

A beginner's guide to LinkedIn for Arts & Culture

November 2025

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Tech Champion, Social Media



**Digital Culture
Network**






Webinar

Welcome!

Before we get started:

- Today's webinar is scheduled to last 1 hour including Q&A
- Click the CC button for Closed Captions
- BSL interpretation is available
- The recording of this webinar will be available on our website in 7 days
- Ask questions using the Q+A button
- Say hello in the chat (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤔 🎉 😊

Access free one-to-one support

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Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

| | | | |
|--|--|---|--|
| First Name | <input type="text"/> | Last Name | <input type="text"/> |
| Email | <input type="text"/> | Organisation | <input type="text"/> |
| What is it about? | <input type="text" value="--Please choose an option--"/> | Which discipline is your area of focus? | <input type="text" value="--Please choose an option--"/> |
| What region are you based in? | <input type="text" value="--Please choose an option--"/> | How did you hear about us? | <input type="text" value="--Please choose an option--"/> |
| Please tell us about the support you need: | | | |

Today's Session

1 Why LinkedIn?

2 Getting set up

3 How LinkedIn works

4 Best practices & tips

5 Key takeaways

6 Q&A



Digital Culture
Network



1. Why LinkedIn?



Busting myths



Only for corporate
jobs



Massive cringe



Only for job
hunting

Why choose LinkedIn?

Awareness raising and networking

1 billion

The image shows a screenshot of a LinkedIn post from the organization 'Shakespeare North Playhouse'. The post features a photograph of four people sitting on stone steps in front of a wall with various Shakespearean quotes. The text of the post is as follows:

SN Shakespeare North Playhouse
4,216 followers
6mo • 🌐

🎉 Exciting News! 🎉

We're proud to continue our partnership with [Liv Housing Group](#) as our ...more

Background quotes on the wall: "By Jove missus!", "Laughing stock", "You've got to be cruel to be kind" (William Shakespeare Hamlet), "Tatty bye" (Sir Ken Dodd), "Come, are jesters' tools' licen...", "As g...", "t gold"

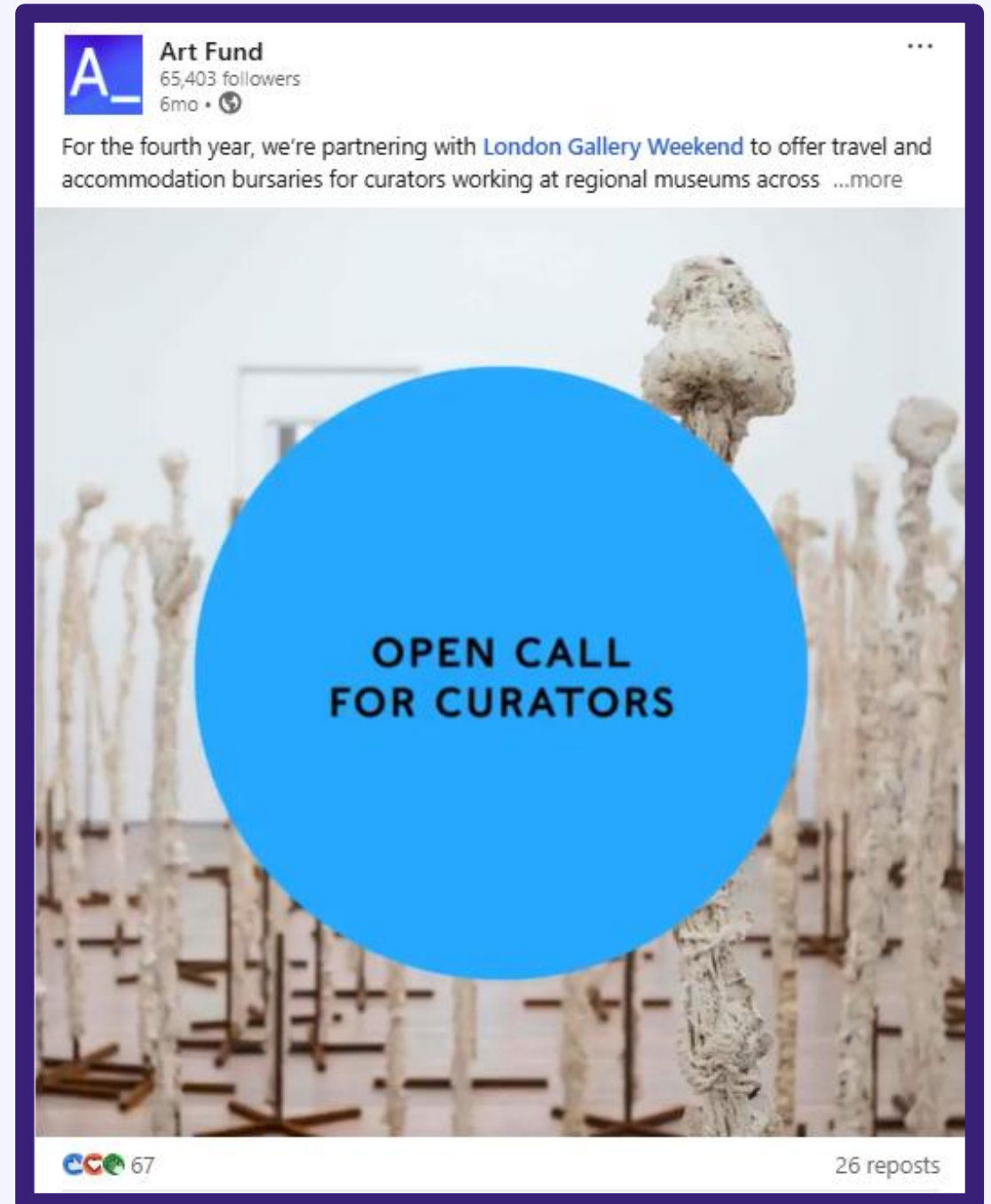
Building on transformative community impact.

