

What Type of LinkedIn User Are you?

LinkedIn is like a gym membership,. If you never go, don't understand how to use the equipment and don't have a plan, it won't work for you.

with Jo Saunders



How do you contribute and leverage the LinkedIn network?

- Proactive** - Research, react, connect, engage, publish, respond
- Participate** - Respond, connect, engage, create & publish
- Reactive** - Respond to requests, messages and notifications
- Create** - Publish created content
- Curate** - Source and share other people's content
- Outsource** - Content & lead generation
- Automate** - Pre-programmed actions
- Research** - Search for people and information strategically
- Passive** - Consume content
- Inactive** - Have a profile but have never used it
- Invisible** - Don't have a profile

If you are not visible you are not valuable

LinkedIn Contribution Action Plan

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ADD VALUE

- Publish articles
- Share your blogs
- Summarise information
- Share perspectives & insights
- Comment on trends
- Educate and inform
- Insight deep thinking
- Challenge processes
- Ask What If
- Seek insight and feedback
- Share achievements
- Challenge benchmarks
- Share case studies

ENGAGE

- Join a conversation
- Recommend a colleague
- Ask a question
- Celebrate wins
- Express gratitude
- Share relevant news
- Introduce people
- Share your takeaways
- Show support
- Respond to comments

Need to create your strategy or learn how to proactively contribute to influence and make an impact?

BOOK A DISCOVERY CALL
calendly.com/josaunders/chat