

# HOW TO ENGAGE ON LINKEDIN

Created by #lilac

Regardless of specific campaigns, this is the same activity you should be engaging in, daily. When you're running specific campaigns, simply adjust the parameters of behavior – or do it in addition to your new campaign.

## TIME

Allot 20 min of each day for this. 5 days a week is the recommended. It's good to do it at the same time every day, or only 2 alternating times. Weekend isn't great for LI.

The best times are: 9am, 12pm, 3pm, 5:30pm.

## NOTES

- Weekends don't get the best traction, stick to weekdays.
- Make sure your profile photo is of your face and it's professional.
- Make sure all sections of your bio are filled in.
- Spell-check.

## MESSAGES

Never send all your contacts a group message / individual messages about your services. The only time to mention it is when you're connecting for the first time, or following up.

## RESPONSES

Always be sure to respond to those that engage on your own posts, and be sure to respond when people ask questions, even if it's "no, thank you".

## FIRST 10 MIN

For your first ten minutes of logging in, spend it engaging with your current connections.

Be sure to leave comments on each post you see – if you have something of relevant to comment. Be encouraging, if nothing else, but no single emojis as a comment. The more substance your comment has, the more effective it is.

## FINAL 10 MIN

Search for the job title of your demographic and refine your search to be only people, and in a location you desire.

Then you begin connecting, en masse, with a copy+paste message. You **MUST** customize it with their name first.

## THE MESSAGE

Your outreach message has to be concise, but informative.

Hi [their name],

I notice you're in [insert area of interest] services, I'd love to connect. As a [insert your title] looking to break into the industry, I'd love to learn what I can from you.

Thanks, [your name]