

A beginner's guide to LinkedIn – Q&A transcript answers

As a freelancer, is it beneficial to have a page or is profile sufficient?

I would stick with a profile unless you're expecting to expand to hire others to work with you. A profile should give you everything you need for working on your own.

I already have a LinkedIn profile with corporate connections. Going into the arts sector, is it best to make a new one/start again?

I wouldn't start again, as there will be some people from your former sector who will, or have already moved into the arts and those previous connections may prove valuable in the future. I have changed sectors a few times and it takes a while to get your network to where you want it to be, but the main thing is to find connections in the arts and to start engaging with their posts. Try to engage less with your corporate connections to teach the algorithm what you want to see more of.

We have three venues - can you have three pages / identities?

You can have different pages and identities, the only issue may be the workload as you will be creating content for 3 different accounts. One thing you can do when you have an umbrella organisation is to create a page and then have showcase pages underneath it, so that they're all still connected - see here for more information <https://business.linkedin.com/advertise/linkedin-pages/showcase-pages>

One question I have is whether your staff for for specific venues or if there is crossover? The reason I ask is that the staff will need to pick which page they want to indicate that they're working at, and if they do work for all three then that will be confusing for them and for your network. If you have a small central team working across all the three then it may be better to just have the one page.

What do you recommend about tone of voice? Should it always be more 'business-like' or is it okay to make it personal/funny... maybe even 'unprofessional'! (In comparison with other posts - not literally!)

It's absolutely fine to bring personality and humour to your posts, it doesn't have to feel corporate - as you're going to be talking to others working in the arts and cultural sector. I would consider what feels on brand for your organisation though (if you're in one). If you have branding guidelines around tone of voice then you will need to follow them.

Also I would always have in the back of your mind how you would feel about funders/partner organisations/potential clients seeing the post. If you're unsure if it's a bit too glib then maybe sleep on it before you post.

Is changing the url a premium option?

No, you can do it for free. Here's how to change your URL on your profile

<https://www.linkedin.com/help/linkedin/answer/a542685/customizing-your-public-profile-url>

And here's how to do it for a page:

<https://www.linkedin.com/help/linkedin/answer/a564298/updating-the-url-of-your-company-page>

How would you suggest handling a variable work history/portfolio career in LinkedIn?

In the About section I would really focus on talking about yourself and your work, what you're looking to work on now/next. Include all of your roles within the vocational experience section, they're absolutely fine to include. I have had a varied career myself, working in university, charity and medical information marketing before moving into the arts and I don't think it's a weakness, you just bring a variety of knowledge and skills from different sectors with you.

If you are a sole trader, not company, do you still avoid using a Page or can you use it to promote what you do?

I would probably stick with using a profile as a sole trader, as otherwise you're going to end up duplicating the posts for both your page and profile. But if you're considering having others working with you in the future then you might like to look at setting up a page. If you have an alternative name for your business that others know you by, then this might be useful for when they're looking to tag you.

It keeps asking me to get verification - what does this mean and what do I need to do?

Getting your profile verified on LinkedIn is free. You need a valid passport to verify yourself, and you can only do it through the app on your phone.

Does it improve your reach and engagement? Directly - no. Indirectly - it can do. LinkedIn says that, on average, verified profiles receive 60% more profile views, 50% more engagement and 30% more messages. However, verification doesn't push your posts higher in the feed algorithm. Instead, it works indirectly - more people trust you're a real person.

You do not have to get verified if you don't want to share your passport details with LinkedIn.

Can you connect as an organisation or does this stage have to be on your personal profile

As a page you can follow other pages, but you can't connect with individual profiles.

Do you have to connect with people through your personal page or the organisation page?

If you're looking to connect with people then I would do that through your profile, but if you're looking to follow organisations then you have a choice whether to do that as your profile, page, or both.

How do we connect as a person or via our page ?

To connect with people as your profile you just need to visit their profile and click on the 'Connect' button. To follow pages as your profile you can visit the page and click on 'Follow'.

