



ACCELERATE SOCIAL'S TOP 10 DO'S AND DON'TS FOR GREATER LINKEDIN CONTENT VISIBILITY

LinkedIn's algorithm may change regularly, but we know that engagement metrics are crucial. With 770 million users on LinkedIn in 2024*, it's essential that your content stands out. Here's how:

DO:

- ✓ **Post Consistently:** Aim for at least two posts per week
- ✓ **Easy to Engage:** Ensure your content is simple to read and engage with
- ✓ **Engagement is Key:** Spend 30 minutes engaging with others' content before and after posting
- ✓ **Limit Hashtags:** Use a maximum of 5 relevant hashtags per post
- ✓ **Curious Comments:** Write comments that ask questions to spark further conversation

★ **BONUS:** Utilize the Baader-Meinhof Frequency Bias by consistently using imagery that links you with your brand and the service you are offering.

i.e. Want to be known as the King or Queen of Networking? Your photos should show you networking or socialising with other people! 📷

DON'T

- ✗ **Wall of Text:** Break up large blocks of text with emojis and bullet points for better readability
- ✗ **External Links:** Upload videos directly to LinkedIn to keep users on the platform
- ✗ **Over-Promote:** Rotate through the 5 content pillars (*Educate, Trust, Promote, Inspire, Entertain*)
- ✗ **External Schedulers:** Be active on the platform at the time of posting
- ✗ **Generic AI Visuals:** Use authentic photos or videos to enhance the 'know- like-trust' factor

★ **BONUS:** Avoid negative hooks (i.e, "STOP doing X if you want to lose weight!") - no one enjoys feeling alienated, especially if your brand is all about positivity! ✨

📊 Remember to monitor your analytics and refine your strategy for improved results week by week!