notes & Tags	-	-	√	√	√
Sales Navigator Learning Center	-	-	√	√	√
Dedicated Mobile App	-	-	√	√	√
CRM Widgets	-	-	-	√	√
CRM Sync (with Write-Back)	-	-	-	√	√
Out-of-Network Unlocks (per month)	-	-	-	25	25
Warm Introductions through TeamLink	-	-	-	Team network	Company network
Seat Management	-	-	-	Basic	Enterprise-grade
Usage Reporting	-	-	-	√	√
Single-Sign-On Integration	-	-	-	-	√
Volume and Multi-Year Discounts	-	-	-	√	√
Invoicing	-	-	-	√	√
Dedicated Relationship Manager	-	-	-	√	√
Data Validation for CRM					√
Analytics Integration for Usage Data					√
LinkedIn Elevate Alerts					√

<https://business.linkedin.com/sales-solutions/sales-navigator/comparison-table>

Navigator Search Filters

People Search Filters

Company size*

Company type (public, private, non-profit, etc.)*

Company (current/past/past or current*/past not current*)

Exclude contacted leads*

Exclude saved leads*

Exclude viewed leads*

First name

Function*

Group membership*

Industry

Last name

Leads following your company*

Leads mentioned in the news*

Leads with recent job changes*

Leads with recent LinkedIn activity*

Leads with shared experiences/commonalities*

LinkedIn member since*

Location by region/state

Location by postal code radius*

Posted content keyword*

Profile language

Relationship (1st, 2nd, 3rd degree, group member)

School

Search within my accounts*

Seniority level*

TeamLink connections*

Title (current/past*/past or current*/past not current*)

Years at current company*

Years in current position*

Years of experience*

Company Search Filters

Company headcount growth*

Company revenue*

Company size*

Department headcount growth*

Department size*

Fortune (listed on Fortune 50/100/500)*

Headquarters location (by region/state)*

Headquarters location (by postal code)*

Hiring on LinkedIn*

Industry*

Job opportunities*

Number of followers*

Recent senior leadership changes*

Relationship (companies where your connections work)*

**Premium filters not found on LinkedIn.com*

Free Account Search Filters

Home My Network Jobs Messaging Notifications Me Work Advertise

All people filters Clear Cancel Apply

Connections

1st
 2nd
 3rd+

Connections of

Add connection of

Locations

Add a country/region

United States
 Kansas City Metropolitan Area
 California, United States
 Kansas, United States
 India

Current companies

Search for current company

Microsoft
 Google
 Amazon Web Services (AWS)
 T-Mobile
 Vodafone

Past companies

Search for previous company

Industries

Add an industry

Telecommunications
 Information Technology & Services
 Computer Software
 Marketing & Advertising
 Internet

Profile language

English
 Spanish
 French
 German
 Portuguese

Schools

Add a school

The University of Kansas
 Harvard Business School
 Kansas State University
 University of Missouri-Kansas City
 Stanford University

Contact interests

Probono consulting and volunteering
 Joining a nonprofit board

Services

Add a service category

Consulting
 Marketing
 Coaching & Mentoring
 Business Consulting
 Marketing Consulting

First name

Last name

Title

Company

School

LinkedIn Sales Navigator

- Advanced lead search
- Lead recommendations and saved leads
- Alerts and insights: Real-time updates (job changes & recent company growth)

LinkedHelper (3rd party) (linkedhelper.com)

- Send personalized invitations to 2nd & 3rd contacts
- Create an auto-mailing system, auto-responders, and sequenced messages
- Automate profile visits & export lead lists to CSV files
- Build targeted mailing lists
- Automate endorsements of targeted profiles
- List manager

Establishing Your Expertise and Thought Leadership Through Content



Publishing Content



Search

Home

My Network

Jobs

Messaging

Notifications 6

Me

Work

Advertise

BUSINESS INSIDER Premium - 22 Fintechs up-and-coming that VCs and big investors are watching Ad ...



