

The logo for Will Be Live is a square with a vertical gradient from red at the top to purple at the bottom. The text "Will Be LIVE" is written in white, bold, sans-serif font. "Will" is on the top line, "Be" is on the second line with a small white circle to its right, and "LIVE" is on the third line.

**Will
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LIVE**

WILL BE LIVE **LINKEDIN FOR BEGINNER'S GUIDE**

Over the years, we've focused our time to elevate the voice of creators on LinkedIn. Here are some tips, tricks and tools we've discovered throughout our journey.

Because LinkedIn continually updates its algorithm, strategies of growth are ever-evolving. Treat this document as a guideline of best practices for riding the wave of views and growing your audience in 2022.

www.WillBeLive.com

Optimize your profile:

- Customize your public profile URL using [the following steps](#).
- Adjust your profile so that its default is set to “Follow” and not “Connect”.
 - Login→ Me (top right corner)→ Settings and Privacy→ Visibility→ Followers→ Yes
- Once you’ve hit a critical mass of followers, switch to [Creator Mode](#).
- Showcase your subject matter expertise (i.e. Articles/Media/Etc.) that might link to other websites outside of LinkedIn in the Featured Section of you profile to inform and provide value to the viewer.

Social Selling Index (SSI)

- Develop a baseline understanding of your profile on LinkedIn using the [SSI score](#)
- Adjust your tactics when evaluating your SSI score based on the four components:
 - **Professional Brand** - Complete your profile and publish meaningful posts
 - **Efficiency of Connecting** - Identify professionals in less time through search & research
 - **Engaging** - Share conversation-worthy updates to grow your audience
 - **Building Relationships** - Find and establish trust with your audience

Content Creation

- When creating content, start with the emotion you’d like to elicit and use the topics you’d like to be known for to create content.
- Use apps such as [Notion](#) or [Note](#) to keep a running list of topics to ideate from.
- Use [this site](#) to learn more about adjacent topics that might interest your audience.
- Use [Subreddit Stats](#) to learn more about topical points of interest worldwide.
- Use the [Hemingway App](#) to simplify your writing to a 4th-grade reading level.
- Do not post external links in the body of your content (if need be, leave a link in the comments section).

Posting

- Consistency is key however, focus on quality first – making sure the intention of each post is in line with your personal brand.
- When creating a post, focus on what information, humour, commentary, or inspiration you can respond to in today’s cultural conversations and current events native to LinkedIn.
- The first three lines (120 characters) are meant to draw your audience in, so be sure to write a hook that would catch their attention.
- Use the [Post Inspector Tool](#) to discover, refresh and debug issues of links in your posts.

Hashtags

- Hashtags have been wildly debated on LinkedIn, as discoverability is limited on the platform when compared to other platforms such as Twitter or Instagram.
- Should you choose to use hashtags, we would recommend you use them to prime your audience to think a certain way about the purpose of your post.
- Use three hashtags [2 broad (>500k followers) & 1 niche (<100k followers)] by researching tags specific to topics in question. Use [this website](#) for insight on the highest performing hashtags.
- Consider developing branded hashtags to group and own attention in a category.

Digital Assets

- Video has been seen to get the most amount of engagement on LinkedIn compared to text-only posts or posts with other digital assets.
- A variety of digital assets are recommended to keep your viewer engaged including but not limited to: cinemagraphs, memes, comics, slideshows, videos, and pictures.
- Image or Video size: 1,200 x 628 px
- Maximum Video Length: 10 min however videos no more than 1min in length are recommended.

Analytics

- As you create and publish more posts, you will understand your audience's interests in context with the help of post insights from LinkedIn. Note: These insights will be available for your reference 24 hours after posting, and will remain for up to 180 days.
- Use the [Shield App](#) to get further insight into your audience and engagement rate.
- Ask yourself:
 - What is the level of qualified comments and engagement between you and your audience? (an engagement rate of over 2% is considered well-performing on LinkedIn.)
 - How can you add value, entertain or synthesize information to get qualified engagement?
 - How can you use your company's current assets and positioning to build a more prominent presence?

Respond to your Network

- Respond thoughtfully to messages within the first hour.
- Consider connecting and following up through direct messaging and providing valuable insights to further solidify the individual as your brand champion.

Pro Tip

When looking to increase your followership, first find a group 3-5 people of influence. Reach out to each and learn more about what times and days they post. Then, once they do, leave a well-thought-out comment to create interest in your personal brand from their audience.

About Us

Who We Are

Will Be Live is a multimedia talent management company built to grow personal brands online for enterprise-level executives and creators on LinkedIn.

We are a global business made up of Content Creators, Social Data Scientists, Talent Managers, and Creative Experts. Together we create opportunities for individuals to elevate their voice online, and build greater business success.

What We Do



Our Mission

Our mission at Will Be Live is to help empower enterprise brands and creators on social media to use human-centric marketing in order to grow revenues, increase employee sentiment and attract top talent through strategy, implementation, and operational support.



Our Vision

By working with professionals on LinkedIn, we intend to partner up and elevate the authentic voice of creators who are focused on building on a net positive impact in the world.

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