If you're looking to follow other pages as your organisation then what you can do is:

- 1) Go into your page.
- 2) There's a list on the left where one of the options is 'Feed' - click on that.
- 3) Now click on 'Manage following' top right and it will bring up a search box for you to search for the page you want to follow.

What are the benefits of LinkedIn Premium? Is it worth the price?

LinkedIn Premium can be useful if you're job-hunting, or for networking, or taking a deeper dive into your analytics. Premium offers features including the "Who viewed your profile" dashboard, the ability to send direct messages to users outside your network, and access to LinkedIn

Learning courses.

For profiles, Premium packages start from £20 per month for job seekers, but you may need the £50 per month package for what you're looking for. For pages, the cost varies, it's around £80, although they're currently offering discounts and free trials. It isn't really cheap for arts budgets, and doesn't offer any specific post or profile/page boosting.

If there are a few people from the organisation as page admins, does the algorithm show a page post to just the poster's connections, or a range of connections across the people managing the page?

When a page publishes a post, it is not tied to the personal network of the admin who posted it. The admins' profile connections won't automatically see the post unless: 1) The admin shares the post from the page to their personal profile. 2) Or the admin engages with the post (like/comment), which can trigger it being shown to others in their network.

Can you speak a bit to those of us who might work in orgs on PAYE short-term contracts as well as doing freelance work and how best for us to organise our LinkedIn presence, please?

I would include your short-term contracts and freelance work in your vocational experience and indicate in the job title that you were freelancing/consulting. Then make use of the About section to explain that you're a freelance/consultant and about the work you do.

Do we have access to all features that Nicola has been showing us today? If not can she pls highlight what are the premium features?

Yes, all of these features are free. I didn't share any of the Premium features.

Can you have a page that's not connected to a profile?

No, because then no one will have access to the page. You need to have at least one profile connected to the page as an admin to use the page. It won't show to external audiences who those admin are though.

How do you get people to follow you, and not just connect? Do you need to be a creator of some sort?

Remember that following is a one-way connection. So they will follow you and you won't see any of their content. IF that's what you're after then the way to do it is to click on your profile picture top right in the navigation where it says 'Me' > Select 'Settings and Privacy' > Select 'Visibility' from the list > Scroll all the way to the bottom and select 'Followers' > Slide the toggle called 'Make follow primary' to on.

Are there particular days or times best for post engagement? & would this be different for a company page vs your personal profile? Thank you!

The best time and day to post content on here varies from person to person and organisation to organisation. Generally, I would try to aim for Monday - Friday, between 8am and 6pm, as outside of those hours people are less likely to be on the platform. But there isn't a set day of the week or time you should be aiming for. You can experiment with it to see when seems to work best for you, but this may well change from week to week too.

We post daily on Facebook and Instagram here at Cathedral, but I'm not always sure which content should also go on LinkedIn. I don't want to limit our LinkedIn posts to job vacancies, but I also don't think our daily social content is always the right fit. What would you recommend?

I would try using some of your content that focuses on the building, behind the scenes, and your staff. You could take content that you would usually use on other platforms to encourage people to come in the door, and on here use it to talk about what your priorities are at the moment, how things are going, any exciting achievements. So for example, the Pokemon video I showed could be used on other platforms to sell tickets, but on here to talk about the partnership and project.

Is .pdf viewable on mobile ?

Yes, you can view PDFs on mobiles. You can also see carousels on mobiles.

Should linkedin vertical video be the same dimensions as a IG reel?

Yes, you can use the same dimensions for both to create vertical video on LinkedIn and Instagram. Your options are 1080×1920 pixels - the size of a smartphone screen or 1080×1350 pixels - portrait size.

Is there a quick way to work out which degree connections the algorithm has shared a post to?

Unfortunately, no - there isn't a reliable / quick way to see exactly which connection-degree (1st, 2nd, 3rd) saw your LinkedIn post as this isn't data that LinkedIn provides. But you could look manually at who is engaging (likes, comments, shares) on a post: you can click on the names/photos of people who engage and check their profile to see if they are 1st, 2nd, or 3rd degree connections.

