



LinkedIn Content

Tips to Curate and Checklist for Posting, Sharing, and Liking Content

Following on LinkedIn to Research and Curate Content in Your Feed

Follow Companies

Did you just find out about a great organization? Follow the company page. When the company shares an update, you'll see it in your feed. You can follow up to 1,000 companies at once. If you're actively searching, plan to follow 2-3 new companies per week.

Follow People

You don't have to directly connect with someone to see the content they share. [Follow people](#) working in jobs or industries of interest to you rather than just well-known leaders or influencers; you'll learn more about trends, news, and insights shared by people working in the field.

Follow Hashtags

[Hashtags](#) are another way to curate content for your feed. Hashtags help you learn more about an industry or a company. You can follow Nike's company page to see what Nike shares, but if you follow #nike, you'll see what news and other content people share about the company.

Why Like, Share, and Comment on Posts?

LinkedIn has 260 million+ active users. 150 million+ are in the US. Only 1% of those 260 million monthly users share posts on a weekly basis. But those 3 million people net [9 billion impressions](#).

How to Like, Share and Comment to Stand Out

Liking, Sharing, Commenting

Liking: you approve of a post. Your connections and followers will see that you liked a post in their feeds.

Sharing: you can say something about the post and mention people you want to see the post or curate through hashtags.

Commenting: You express an opinion about the post. The original poster and others who comment or like the post can see what you said. This may result in the OP inviting you to connect. Commenting on a post raises your visibility more than liking a post.

Try to do a mix of all three strategies to raise your profile's visibility. Hiring managers, recruiters, potential connections, or others can see your activity on your LinkedIn profile. Having a mix of liking, sharing, and commenting shows that you're engaged.



LinkedIn Posting Checklist

Use the following steps during the week to raise your profile's visibility to alumni, recruiters, hiring managers and others you want to reach. You don't have to do all 4 every day, but plan to do one of the following actions 2-3 times per week, and more often if you're seeking a job.

1. Post a status update

Let your network know what's going on. Both your direct connections and the people who follow you will see your updates. Or you can write a post that highlights your own thoughts or work you've done. This [deep dive](#) into successful posting is written from a marketing perspective, but it's packed with great tips on how to write and create an effective post.

2. Share a post with your network and ask a question

When you ask a question in your post or by sharing another person's post, you're asking for a response from your network. [LinkedIn's algorithm](#) is skewed towards promoting genuine conversations over self-promotion. When you have more engagement with your posts, you stand out to people who are looking for you in LinkedIn searches.

3. Like posts that others in your network like/celebrate

When you like a post that someone in your network shared or has liked, the original poster will see that you also liked their post. Liking others' posts expands your visibility beyond your direct connections and followers.

4. Comment on a post

You can comment on posts that are shared by your direct connections and people or organizations you follow. Your comments should be thoughtful and respectful. Add value to the conversation by sharing your thoughts. Avoid just saying "great post." [Experts suggest](#) comments should be 2-3 lines in length. [Check your grammar and spelling](#) before you post. Review this [commenting etiquette and advice](#) to get started. Tagging the original poster in your comment also builds that individual's profile which builds good will and appreciation.

5. Share content with groups

Groups help expand your network. They are also a good place to share content and engage with others' content through liking and commenting. Be sure not to ignore the LinkedIn groups you've joined.

Need some structure? Paste this table into the program you use to track your progress to manage your LinkedIn content.

Day	Date	I posted	I shared	I commented	I followed