

LinkedIn Best Practices Targeted Status Updates



Prior to the launch of Targeted Status Updates, marketers had no way to tailor the content in their status updates to specific types of company followers. Audiences from different industries, job functions, geographies, and levels of seniority all received the same content.

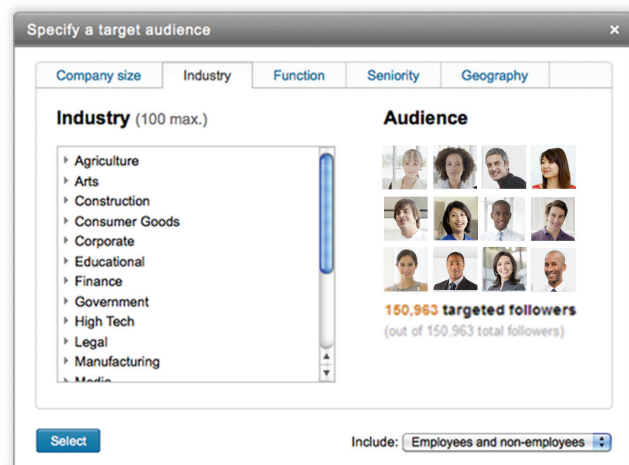
Now with Targeted Status Updates, marketers have an easy, proven way to engage company followers with content that's relevant and tailored to their personal interests.

To help you get up and running quickly, here's our top 10 tips list for driving success with Targeted Status Updates.

10 Tips for Engaging Followers with Targeted Status Updates

1. Personalize your messages to your audience

Drive increased engagement by targeting your status updates to specific groups of your followers using LinkedIn's rich, up-to-date profile data.



DO: Include your biggest brand advocates in your targeting: your employees! Employees are 70% more likely to take action on your update and spread your message to their networks by liking, sharing, or commenting on your posts.

DON'T: Don't add so many targeting filters that you exclude audiences that may find your status update interesting.

2. Remember what LinkedIn members are interested in

Looking to engage your followers, create leads, and facilitate customer conversion? Focus on sharing relevant and actionable insights about your company and industry.

Informative, useful updates receive the highest engagement rates because that's the information members expect from companies they follow on LinkedIn. After all, your followers are active on LinkedIn because they want to be more productive and successful professionals.

- 60% of members are interested in industry insights
- 53% are interested in company news
- 43% are interested in new products and services

3. Encourage your audience to participate

Post status updates encouraging your followers to interact with you. Interactions (e.g., likes, comments, and shares) drive the amplification to your followers' connections to help extend your reach.

- Participate in the conversation with follow-up questions or answers
- Leverage your other LinkedIn assets (e.g., interesting group activity) as content to cross-promote in your status updates
- Write updates that include clear calls to action (e.g., like, share, or "Tell us something")
- Ask questions to spark participation in the discussion thread

DO: Post updates that give followers a sneak peak into your company's upcoming product or service launches.

DO: Ask followers for their opinion with questions that elicit an emotional response and inspire passionate conversations.

DON'T: Don't always ask followers questions about your company. Members engage with your brand on LinkedIn if you offer them ideas and solutions. If you decide to post company news, ask yourself whether your followers will truly find it valuable.

4. Keep it brief

Make your posts succinct and meaningful. Build industry credibility by adapting your language to match that of your targeted industries. If you're posting to developers, use their language. If you're targeting by country, localize your spelling for the region in which your audience is based.

5. Time your status updates

Time the posting of your status updates during business hours for maximum reach. LinkedIn's busiest hours are morning and midday, Monday through Friday.

6. Post regularly

Post as many status updates as your content supports. You will reach more of your audience and extend your reach as you post more often.

- Post at least 20 status updates per month to maximize your reach to approximately 60% or more of your unique audience each month.
- Our best-in-class marketers are posting **3-4** status updates per day, per audience.
- 20% of followers are typically reached with one status update.

7. Experiment and learn

Keep testing the target, content, and strategy. Keep conversations fresh with different content types – from company news to event announcements to industry insights. Certain content may resonate more with different targeting segments. Experiment to learn what works!

Try posting the same status update at different times of the day, different days of the week, or with different headlines to maximize reach.

8. Plan the editorial

Companies that have organized the content strategy and administrative access have seen tremendous results with engagement.

- Assign multiple admins for the Company Page so that different stakeholders can split the work and control content for specific lines of business.
- Create an editorial calendar so that each admin can organize their content and the timing of status updates.

9. Monitor, analyze, and refine

Monitor and analyze individual status update performance and your follower analytics page to refine your strategy. Pay attention to the audience targeting, types of content, time of day and frequency that drive the most interactions.

10. Recruit help if you need it

You don't have to do it yourself! Use our social media management partners to help you manage your posts and Company Page strategy.

Contact Hootsuite at linkedinvip@hootsuite.com or Buddy Media at inquiries@buddymedia.com for assistance in managing your Company Page communication. Stay tuned for more LinkedIn partners to come!