

ONLINE OPTIMISM

# Success on LinkedIn

Tips and Tricks to Grow Yourself & Your Business



Meara McNitt

Director of Social Media

for New Orleans Chamber of Commerce

# Today 's Agenda

## What we'll learn:

- Why use LinkedIn
- Optimizing your profile
- What to post
- Improving your reach & growing your following
- Improving your experience
- Using your personal profile for your business

# About Me



**I'm Meara, the Director of Social Media at Online Optimism.**

I lead the development of content and social media advertising across social media platforms for businesses in varying industries. Along with writing the content, I assist my team in creating graphic and video media made to shine on social.

Online Optimism is a digital marketing & design agency based in New Orleans & DC.



# Part I

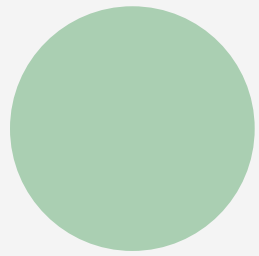
Why use LinkedIn.



Success on LinkedIn

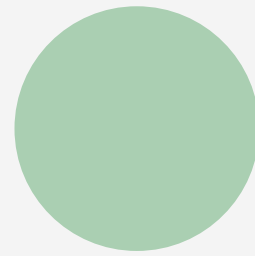


# Why are people using LinkedIn?



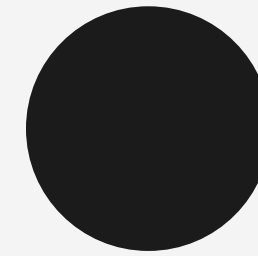
## **Job Searching**

30% ranked Job Searching as their #1 reason for using LinkedIn.



## **Networking**

29% ranked Networking as their #1 reason for using LinkedIn.



## **Not: Self Promotion**

32% ranked Self Promotion as their #5 reason for using LinkedIn.

**People like  
People.**

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Survey respondents preferred personal updates over thought leadership, and referred connecting to people over following businesses.

**People like to  
go Brain Off.**

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Survey respondents preferred 2:1 short and easy to read posts.



# Part II

Optimizing your profile.



Success on LinkedIn



## OPTIMIZING YOUR PROFILE



### Meara McNitt

Growing businesses on social @ Online Optimism ✓ Host of Online Offscript Podcast 🎧 UGC Content Creator 📱 TikTok Booktok Creator 📚

New Orleans, Louisiana, United States

600 followers · 500+ connections

Sign in to connect



Online Optimism



University of New Orleans

# First Touch

## Headshot

No need for a photoshoot. Try to look approachable.

## Banner Art

Represent yourself or your employer.

## Headline

Give a quick preview of who you are and why people should listen to you. But avoid the word "helping" - everyone on LinkedIn is helping someone else. What does that help look like?



# The About Section

Depart from the stale and third-person paragraph. It doesn't need to read like a speaker presentation. Instead, make it skimmable, personable, and an elaboration of what you do.

## About

👋 Howdy!

Looking for someone who's been extremely online since the birth of all our favorite (or maybe least favorite) apps? Well, you've found her 🧜♀️ and now she leads a team of social marketers at Online Optimism.

As your resident Zillennial (born in a sweet spot between the generations), I've been on all the platforms and watched them grow from bug-riddled apps to society-changing platforms.

This passion for being online + a study in film + falling into jobs of art and design was the perfect combination to become a social media marketer 🎉

If you had told 16-year-old Meara that she was going to get paid to be on Twitter, Instagram, and TikTok, first she'd ask, "What's TikTok?" But then she'd be pretty excited.

Nowadays I've channeled that passion into supporting businesses through their many goals:

- ✅ Building beautiful profiles that represent their brands.
- ✅ Fighting algorithms that are constantly working against...everyone.
- ✅ Driving leads through paid strategies.

I am still shocked and thrilled to have received a Stevie Award for my work in 2022, and an Addy for my work in 2023. I'm not going to feign humbleness here, though—I definitely just want you to know that I'm an award winner 😎

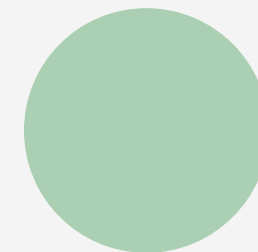
If you're looking for a team that can help you with your goals, reach out 🙋

<https://www.onlineoptimism.com/>

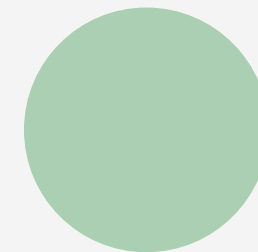
OPTIMIZING YOUR PROFILE

# Featured Posts

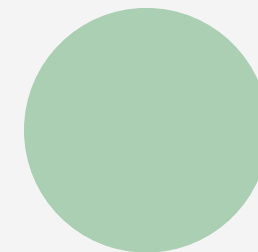
These should be the justification for why people want to work on you. Things to add:



Articles you've written or are featured in



Client testimonials / case studies



A sample of your newsletter and link to subscribe



EASY TIP

# Turn on Creator Mode.

Improves the format of your profile, gives you more weight in the algorithm, and gives you access to additional analytics and features.





