



# How to Post Engaging Comments on LinkedIn

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Building relationships and authority is a key factor in growing your career. LinkedIn is the perfect platform to use to interact with other like-minded professionals. Not only will commenting on articles and posts on LinkedIn help you get on the radar of influencers or thought leaders, it will also increase awareness of you and generate more views of your LinkedIn profile.

LinkedIn rewards people who post engaging content and comments. In other words, the reward you get from commenting is more visibility. When you comment or share content from people who are influential in your industry, you get noticed.

And simply liking a post isn't enough to improve your profile's visibility. By leaving meaningful comments on LinkedIn posts, you gain the attention of the author, the author's network and others.

Below are strategies to help you write engaging comments on LinkedIn.

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## General Commenting Guidelines

There are no rules per se, but there are guidelines or etiquette you should follow. Keep these things in mind:

- Be professional at all times
- Be civil. Do not slander, criticize or insult other commenters
- Check grammar, punctuation, spelling before submitting comments
- Add value to the post by adding your thoughts on the topic/issue
- Be sure to keep it relevant to your areas of expertise
- Be generous, gracious and polite
- Don't self-promote
- Avoid dense blocks of text
- Don't use ALL CAPS
- Remember, your name, picture and headline accompany every comment you make

If you don't think you can do this from your phone or mobile device, then use the desktop version of LinkedIn.

## What To Do Before You Post Your Comment On LinkedIn

Before you leave a comment, make sure you have read the full article. Often headlines don't convey the article's full message.



And before you leave your smart comment, review the other comments to see if anyone else has the same thoughts. If so, you can like their comment and reply to the person. (This is a great way to meet new people!)

It's also important to make sure the article's topic or subject matter is relevant to your career goals.

Think carefully about the topic before commenting. But also consider the popularity of the poster and the article/post. You are looking to hang with the right people and meet new connections in the right field. Be strategic and invest your time wisely.

## **Where To Find Articles**

Your LinkedIn home feed is filled with articles and updates your network is already sharing. If you want to keep in touch with people, commenting on the status updates they share is a great way to accomplish connection.

You can also look at the recommended top news sections "What people are talking about now" on your LinkedIn home page. LinkedIn also recommends hashtags. When you find a relevant hashtag, follow it so you see more posts using the hashtag in your home feed. (Consider following the hashtags related to your career goals: #productmanagement #finance )

## **How To Post A Comment**

Once you've found an appropriate post/update to comment on, all you need to do is click on the 'comment' button immediately under the post.

If you want to reply to a comment, look for the comment bubble under a person's existing comment. Replying here allows you to respond to that person's thoughts. LinkedIn will often tag the person you are responding to. If this doesn't happen, tag the person in your comment to make sure they receive a notification.

## **What Should You Say**

You want your comment to be received as confident, competent, knowledgeable, genuine, humble or some combination of all of these.

Leaving a comment like "Great post," "Nicely done," "I agree" or some other trite response doesn't add value or help anyone. Instead, share your take-away or what your own experience was like.

Never attack or insult the article, author or commenters. Instead of posting something negative, ask a question or look for some point you do agree with. It is possible to respectfully disagree. If you choose to do this, think about how it will be perceived by the different readers/viewers.



Here are other ideas to help you write engaging comments:

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| <b>Tag the author and explain why you agree</b>                  | @[person], I like the way you explain why [key point] will be a trend to watch in the future. I've seen this happen in my industry.                                      |
| <b>Add additional perspectives</b>                               | I think there may be another way to look at [topic]...   |
| <b>Expand on a topic in the article</b>                          | @[person] I've also noticed that...  |
| <b>Tag other people you know who may have helpful input</b>      | I tend to agree but I'm interested in hearing your thoughts on this approach @[person1] and @[person2].  |
| <b>Add data or links to relevant resources (not your own)</b>    | I just read another article on the very same topic however, @[author/publisher] took a slightly different angle. Here's another opinion on [topic] – [insert URL]        |
| <b>Ask a clarifying question</b>                                 | @[person], does this apply in all instances or only the one mentioned?   |
| <b>Explain your success applying the advice from the article</b> | Yes @[person] I can attest to this working. [Share your example]   |
| <b>Include an alternative solution (with data or examples)</b>   | It's been my experience that women in this field tend to underestimate their abilities. In fact @[publication] did a study and found X% of women were less likely to ... |

## Who Can See Your Activity?

Anyone can click on your profile and see your activity. This includes likes, comments and articles you've shared. It also includes articles you've written on LinkedIn.

Anyone who is also commenting on a post can see your comment as well as the people in their network (1st-degree connections).

This is a both good and bad. Be sure your comments are positive and reflect well on you and your professionalism.

## Make Time To Leave Engaging Comments

This formula may help with your time management. It's best to consistently carve out time daily.

- 5-10 minutes — Review your home feed
- 10-15 minutes — Share or re-share 1 post or article
- 10-20 minutes — Comment on relevant at least one article or post
- 5-10 minutes — Check Notifications and respond to all comments on your posts