👍❤️ 39

5 reposts

Why choose LinkedIn?


Partnerships & funding
opportunities



A_ Art Fund
65,403 followers
6mo • 🌐

For the fourth year, we're partnering with [London Gallery Weekend](#) to offer travel and accommodation bursaries for curators working at regional museums across ...more

**OPEN CALL
FOR CURATORS**

 67

26 reposts

The image shows a LinkedIn post from the 'Art Fund' organization. The post features a background image of a gallery installation with tall, thin, light-colored objects. A large blue circle is overlaid on the image, containing the text 'OPEN CALL FOR CURATORS'. The post text mentions a partnership with 'London Gallery Weekend' and offers travel and accommodation bursaries for curators at regional museums. The post has 65,403 followers and was posted 6 months ago. It has 26 reposts and is licensed under Creative Commons BY-NC-ND 4.0.

Why choose LinkedIn?

Less hate speech and
aggression



Why choose LinkedIn?

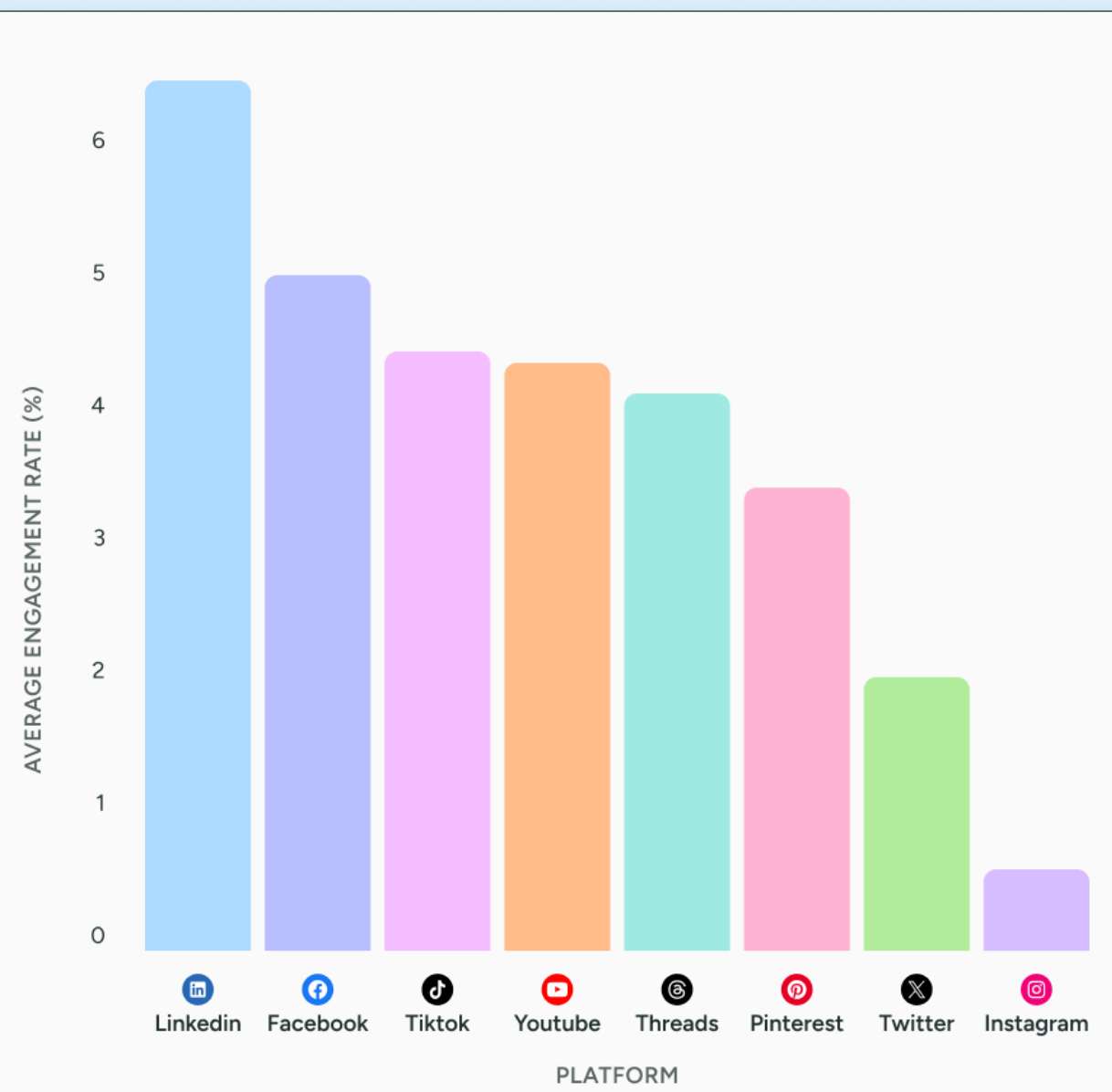
People use it
weekdays 8am-6pm



Why choose LinkedIn?

Higher engagement rate

6.5%



Why choose LinkedIn?

Longer lifespan per post



Dr. Pen Mendonça • Following

FRSA Graphic Facilitator, Cartoonist, PhD, Associate Lecturer at Unive...

11mo • 🌐



In 2018, the Bank of England invited the public to nominate historical figures for the new £50 note. Of the 989 "eligible" nominations, only one percent were from black and other racialised communities. This raised ...more



65

6 comments • 10 reposts



Digital Culture
Network



2. Getting set up



Profiles vs pages

This is a profile

The screenshot shows a LinkedIn profile for Katy Farrell. At the top, there is a banner with a pink and yellow background and the text "CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE". Below the banner is a circular profile picture of Katy Farrell. To the right of the profile picture are logos for "Digital Culture Awards" and "Arts Council England".

Katy Farrell ✓ She/Her · 1st
Social Media Tech Champion for the Digital Culture Network | Developing and increasing the digital skills in the creative and cultural sector | Views expressed here are personal and not that of my employer
Greater Coventry Area · [Contact info](#)
241 connections
Emma McGarry, Katherine Brown, and 45 other mutual connections

Buttons: [Message](#) [More](#)

Highlights

- You both work at Arts Council England**
Katy started at Arts Council England 1 year and 9 months after you did
[Message](#)
- 3 mutual groups**
You and Katy are both in Social Media Today, Arts and Culture Network, and 1 other

About
Social Media Tech Champion at Arts Council England. Part of the Digital Culture Network supporting organisations across the creative and cultural sector develop their digital skills.