Melissa Swartz

VOIP and Cloud Phone System Expert at Swartz Consulting, LLC

Who viewed your profile 107

Views of your post 59

Access exclusive tools & insights
Try Premium Free for 1 Month

Saved items

My pages (2)

SCTC Society of Communic...

Page notifications 44

Start a post

Photo

Video

Document

Write article



Kristina Russell • 1st

Director, Unified Communications at MedStar Health

14h •

Go make stuff today.

Make coffee.



Today's news and views

Global virus deaths top 800,000

21h ago • 604 readers

Here's who's hiring right now

9m ago • 18,341 readers

Fear of food insecurity on the rise

20h ago • 6,241 readers

Did Europe postpone the pain?

6h ago • 7,642 readers

How to reveal the hidden job market

1h ago • 3,142 readers

Special Report: The Road Ahead →

Today's most viewed courses

1. The Six Morning Habits of High Performers

Pete Mockaitis | How to Be Awesome at Your Job

2. Self-Compassion: The Proven Power of B...

Post vs. Article vs. Document

Articles

- ▶ Long form, in-depth content (up to 125,000 characters)
- ▶ Different creation method; can cut and paste into the tool
- ▶ Can be searchable both on and off LinkedIn (depends on profile settings)
- ▶ Members outside your network can follow you from your article, so that your next article will be show up in their feeds.

Posts

- ▶ Short form content shared through the LinkedIn feed
- ▶ Limited to 1,300 characters
- ▶ Easiest way to share content
- ▶ Move down as new posts come in; can be pinned in Activity section of your profile

Documents

- ▶ Can be downloaded as a PDF by others


Articles are “pinned” automatically

Articles & Activity box: The last article you wrote (whether recently or years ago) will take up half of the box. This prominent placement highlights content that’s central to you and your brand.

<https://www.socialmediaexaminer.com/how-to-create-linkedin-articles-people-will-read-and-share/#:~:text=LinkedIn%20Articles%20vs.,showcase%20your%20expertise%20and%20knowledge.>

Articles & activity

976 followers







How to Appeal to More Than One Audience Using Your...

Martin Huntbach
Published on LinkedIn


Here's something we get asked quite a lot – how can you use your website to appeal to multiple audiences? It's tough when you serve different audiences. How can your website copy ...see more

6 Likes • 4 Comments


 Like  Comment  Share



Haha! Nope never heard of them but they must be good to bag an expert...
Martin replied to a comment



Such an awesome list Sara and thanks for the shout-out :-) We are...
Martin commented



Massive shout-out to John Espirian who has his new book coming out...
Martin shared this
13 Reactions • 9 Comments

[See all activity](#)





[See all articles](#)

Activity with no Articles

Without articles, this box shows your last four activities, which may be sharing or liking other people's content. Your brand doesn't get the same exposure if you've only published posts and not articles. **In fact, other people's brands may get the attention.**

Activity

99 followers

 <p>Great opportunity to learn how to manage a variety of employment issue... Niamh shared this 1 Like</p>	 <p>Great to see we are nearly on target! Last little push Northern Ireland 🙌 Niamh commented</p>
 <p>Great session today Louise! Thank you! Niamh commented</p>	 <p>amazing!!! Niamh replied to a comment</p>

[See all](#)

Analytics

- ▶ Pages (business) have better info than Profiles (personal)
- ▶ LinkedIn Paid Tools provide additional information
- ▶ There are many tools from other companies designed to work with LinkedIn
 - ▶ <https://www.whoisvisiting.com/linkedin-5-best-tools-prospecting-lead-generation/>
 - ▶ <https://shanebarker.com/blog/best-linkedin-tools/>

Personal Profile Information

The background features abstract, overlapping geometric shapes in various shades of blue and purple, creating a modern and dynamic visual effect. The shapes are primarily located on the right side of the frame, with some extending towards the center.

