



LINKEDIN MARKETING & ENGAGEMENT presented by Really Social (really.social)

Directions: Jot down notes & takeaways in each space during the training. Keep this sheet for reference.

Which area(s) of LinkedIn did we cover in today's training?

Profile/Page

Updates

Posts

Groups

Advertising

Analytics

People & Searches

Profile/Page

Profile Background Photo (1400px x 425px, the center profile top will overlay so stick to sides and very top of graphic)

Page Cover Photo (974px by 330px)

Page Profile Photo (300px x 300px)

Complete Profile Information

Name

Title

Summary

Experience

Skills

Complete Page Information

Company Name

Company Description (use keywords)

Designated Admins

Company Specialties

Company Information (Size, Website, Industry, Locations)

Updates

Profile or Page Posts (Text, Image, Shared Link)

Writing Posts

Scheduling/Publishing Posts

Can't schedule natively within LinkedIn.

Use a third-party tool like Hootsuite.

6am-9am and 3pm-6pm are best times.

Tagging Other Users

Liking, Responding and Sharing (as Profile)

Posts (by Profile Only)

Header Image needed (698px x 400px)

Blog-Style Features

Headline

Headers

Images/Videos

Links

Tags

Followers (vs. Connections)

Groups

Joining a Group

Getting Approved

Rules of Group

Messaging Fellow Group Members

Engaging with Members

Advertising (Pages Only)

Sponsored Post

Text Ads

Analytics (Pages Only)

Post Engagement & Performance

Reach and Engagement on Page & Posts

Page Followers (Growth & Demographics)

Searches

People and Jobs

Advanced Searches

Relationship (1st, 2nd, 3rd, Group)

Location

Current & Past Company

Industry

School

Profile Language

Nonprofit Interests

FOR PREMIUM ACCOUNTS:

Group

Years of Experience

Function

Seniority Level

Interested In

Company Size

When Joined

Notes, Reminders, and Tags

Strategy

When to Post

What to Post

Outreach/Marketing