



LINKEDIN POSTING WORKSHEET

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INTRODUCTION. Your Profile and/or Page is set up, you're ready to roll. Now, it's time to brainstorm a posting strategy both at a personal profile level and a business Page level. Remember that technically an "update" on LinkedIn is a post to your timeline that references something external, whereas a "post" is to LinkedIn Pulse, their internal blogging platform. Both have the same dynamics in terms of marketing.

REMEMBER: Posts can occur at the INDIVIDUAL level and/or the COMPANY level. Updates are technically "external" to LinkedIn and posts are "internal" on LinkedIn Pulse (available only to individuals).

POSTING GOALS. What do you want to accomplish, most, from your LinkedIn updates and/or posts)? Rate the following vis-a-vis individual posts. -5 = not very important | 0 = neutral | +5 = very important

eWOM	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Customer Continuum	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 >
Trust Indicators	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 + 5 >
One Touch to Many	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 + 5 >
Promotion (Get Shares)	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 + 5 >
Direct / sell stuff	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 + 5 >
Direct / capture leads	< -5 -4 -3 -2 -1 0 +1 +2 +3 +4 + 5 >

POSTING CONCEPTS. Remember that emotional content is the most likely to be interacted with, and shared. Utility content does well, too. Brainstorm ways that your content will provoke interaction.

Post Type:	Posting Concept:	Encourage Interactivity?
<i>Sentimentality</i>	<i>Moms with Daughters</i>	<i>Because everyone loves their Mom!</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

POST TYPES. Informative blog posts and videos (useful stuff) are the bread and butter of LinkedIn. You can also post links to infographics, instructographics, contests, and other stuff. What types of content do you plan to post:

Post Type:

Post Concept:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

POST SOURCE. With updates living “external” to LinkedIn as on your blog, and “posts” living internal to LinkedIn on Pulse, and an eye to “other people’s content” vs. your own content, sketch out the strategy:

Your own content (on your blog, your SlideShare, your photo stream):

Other people’s content that will position you / your company as a “useful expert” on LinkedIn:

Content for LinkedIn Pulse:

POST RESPONSIBILITY. Who will create, manage, and post the relevant content? On what time basis?

Post Creators: _____
Text: _____
Photos: _____
Graphics: _____

POST RHYTHM. Remember it's useful, useful, useful, useful, useful, buy my stuff. What posting rhythm seems to make the most sense for your profile(s) and/or company page(s)?

_____ % useful / interesting / emotional vs. % _____ buy our stuff / become a lead

We will post useful items _____ times per week / day

We will post buy our stuff items _____ times per week / day

PROMOTION STRATEGY. How will you promote your posts? Will you use advertising?