Can you monetise live events?

This isn't something built into LinkedIn's natives tools, but you could create your event on LinkedIn, then drive people through to buy tickets on a different platform (like Eventbrite) and then host the video event on another platform (like Zoom)

When would you use IG v LI?

Instagram is great for talking to the general public as well as artists and cultural organisations. LinkedIn is great for talking with artists and cultural organisations as well as funders, professional bodies and potential partner organisations. Instagram is great for more fun and informal content, LinkedIn is great for important announcements. Theoretically content could be used on either, if you gave it the right spin. So with the British Museum Pokemon video you could use that on either platform but on Instagram you would focus on people coming along and how fun/engaging/interesting the project is. Whereas on LinkedIn you would talk about the project, how it came about, the impact it's having, why it's relevant to the museum/culturally.

What would be a good level of engagement for an arts consultant (sole trader)

This is a really tricky question because engagement rate depends on your connection numbers and varies from person to person. If you have 50 connections and get 5 engagements on a post that's a 10% engagement rate. If you have 5000 followers and get 100 engagements then you've got a 2% engagement rate. But 100 engagements on a post is great! Engagement rate % formula = number of engagements (comments/likes/shares/etc) divided by your number of connections/followers, then times 100.

Basically, I wouldn't get too caught up on where you're meant to be by comparison with anyone but yourself. You'll know if a post is doing better than others and LinkedIn will let you know if your performance is up or down. If you really want a % to compare to then generally between 2–5% engagement rate on LinkedIn is healthy. Any more than that is great.

Should you add blogs to both your website blog and LinkedIn if they are relevant to that audience? Or is it best to only publish on one?

You can add blogs to both your website and as a LinkedIn article. Google would prefer it if the content was slightly different, but it isn't a huge deal if it's the same. You might want a reason to drive more people through to your website, so you could always create a shortened version of the blog (potentially with AI tools if you're low on time) and then indicate that for the whole story they can go to your website. This would work nicely if there were additional resources to download on your website. If you try this then make sure you're still putting the key points onto LinkedIn, as people aren't necessarily going to go off to your website but we want them to have the main info.

I run a podcast, does it have any features that I could add to my podcasts page like importing an RSS feed or anything like that

LinkedIn allows you to add one RSS feed per page. You can set it up by going to your page settings > Manage Content Sharing > then add the source. You could also use other features to promote your podcast, like a newsletter featuring episodes, video snippets with key bits from episodes (for example having the audio with an image and captions on the screen), make sure you tag guests in posts and make use of the featured section.

What is a good length of video? does it need to be short like with other social media channels? or would a 15-minute interview work well on LinkedIn?

You can have video of up to 15 minutes if you add it on desktop, or 10 minutes if you upload on phone. Generally shorter videos are watched more - like on other platforms, so under 3 minute videos have the highest average watch time. But if you have a great bit of longer video content then by all means try it out.

If you have a blog on your website with case studies or news pieces on, when sharing/promoting this on LI, would you suggest directly linking to this via a LI post?

Or alternatively would you suggest you'll get higher engagement if you copy the blog piece content into a LI article, and then post that instead?

I would suggest that you take some of the blog with some of the key points, put this on LinkedIn as an article or post and then you can link to the longer version on your website for people to read more. Sharing a link to a blog without the key info from it is unlikely to get you a lot of great traffic.

With the newsletters feature, would it be suitable to include content from a monthly What's On newsletter, like upcoming events?

Yes you can absolutely include content from a monthly what's on newsletter in a LinkedIn newsletter. Bear in mind though that people aren't likely to purchase tickets to shows from this platform.

Do the best practice guidelines on frequency etc apply to your organisation as well as your personal profile? Should you be active as an individual as well as the organisation to get the best results?

Ideally yes, you'll post to both your profile and page at least once a week in order to get the best results. The best practice guidelines apply to both.

So, you can interact as your organisation and not as an individual?