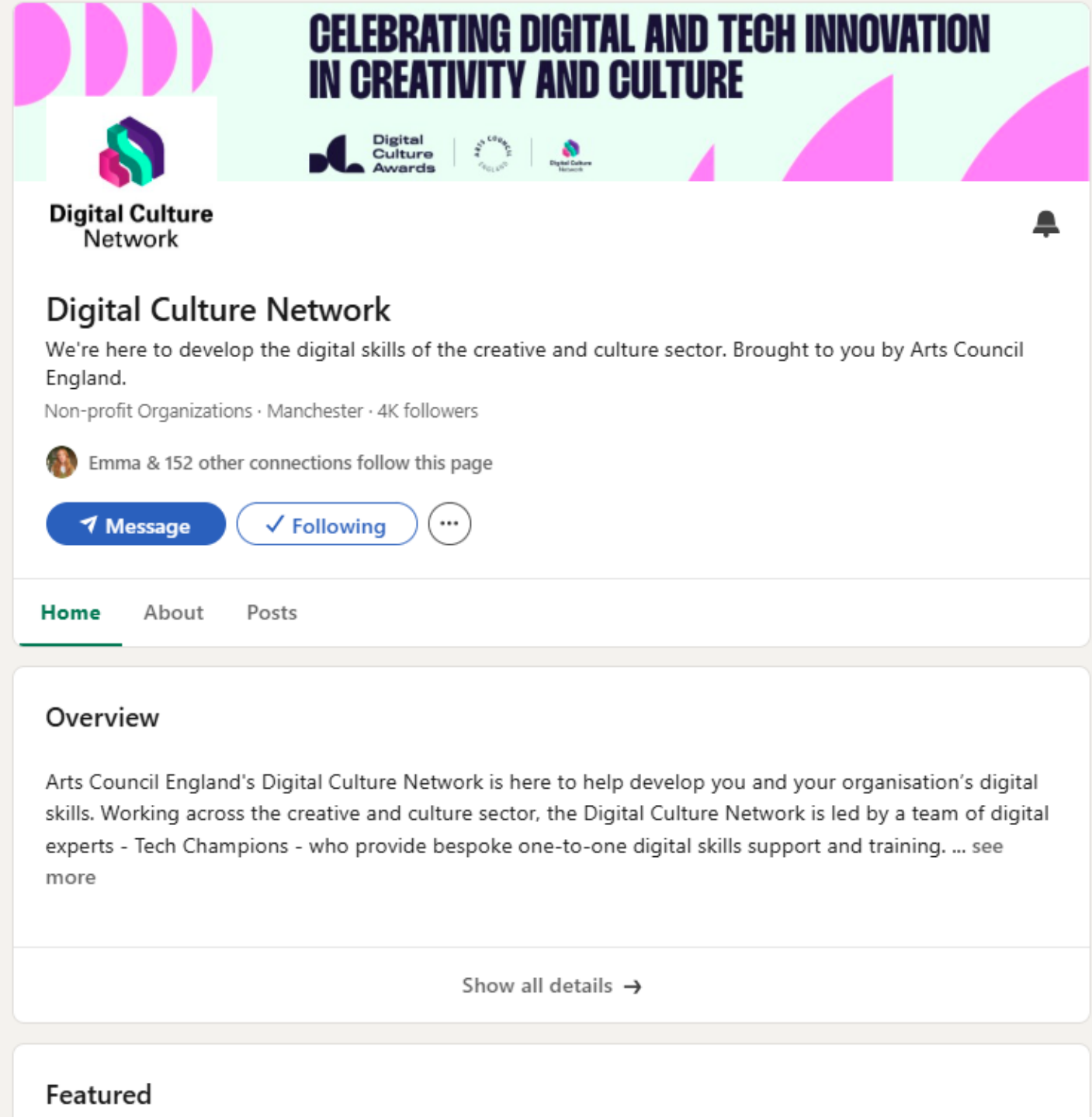
Activity
230 followers [Following](#)

Navigation bar: Home, My Network, Jobs, Messaging, Notifications, Me

Right sidebar: See what's new, Online Business School, More profiles (Rose M, Genevieve, Katherine, Molly, Monica)