Your Dashboard

Private to you ☆ All Star

107

Who viewed your profile

59

Post views

31

Search appearances



Melissa's Activity

All activity | Articles | **Posts** | Documents

Melissa Swartz
VOIP and Cloud Phone System Expert at Swartz Consulting, LLC
1d • 🌐

⋮

The shift in the remote-work mindset is particularly significant for opportunity in the tech industry, where the concentration of job opportunities has been extreme and redistributing those jobs elsewhere could drive down ...see more

👍 Like
💬 Comment
➦ Share
✉️ Send

📈 60 views of your post in the feed

Weekly search stats

31
number of times your profile appeared in search results between August 11 - August 18

Where your searchers work

- Firestone Building Products**
Building Materials
1,001-5,000 employees
- Network Craze Technologies**
Information Technology & Services
51-200 employees
- Verizon Business**
Information Technology & Services
- TD Ameritrade**
Financial Services
5,001-10,000 employees
- Accuride Corporation**
Transportation/Trucking/Railroad
1,001-5,000 employees



👤 All profile viewers
💡 7 interesting views
🌟 2 work at YEASTAR
👤 2 work at Sharpen

Public Relations Specialist in the Public Relations and Communications industry from Washington DC-Baltimore Area

Unlock the rest of the list with Premium

Upgrade to see who's viewed your profile over the last 90 days.

Jeff and millions of other members use Premium

Try Free for 1 Month

Neil Rosser • 2nd
Principal - Workplace, Mobility and Service Management at DXC...

👤 Chris Beck and 3 others

Connect

Business Page Information

- Visitors
- Updates
- Followers **NEW**



Society of Communications Technology Cons...

Telecommunications · Albany, New York · 311 followers

Edit Page

Share Page

SCTC supports consultant members with professional growth, networking, and collaboration opportunities.

Analytics
Last 30 day activity

25 Unique visitors ▼ 39%
[Share trending articles](#)

11 New followers ▼ 42%

Start a post

Camera icon Video icon Document icon

Updates

Filter by: Page updates

Get more impressions by notifying coworkers.

[Notifv Employees](#)

Invite Connections To Follow

100/100 credits available

Byron Battles
On the retirement track at Under "new..." [Invite](#)

