**Winning at LinkedIn Posting**

How, What, and When to Post Engaging Content on Your LinkedIn

**How to Publish a Post:**

* From the homepage of your LinkedIn account, navigate to the top middle section.
* Click inside the “Start a post” box to input your desired content into the pop-out window.
* Tag relevant people and profiles using the @ symbol followed by their profile name. The @ symbol will disappear when you have selected the profile you wish to tag.
  + Example: @ImperialPFS (will show up as Imperial PFS when tagged appropriately).
* After inputting the content, place relevant hashtags at the end of your post, with a break in between the last line of copy and the first line of your hashtags.
  + Example:

I’m excited to join Frank Friedman at the upcoming Imperial PFS Summit. I can’t wait to connect with team members, learn more about our industry, and dive into the future.

#IPFS #ImperialPFS #PremiumFinance #Networking #IPFSSummit

* The icons at the bottom of the pop-out box allow you to add relevant images, schedule, and share details about an event, celebrate a win, announce a job posting, create a poll, share a document, or search for help/advice. Hover over the individual icons for more details.
* We suggest utilizing the image feature for the bulk of your content. Images can be sourced through the LinkedIn Library or from the provided graphic related to your specific event (tradeshows, continuing education, etc.).
* Once you have entered your desired information, you can either schedule your post for a later time and date (using the clock icon) or click the blue “post” button to immediately publish.

**Types of Content You Should Post:**

* Tradeshows and Events that you are planning to attend.
* Speaking engagements, panel discussions, or other external spotlights you are a part of for IPFS.
* Other content that directly relates to your role with IPFS.

**How to Share an Existing Post:**

* We highly suggest that you follow the IPFS LinkedIn page and share relevant content with your network from those posts.
* After engaging with a post (“liking” and “commenting”), you can share the content and add your own thoughts by clicking the “Repost” button at the bottom of the post.
* Two options will pop up, “Repost with your thoughts” or “Repost”. Sharing content and adding in your own personal touch is a best practice for engaging with content on LinkedIn.
* Select “Repost with your thoughts” and input your content and relevant mentions/tags.
* Once you finish, click on the blue “Post” button to share.

**Deleting an Existing Post:**

* If you wish to delete an existing post on LinkedIn, click on the ellipses (three dots) button at the top right-hand corner of the post.
* Navigate down to the fourth option and select “Delete post” where the grey trashcan icon is.
* Confirm your selection by clicking the blue “Delete” button.

**What elements should I include in my posts?**

* It is always a good idea to share relevant hashtags at the bottom of your LinkedIn posts. Hashtags are a simple way to follow posts and content by their topic (or grouping).
  + Standard IPFS hashtags are: #IPFS #ImperialPFS #PremiumFinance
  + You may also choose industry-specific or group-specific hashtags (for example: If you are attending a Big I New York conference, you may choose to use the hashtag #BigINY in your post).
* Tag appropriate parties within your post (see above for “how to create a post”) when posting any content that can be tied into the tagged brand.

**When is the right time to post on LinkedIn?**

* LinkedIn suggests posting in the mornings, between 9:00am and 11:00am, for the best opportunity to reach other members.
* Mondays, Tuesdays, and Wednesdays are great days to post new content.
* When you are attending an event or a speaking engagement, it is a good idea to create traction ahead of time by announcing the opportunity, reminding attendees that you will be there, and following up afterward to share your enthusiasm and excitement.
  + Your initial announcement post should happen when you book the event.
  + Your next post should be three days ahead of time.
  + A follow-up post is a great idea, sharing your excitement and enthusiasm for the experience.

**Why Should I Engage with Content on LinkedIn?**

We are made better by committing to our personal success, the successes of our teammates, the success of our community, and the overall success of our brand. Supporting other associates and IPFS by engaging in digital media is a great way to help each other win.

Helpful resources for posting are available on PENN.