

THE ILLUSTRATED
Beginner's Guide
TO LINKEDIN

5 STEPS TO

Linked in

SUCCESS



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LinkedIn Numbers

- LinkedIn has 575+ million users, with 260+ million active monthly users.
- 40% of monthly users access it on a daily basis.
- LinkedIn is the #1 channel to distribute content.
- LinkedIn is 277% more effective at generating leads than Facebook and Twitter.
- Content on the LinkedIn feed receives about 9 billion impressions per week, but only 3 million users share content on a weekly basis. This means that only about 1% of LinkedIn's monthly users share posts, netting those 9 billion impressions.
- Users spend about 17 minutes on LinkedIn per month, so you only have a few minutes to make an impact!



Dena Ackerman is a fine artist, illustrator, writer, and art instructor. She specializes in illustration for children's books, magazines, and businesses. View her work at www.DenaAckerman.com or on LinkedIn!

SOMETIMES IT'S GOOD TO BE A *Stalker*



@ Art by Dena

Good artists
COPY.

Great artists
STEAL.

Pablo Picasso

1 Getting started

- Create an account with a photo.
- Write a headline and bio.
Browse other people's profiles for ideas on how to compose something easy-to-understand, interesting, and true to yourself.
- Spend 30 minutes a day scrolling your feed.
- Like and comment on posts.
- Send connection requests to those you'd like to have in your network.
- Take note of what content you enjoy, what others seem to enjoy, and what topics you could post about.

SOME

Technical

DETAILS



2 Writing a post

- Posts are limited to 1300 characters. You can include an image, video, or PDF.
- Do not include outside links in your post.
- Videos should be under 1-2 minutes.
- Include 3-5 #hashtags, one of which should be exclusive to you, for example #ArtbyDena
- Your connections will see your post in their feed. If they like or comment on it, then their connections (your 2nd degree connections) can see it too. This is how you increase your reach.

HOW OFTEN SHOULD I POST?

Try to post something at least 2-3 times weekly.

Some experts recommend posting daily.

SELL YOURSELF
WITHOUT

Selling YOURSELF



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When you post,
aim for one of
these goals:

Educate

Entertain

Inspire

3 Become an Expert

- Like all relationships, it takes time for someone to get to know you, trust you, and hire you.
- The more often you show up in someone's feed, the more likely they will be to remember you.
- Post content that is interesting, well-written, informative, and answers questions people may have about your services.
- Offer advice generously, and for free.
- 90% of posts should position you as an expert in your field.
- 10% shows your human side.

MAKE THE

Algorithm

WORK FOR YOU



@ Art by Dena

4 Encourage Conversations

- The more interaction your post gets, the more people will see it.
- Comments are more important than likes.
- Encourage people to comment by asking questions or inviting people's opinions.
- Always respond to every comment, ideally within the first hour after you post.
- Be genuinely interested in what people have to say. Be warm and conversational in response.
- Make an effort to read and comment on other's posts too!

“
ASKING
is better than
TELLING
”

IT'S CALLED

Social Media

FOR A REASON



5 Be social

- Be genuinely kind.
- Show excitement over other people's success, and show concern over their challenges.
- It is OK to disagree, but always be polite.
- Spread positivity, hope, joy, optimism. Portray yourself online as the type of person others would like to know in real life.
- Drop someone a private message to let them know you appreciate their content or their support.

**HOW YOU
MAKE OTHERS
FEEL ABOUT
THEMSELVES
SAYS A LOT
ABOUT YOU.**

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