

LinkedIn for Thought Leadership

Quick reference guide

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EMERGENCE 8

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1. LinkedIn Thought Leadership Goals



In thought leadership, what are your main goals for the channel?

Ex: increased trust; increased revenue, branding yourself



What does your personal brand stand for? Think: What do I want to be known for?

It should mesh well with your company brand or self-brand



What makes you unique to the industry?

Ex: solving resource gaps and client IT backlogs



What is your aim in the next 3-6 months?

Ex: Raise awareness for your skillset, attract your “tribe”



2. Audience



Who is the audience?

HR, internal, directors and senior professionals?

Tailor your message to your audience.

Why care about audience?

It's critical to get people engaged, converted, listening, responding to content.

How?

Choose topics top of mind for audience. Ex: For C-suite + industry peers. Knowing or learning the audience's needs/pain points relative to core message is key for your audience.



3. Branding & Your Profile



Branding Self as Industry Visionary

Themes/Topics for Content:

- **Have POV** Ex: Contrarian
- **Discuss trends, news, hot industry topics**
- **Discuss innovations**
- **Be the challenger**
- **Discuss predictions**
- **Chart the Path**
Ex: Tell why X trend is happening now?

Your Profile

- **Craft “About” summary**
- **Co-create w/ partners**
- **Share others’ content** (“411”)
- **Steady posting 1-3x week**
- **Set message preferences**
- **Self-brand: Banner/pic/title**
- **Include full profile**

Your Voice

- **Use human, authentic voice.**
- **Show expertise + personality**
- **Keep people active by engaging, commenting**
- **Be inspiring for audience**



4. 3 Keys to Thought Leadership on LinkedIn



Top Components

1. **Focus on community or audience's interests**
2. **Use SME expertise and interests**
3. **Participation a must**

Why?

- **Having a POV as SME shapes opinion in industry**
- ***Market consideration* – let them think of you first**
- **Citizenship, *trust* is created via community participation**



5. Benefits of Thought Leadership



Why?

- **"66% of professionals note that they would be more likely to recommend a company or brand if they followed a company executive on social."
*Impacts buyer's journey.**

How?

- **Reinforce self-branding; let audience know what you do!**



6. Strategies

Pro Tips

- **Explore content opportunities**, challenges; guide audience
- **Predict** question topics
- When posting, use industry hours, schedule posts
- **Metrics: Track** and focus on what works w/audiences; push the higher performing content showing results and use it for organic/paid content.
- Are there windows of opportunity in the content gaps that competitors are not using?

LinkedIn Prefers

- Visuals, **Live video** (24x increase in views), podcasts, slides, Stories feature, audiograms, CTAs, articles, polls, 3-4 hashtags
- Video or blog series
- Link out to longer pieces
- **Mix of content formats** + direct uploads

Build Your Community

- Be **conversational** w/peers
- **Add value** as SME
- Share POV
- Aim for dialogue
- Use **high-quality sources**
- Connect via 3rd party introductions, or **send brief msg**



6. Strategies Con't



Other PRO TIPS

- **Comment** on SME content
- **Share** targeted content by other SMEs
- When co-creating, **cross-promote** it, tag each other; benefit from their following
- Turn **Follow feature** on

Engagement quality trumps quantity:

- LI recommends **tracking comments** as primary KPI, engagement as secondary KPI

Help networks find you:

- **Tag companies, original authors** of content you share
- **Repost your top content**
- **Refurbish your content** into new pieces



7. Calendaring & Frequency



Create a content plan

- **Create mo. plan** w/chosen themes + associated topics
- **Connect** to co. **brand**/goals if relevant
- **Include ad-hoc posts** (news feed + comments)
- **Involve** teams, members, **colleagues** if possible.

Timing

- **Commit** to a cadence (schedule is key)
- **Analyze web behavior**
 - Ex: lunch, am, pm, EST, PST
 - Learn when your niche is online in the workday

Posts:

- **Tag** companies, partners, people involved
- **3 hashtags**, max 4
- Min 1x week
- Max 5x week



Sources:

- [Executive Thought Leadership Guide by LinkedIn](#)
- [Social Media Today](#)
- [Social Media Today, 2nd](#)

- [Forbes](#)
- [Neil Patel](#)
- [HubSpot](#)

Other Resources:

- [7 Examples of Powerful Thought Leadership on LinkedIn](#)
- [How to Create a Content Strategy for Thought Leadership](#)

Recommended:

- ✓ [New LinkedIn Features](#)

Questions?

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Thank you