

# 12 ways to increase engagement with your LinkedIn posts

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## Nail your headline

The first sentence needs to make the reader pause and think 'I've got to know more'.

## Use questions

Ask for opinions, invite sharing of experiences and get people thinking.

## Be explicit about your audience

Say who you're talking to and express why your post is relevant to them.

## Tell a story

Keep it short, write in concise sentences and use plenty of paragraph breaks.

## Use emojis

If it suits your writing style and personality, but don't go overboard!

## Add value

Offer something new or share something of what you know that your network may not.

## Add a link

Or don't. Not all posts need one - make it work if it's there.

## Link to third party content

Don't be afraid to politely disagree and invite a conversation with the author.

## Tag people

Make sure they are relevant, and think of the well-connected people.

## End with a CTA

Re-iterate your opening comment/question. Be explicit about what you want to happen next.

## Add <3 hashtags

Think of the topics people will be searching for.

## Respond

When people comment on your post, like the interesting ones and comment back.

## Don't forget to:

### Include an image, video or doc

They help make your post eye-catching / scroll-stopping.

### Launch the odd poll

They are fantastic for engagement, particularly the simple, more personal ones.

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