Dick Hathaway

Mess

Visitor analytics

All analytics dates and times are displayed in UTC

Export

Visitor highlights

Data for the last 30 days 7/25/2020 - 8/24/2020

52 ▼ 29%
Page views

26 ▼ 25%
Unique visitors

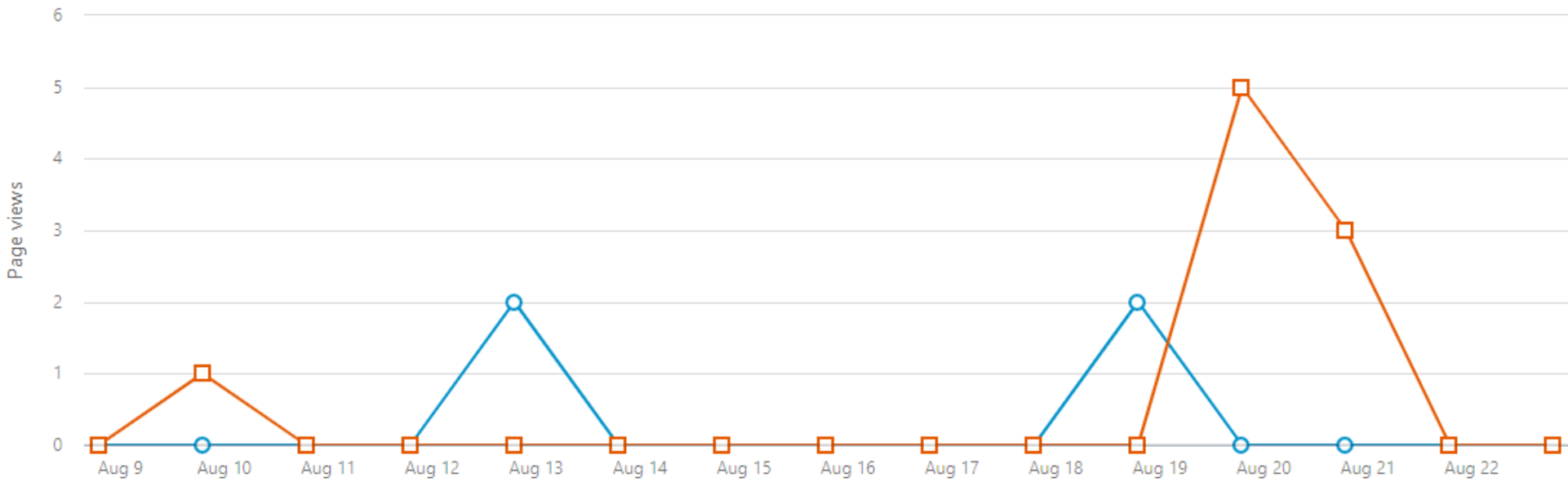
2 ▼ 60%
Custom button clicks

Visitor metrics

Time range: Aug 9, 2020 - Aug 23, 2020 Page: All Pages Metric: Page views



Aggregate desktop and mobile traffic

Off



Update engagement ?Time range: Aug 11, 2020 - Aug 25, 2020 ▼Show: 10 ▼

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	Fol
Kick back & connect August 27th as VAC Board Members invite SCTC Members to... All followers	CHMS SocialMedia	8/25/2020	24	-	0	0%	0	0	0	
SCTC Weekly Fireside Chat Session Twenty Three: Leveraging LinkedIn as a Social... All followers	CHMS SocialMedia	8/25/2020	18	-	0	0%	0	0	1	
Each month the SCTC is highlighting VAC members and their success stories! Check... All followers	CHMS SocialMedia	8/21/2020	164	-	4	2.44%	5	0	0	
Vertical CCP Presents - The Latest and Greatest on Mitel All followers	CHMS SocialMedia	8/20/2020	75	-	1	1.33%	1	0	0	
We will complete our Fireside Chat on Kari's Law and RAY BAUM'S Act this week. Mark... All followers	CHMS SocialMedia	8/19/2020	119	-	4	3.36%	5	1	0	
Kick back and connect. The VAC Board Members invite SCTC Members to bring... All followers	CHMS SocialMedia	8/18/2020	39	-	0	0%	2	0	0	
You don't want to miss Vertical Communications' Expert Panel Discussion... All followers	CHMS SocialMedia	8/18/2020	311	-	4	1.29%	9	2	2	

Update engagement Time range: Aug 18, 2020 - Sep 1, 2020 Show: 

Update title	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	Follows	Engagement rate
SCTC Weekly Fireside Chat Session Twenty Three: Leveraging LinkedIn as a Social... All followers	2020	148	-	1	0.68%	3	0	0	-	2.7%
A New Talent Acquisition Strategy: Virtual Interviewing All followers	2020	20	-	0	0%	0	0	0	-	0%
Make sure to mark your calendars for these upcoming SCTC events! All followers	2020	28	-	0	0%	0	0	0	-	0%
Join us tonight for the #SCTC #VAC Happy Hour! Back by popular demand, we will b... All followers	2020	34	-	0	0%	0	1	0	-	2.94%
You Don't Want to Miss #SCTC Member, Melissa Swartz, on today's #SCTC Fireside... All followers	2020	44	-	0	0%	0	0	0	-	0%
Kick back & connect August 27th as VAC Board Members invite SCTC Members to... All followers	2020	52	-	2	3.85%	0	0	0	-	3.85%
SCTC Weekly Fireside Chat Session Twenty Three: Leveraging LinkedIn as a Social... All followers	2020	57	-	1	1.75%	1	0	4	-	10.53%
Each month the SCTC is highlighting VAC members and their success stories! Check... All followers	2020	189	-	4	2.12%	5	0	0	-	4.76%
Vertical CCP Presents - The Latest and Greatest on Mitel All followers	2020	84	-	1	1.19%	2	0	0	-	3.57%
We will complete our Fireside Chat on Kari's Law and RAY BAUM'S Act this week. Mark... All followers	2020	159	-	6	3.77%	6	1	0	-	8.18%