You can respond to comments and engage with people as your organisation if you're an admin on the page. To do this when you see a post you would like to respond to, click on your profile image which you'll see bottom left of their post (next to the Like button). This will bring up a list of your profile and any pages you're an admin on. Select the one you would like to respond to the post as. Then you can like, comment, or repost as the page.

When do you comment as an individual or organisation?

I would comment as the page if it's an organisation or individual that you're keen for the organisation to support and connect with on there. If the page has been mentioned in a post then it's great to respond as the organisation. I would usually respond as myself if I want to give a personal response, if it's something important to me but not necessarily the whole organisation.

Would you suggest different admins and staff members posting through the business page? E.g. should everyone send me their pieces to post or does it help if they should post their own content?

This really depends on your capacity and the tone of voice of the organisation. It's fine for admin to all be posting but you'll need a content calendar so they aren't posting on top of each other, and clear tone of voice guidelines. If you've got capacity to post all of the content (and it won't become a bottleneck) then fine for it all to go through you. It won't really benefit the algorithm to have multiple admin posting, it would be more useful for them to be sharing the page posts to their own profiles.

If you have two different roles, would you recommend two different LinkedIn profiles?

I wouldn't recommend different profiles. It's going to be a lot managing two different profiles, it's going to be confusing for the audience, and LinkedIn doesn't like it. I would stick with the one and try to build your network in both circles. Make it really clear which role you're talking about in posts by ensuring you're using keywords - for example if you're posting about a theatre show for your theatre job then include keywords like theatre, performance, backstage rather than just writing "Great way to spend a Monday", so that the algorithm has an idea of who to show it to.

How does the algorithm react to an update to a post (eg if I posted last week, but now I am linked to someone involve in a project and I'd like to tag them - will that reinvigorate engagement?)

An update can reinvigorate engagement but in particular it will help if you comment underneath rather than just editing the post. It's a great idea to return to recent posts and add relevant comments in order to give them a bit of a manual boost. Alternatively, you could share the older post and add more context. When you do edit a post do so to add clarity and value rather than changing the content of the post entirely - the algorithm doesn't like that.

What advice do you have for using LinkedIn for recruitment?

Use the jobs feed! There's a specific feed for jobs which you will find at the top on LinkedIn, next to the 'My Network' icon. When you post using LinkedIn's jobs feed you are adding the position to a large pool that users can search and filter. When you only post jobs onto the main feed as regular posts fewer people will see them.

How should my content differentiate between other platforms like Instagram and Facebook? I usually share the same content to LinkedIn but should I be curating it specifically for LinkedIn more?

I would think about the audience being peers from a similar organisation. Don't approach them as a member of the general public, but rather as someone with experience in the same field as you. You can share the same content (images and video) where it's relevant but think about what insights you could add on. Basically, don't just be promotional, everyone's got a show/event to promote, but they're on here to chat about work and behind the scenes as well as successes.

Could you go through where to find content engagement again

There are a few different options for this depending on what you're looking for so bear with me:

1. Individual post performance

Click on the post of yours you want to look at. Underneath the post you'll see 'View Analytics' in blue. Click on this for all of the info they provide about how the post has performed.

2. Profile analytics

If you're looking to see your personal profile engagement overall then go to your profile and near the top you'll see a section called 'Analytics'. Click on 'Show All Analytics' and then on the first box which shows your 'Post Impressions'. Within here you will see your overall performance and your top performing posts lower down the page. You can change impressions to engagements at the top to see how they performed for engagement.

3. Page analytics

If you're looking for how your page posts performed then you can go to the page and in the list on the left you'll find an option called 'Analytics'. Within here you'll be able to see your overall performance as well as top performing posts. You can change the date range and export the data as needed.

If you're just getting started (like me), what's a mistake that newbies usually do that we should avoid?

The most common one is thinking that things aren't going well because you aren't an overnight success. You're going to grow slow and steadily on here; it's a tortoise rather than a hare platform. You'll need to show up consistently, connect with relevant people and interact with them. A common mistake I regularly see is people don't remember to engage and just do self-promotional posts. Then they're disappointed that no one is engaging with them. Engagement is just as important on here as posting.