# Part III

Thinking Up Content to Post



# Two Types of Posts

## Educating

Educating about what you do.

- Accomplishments
- Industry Insights
- Opinions

Educating about you.

- Passions
- Hobbies
- Even failures

**For people who come to your page.**

## Relating

Shareable content. Things people might want to send it to a friend or to their feed, but it's not something they're going to internalize, it's something they're going to share.

- Memes
- Day-to-day experiences

**For getting people to your page.**

# What is Rage Farming?

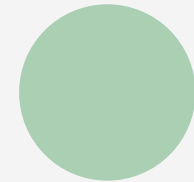
Often controversial takes, intentionally angering people to draw engagement.



# Using AI

If you're feeling totally uninspired, use AI to give you prompts or get you going. Don't just copy and paste from AI directly.

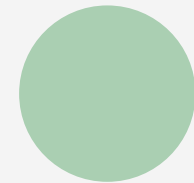
My Prompt: I'm a 28 year old female director of a social media department, overseeing a team of 3. I like TikTok, reading, and social justice. I try to bring humor to my posts on LinkedIn. Can you give me five ideas for posts I should share on LinkedIn?



Discuss a recent social media campaign that your team worked on and share some of the results. Highlight how the campaign aligned with your company's values and mission.



Share a book you recently read that you think would be valuable for your professional network to know about. Give a brief synopsis of the book and explain how it has impacted your thinking.



Reflect on an experience you had where you had to address a social justice issue within your company or industry. Discuss how you navigated the situation and what you learned from it.



Create a humorous post related to the challenges of being a director of a social media department. Share a funny story or meme that other social media professionals can relate to.



Start a conversation about how companies can better use social media to create positive social change. Ask your network to share examples of companies that are doing it well and brainstorm ideas for how other companies can improve in this area.





EASY TIP

# Give yourself a schedule.

Make a goal for how many times a week you'd like to post. You can now schedule your posts in LinkedIn, so if you really need to, you can get it all down at once and let it run for you.





# Part IV

Improving Your Reach

# Best Practices

In your posts

- Encourage comments by asking a question
- Add external links, but don't show the link preview
- Don't tag people who aren't going to engage
- Hashtags matter
- Emojis increase readability



# Best Practices

In the platform

- Reply to comments, especially early/fast ones
- Don't be the first to comment on your post
- Re-sharing other people's posts gets the lowest reach
- Don't post-dump—quality over quantity.
- Do some engaging before and after you post.

# Grow your following by being seen on others' posts.

Lea Turner recommends 10 per day, split 50/50 between connections and strangers

- Make your comments valuable content.
- Do not promote yourself unless invited to.





# Part V

Improving Your Experience



Success on LinkedIn



IMPROVING YOUR EXPERIENCE

# The algorithm shows you what it thinks you like.

Don't like your feed? You have the power to fix it.



- Unfollow connections whose posts don't bring you joy.
- Mute people who you don't follow but keep showing up in your feed.
- Say "I don't want to see this" to content that you aren't interested in.



**Don't give in to  
rage farming.**

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It'll show the algorithm you like that post—plus, LinkedIn shows others your activity, so every action has a consequence.

**Don't accept  
every connection.**

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Will that connection bring value to you? They should... be an ideal client, or give you visibility to ideal clients; be active on LinkedIn to increase your visibility; post content that improves your experience.



# Part VI

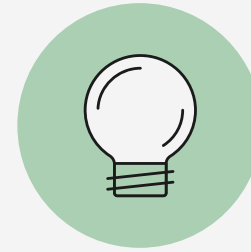
Using your personal profile for your business



# When you grow, your brand grows.

Company pages are passive. Your personal profile propels the business forward, while your company page is a lander for people looking to understand the brand.

**Use your  
personal  
page to  
bolster  
your  
company.**



Tag the company page in your updates.



Mention the company page throughout  
your profile



Engage with company page content.



EASY TIP

## Leverage your speaking engagements.

Post before and after a talk. Tag who you are talking to as well as who you are representing to give your brand even more visibility.

# Thank you

Scan the QR code to connect with me!