Engagement score is higher with Shares than Reactions

Follower analytics

All analytics dates and times are displayed in UTC

Export

Follower highlights

311
Total followers

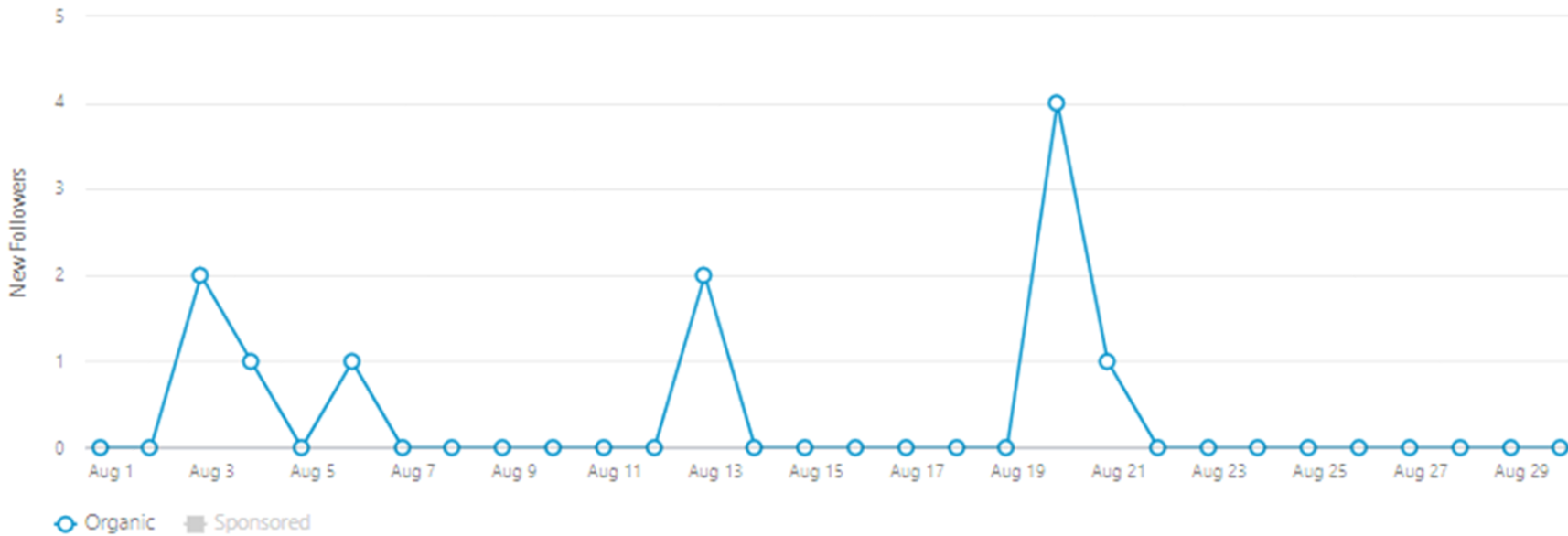
11 ▼42%
New followers in the last 30 days Aug 1, 2020 - Aug 31, 2020

Follower metrics

 Time range: Aug 1, 2020 - Aug 30, 2020

Aggregate organic and sponsored

Off



**How we can help
each other**

The background features abstract, overlapping geometric shapes in various shades of blue, teal, and purple. The shapes are layered, creating a sense of depth and movement. The colors transition from light blues on the left to darker blues and purples on the right.

Insider Tips

- ▶ Social Media makes money by selling ads
- ▶ The longer a user stays engaged, the more ads they see
- ▶ All social platforms reward engagement

The “Feed”

“LinkedIn focuses on providing a relevant feed that encourages members to engage with people and topics they value. It contains:

- Insights from your network
- Companies you follow
- Sponsored Content (Paid ads)
- Other posts that we believe you may be interested in. ”

The Nugget



“Engagement”

The LinkedIn algorithm decides, **based on the posts value and interactions**, to expand the message reach and show the post to more people. It has to do with how interesting the link in general is. So LinkedIn will also look at what the *relevance* of the link is, and *how much interaction* there is with the link. Usually the more interactions (clicks/likes/shares) the more reach the post will get.

