

5 - STEPS TO GAINING TRACTION ON LINKEDIN

How can you make the most of LinkedIn's algorithm and stand out from the crowd?



STEP 01. LIKE OTHER POSTS

There are several options to liking now, so **pick the one that suits the post**. Being active on your account will increase viewership.

STEP 02. DON'T FORGET TO COMMENT

Liking posts and being active on your account will increase viewership, but adding a **personalized comment** in addition, will make you more *memorable*.

STEP 03. COMMENT ON A POST OR ON SOMEONE ELSE'S COMMENT

This is a *strategic move*. Do not comment on just anything and above all, **be professional**. When commenting on something that is provocative or racy, always *stick to your goal* of what you are using the platform for - high class networking and potential career moves, resources, clients, customers and support.

STEP 04. RESHARE A POST INTO YOUR OWN NETWORK

When *resharing*, take advantage of the top few lines and **share your thoughts or reason for sharing**. Also include hashtags as that allows the opportunity to be showcased in *external LinkedIn account feeds*. This can boost your profile views as it reaches an entirely different network.

STEP 05. WRITE YOUR OWN POST OR ARTICLE

When posting, keep in mind, *is this on-brand for me*, does it help others see me as a **professional**, and does it align with my **objectives**. If you can't answer yes, then forgo the post.