I use messages with connections and find they don't often respond. Any advice on messaging?

I would keep it short and to the point so they know that it isn't a sales pitch or an ad. Explain why you would like to connect - i.e. 'we're both working in the dance sector and I'm really interested in the work you're doing with...' 'I saw your presentation at the AMA Conference and thought it was excellent, I'm also interested in AI.' I wouldn't put any big asks into your messages to connections -

get them on board first, then get to know them, then you can ask! If in doubt a compliment about their work often goes a long way!

I have a corporate role and a business but also a creative career. How do I best represent this without diminishing either my creative or corporate work?

I think you're going to need to use a mix of posts in order to talk about both. You could have 2 posts a week, one about your corporate role and one about your creative role. You're going to need to use keywords in the posts so it's clear to LinkedIn who the audience for each post is. You're also going to need to approach your About section carefully. You could blend both areas within it or perhaps divide it into talking about your corporate role and your art role.

Alternatively, you could focus on just the corporate side on here and use a different platform to focus on the art - it depends on what you're looking to use LinkedIn for. If you want to connect with other artists then Instagram is a great platform for doing that.

Is the algorithm looking at your profile or your company page?

Your personal profile feed and LinkedIn Page feed are treated separately by the algorithm. When you interact (like, comment, share) as your personal profile, the algorithm learns your individual interests and serves content tailored to you personally. When you post or interact as the LinkedIn Page, that activity affects the Page's engagement and reach, but not your personal profile feed. Your admin role doesn't cause LinkedIn to merge or cross-target content between your personal profile and the Page.

Do you have to connect with people through your personal page in order to follow an organisation from your organisation page? Any tips on how to follow people from your organisation page as this doesn't always seem straight forward - same for tagging! Thank you.

No you don't have to connect via your profile to connect as your page.

If you're looking to follow other pages as your organisation, then what you can do is:

- 1) Go into your page.
- 2) There's a list on the left where one of the options is 'Feed' - click on that.
- 3) Now click on 'Manage following' top right and it will bring up a search box for you to search for the page you want to follow.

You can only follow other pages as your page, you can't follow profiles as your page. So if you're looking to form a connection with a profile then you will need to connect/follow as yourself not the organisation.

In terms of tagging, you should be able to tag people that you're not connected with or following, from either your page or profile.

Is there a way to have a closed/invite-only network/community on LinkedIn? (similar to a group on Facebook)

You can make groups on here like on Facebook, and these can be closed/invite only. To make a group click on 'My Network' up the top of LinkedIn and then choose 'Groups' from the list on the left underneath 'Manage My Network'. Then there's a 'Create Group' button up the top. Remember though, if you're making a group you're responsible for moderating the group and that can take quite a bit of work depending on its size. So as well as adding regular updates you need to ensure that all users are abiding by the rules of your group - i.e. no hate speech, bullying, spam, etc. It helps to list out the rules clearly for all users too.

If the organisation page has been set up via a organisation profile (which is not ideal, I hear), should this be changed now to be linked to an employee profile?

Yes, that's a good idea, to get an employee or two added as admin to the page. This means that if the fake profile is ever deactivated by LinkedIn for not being a real person, then someone will still have access to the page. It would also be a good idea to ensure that the dummy profile doesn't have the name of the organisation as people might incorrectly tag the profile into posts instead of the page.

Does scheduling content via a third-party app, Later or Hootsuite cause any issue with engagement?

LinkedIn supports scheduled posts from approved third-party tools like Later or Hootsuite, and posts published via these tools appear just like native posts on LinkedIn with the same visibility to your audience. However, real-time, spontaneous posts often get more engagement because they feel more live and authentic. It should be fine for you to use a scheduler but you might want to mix in some more spontaneous posts to see which perform better for you. And don't forget to engage with others! It's very easy to forget about this when using a scheduler.

It was mentioned earlier that 800+ word posts receive stronger engagement. Is that 800 words or 800 characters?

It's 800-1000 words. But this is an awful lot to write so don't feel you have to stick to that. I wanted to include it to show that you should be trying out some longer form copy on there.