<https://www.thebritagency.com/inbound-marketing-blog/posting-to-linkedin-as-a-team>

How we can help each other

- ▶ Set your preferences
 - ▶ Connect with other SCTC members
 - ▶ Follow SCTC
 - ▶ Follow SCTC member and VAC member companies
- ▶ Engage with content
 - ▶ “Likes” are good
 - ▶ Comments and shares are better
 - ▶ Like AND share or comment on a post, where appropriate
- ▶ Use @mentions
 - ▶ This is a good tactic for getting others to notice you

What makes a good Social Media Comment?

What did YOU learn?

What can OTHERS learn?

Is it YOU?

Example: You've shared an "AI in the Contact Center" eBook. It talks about how AI will lower wait times, offer better customer service opportunities, and 3 other great trends to implement into business customer service strategies.

Comment suggestion. "AI isn't here to take anyone's job, and SkyNet isn't going to ruin 2029 (hopefully). Check out how AI lowers customer wait times and 3 other great trends."

Real example



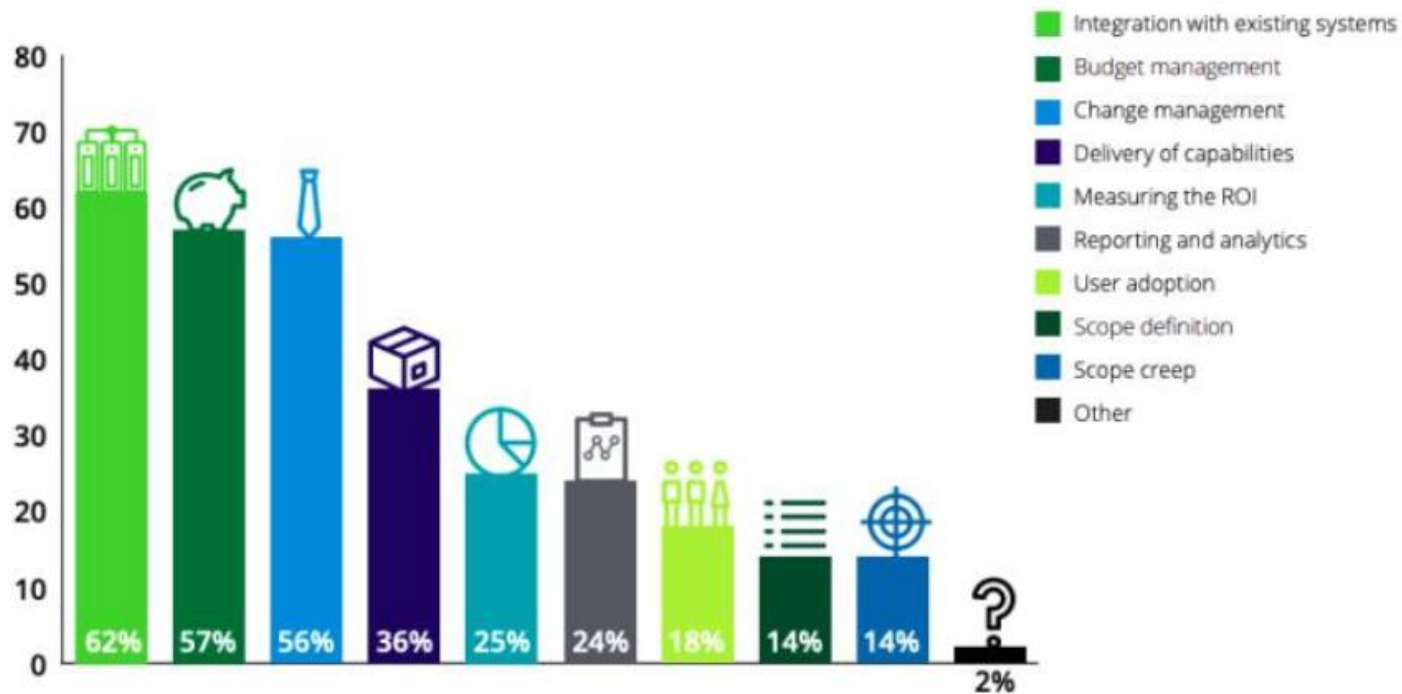
Joanna Palmer • 1st

Passionate about improving CX/EX through contact center transformations

26m • Edited •

Great article by [Veronica Krieg](#) on prioritizing the hunt for a better Omnichannel platform. I absolutely love this quote -- "Your IT pros are the subject matter experts on digital platforms across your company and contact center. They know what systems you have, which ones are tough to manage, and which platforms pair together like charcuterie and win ...see more

What are the biggest challenges you are likely to face when implementing strategic investments and changes in the next two years?



3 Facts IT Pros Wish Your Contact Center Would Prioritize on the Hunt for a Better Omnichannel Platform

business2community.com

Action Items

- ▶ Optimize Your Profile
- ▶ Connect with SCTC members and follow their companies
- ▶ Follow SCTC
- ▶ Engage by liking, commenting and sharing
- ▶ Show off your expertise with content

Resources

- ▶ How to create an article <https://www.socialmediaexaminer.com/how-to-create-linkedin-articles-people-will-read-and-share/#:~:text=LinkedIn%20Articles%20vs.,showcase%20your%20expertise%20and%20knowledge.>
- ▶ LinkedIn Likes vs Shares - Which is Better? <https://www.thebritagency.com/inbound-marketing-blog/posting-to-linkedin-as-a-team>
- ▶ Explanation of the nuances of “Follow” vs. “Connect” <https://careersherpa.net/the-difference-between-following-and-connecting-on-linkedin/#:~:text=Connections%20are%20two%2Dway%20relationships,in%20their%20LinkedIn%20homepage%20feed.>
- ▶ Good overall tips for using LinkedIn <https://www.ianbrodie.com/linkedin-tips-professionals/>
- ▶ The Biggest Mistake Made On LinkedIn And How To Fix It (Somewhat outdated but the core message is still highly relevant) <https://www.youtube.com/watch?v=teKMbOjqaJ4>
- ▶ 4 LinkedIn Lead Generation Strategies That Actually Work <https://www.youtube.com/watch?v=A1viLW8j6rc>
- ▶ LinkedIn paid tools comparison: <https://business.linkedin.com/sales-solutions/sales-navigator/comparison-table>
- ▶ <https://www.themuse.com/advice/surprise-linkedin-endorsements-do-matter-heres-what-you-need-to-know#:~:text=According%20to%20LinkedIn%2C%20people%20who,more%20opportunities%20you'll%20see.>
- ▶ The Importance of Recommendations <https://www.powerformula.net/13768/why-linkedin-recommendations-are-more-important-than-ever/>
- ▶ Advanced advice (and they are selling their tools), but some good info nevertheless <https://sproutsocial.com/social-media-for-small-business/>
- ▶ Great deals on software during promotions <https://appsumo.com/>
- ▶ Social medial content posting automation tool <https://socialbee.io/>
- ▶ Do a social media audit on yourself <https://sproutsocial.com/insights/social-media-audit/>
- ▶ Test your profile photo to see which one makes the best first impression <https://www.photofeeler.com/>
- ▶ Other options for LinkedIn tools:
 - ▶ <https://www.whoisvisiting.com/linkedin-5-best-tools-prospecting-lead-generation/>
 - ▶ <https://shanebarker.com/blog/best-linkedin-tools/>
- ▶ Social media tools to automate postings and other tasks <https://buffer.com/library/social-media-management-tools/>
- ▶ Linked Helper (3rd party tool that works with Navigator) <https://linkedhelper.com/>