Profiles vs pages

This is a page



The screenshot shows the Facebook profile page for the Digital Culture Network. At the top, there is a banner with the text "CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE" and logos for Digital Culture Awards, Arts Council England, and Digital Culture Network. Below the banner is the profile picture, which is the Digital Culture Network logo, and the name "Digital Culture Network" with a notification bell icon. The bio reads: "We're here to develop the digital skills of the creative and culture sector. Brought to you by Arts Council England." Below the bio, it says "Non-profit Organizations · Manchester · 4K followers". There is a section for "Who follows this page" showing "Emma & 152 other connections follow this page". At the bottom of this section are buttons for "Message", "Following", and a menu icon. Below this is a navigation bar with "Home", "About", and "Posts". The main content area is titled "Overview" and contains the text: "Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more". At the bottom of the overview section is a "Show all details" link with a right-pointing arrow. The bottom of the page shows the start of a "Featured" section.

CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE

Digital Culture Awards | ARTS COUNCIL ENGLAND | Digital Culture Network

Digital Culture Network

We're here to develop the digital skills of the creative and culture sector. Brought to you by Arts Council England.

Non-profit Organizations · Manchester · 4K followers

Emma & 152 other connections follow this page

Message | Following | ...

Home | About | Posts

Overview


Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more

Show all details →

Featured

Your profile



Katy Farrell  She/Her · 1st

Social Media Tech Champion for the Digital Culture Network | Developing and increasing the digital skills in the creative and cultural sector | Views expressed here are personal and not that of my employer

Greater Coventry Area · [Contact info](#)

[241 connections](#)



Emma McGarry, Katherine Brown, and 45 other mutual connections

[Message](#)

[More](#)



Arts Council England



Coventry University

Highlights



You both work at Arts Council England

Katy started at Arts Council England 1 year and 9 months after you did

[Message](#)



3 mutual groups

You and Katy are both in Social Media Today, Arts and Culture Network, and 1 other

About

Social Media Tech Champion at Arts Council England. Part of the Digital Culture Network supporting organisations across the creative and cultural sector develop their digital skills.

Optimising your profile

- Profile photo



The image shows a Facebook profile page for Katy Farrell. At the top, there is a pink banner with yellow circular patterns on the left. The banner contains the text "CELEBRATING DIGITAL INNOVATION IN CREATIVE AND CULTURE" in bold black letters. Below the banner are three logos: "Digital Culture Awards", "Digital Culture Network", and "Digital Culture Festival". The profile picture is a circular image of a woman with blonde hair wearing a blue and white striped shirt, which is highlighted with a pink circle. Below the profile picture, the name "Katy Farrell" is displayed with a verified badge and the text "She/Her · 1st". The bio reads: "Social Media Tech Champion for the Digital Culture Network | Developing and increasing the digital skills in the creative and cultural sector | Views expressed here are personal and not that of my employer". Below the bio, it says "Greater Coventry Area · [Contact info](#)". There are "241 connections" listed, including "Emma McGarry, Katherine Brown, and 45 other mutual connections". At the bottom, there are two buttons: "Message" and "More".

CELEBRATING DIGITAL INNOVATION IN CREATIVE AND CULTURE


Digital Culture Awards | Digital Culture Network | Digital Culture Festival

Katy Farrell ✓ She/Her · 1st

Social Media Tech Champion for the Digital Culture Network | Developing and increasing the digital skills in the creative and cultural sector | Views expressed here are personal and not that of my employer

Greater Coventry Area · [Contact info](#)

241 connections

 Emma McGarry, Katherine Brown, and 45 other mutual connections

[Message](#) [More](#)

Highlights

Optimising your profile

- Profile photo
- Banner

The screenshot shows a LinkedIn profile for Katy Farrell. The banner image features a pink background with yellow semi-circles and the text "CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE". Logos for Digital Culture Awards, Arts Council England, and Coventry University are visible in the banner. The profile photo shows a woman with blonde hair wearing a striped shirt. The profile name is "Katy Farrell" with a verified badge and "She/Her · 1st". The bio reads: "Social Media Tech Champion for the Digital Culture Network | Developing and increasing the digital skills in the creative and cultural sector | Views expressed here are personal and not that of my employer". The location is "Greater Coventry Area" and there is a "Contact info" link. There are "241 connections" and a list of mutual connections including Emma McGarry, Katherine Brown, and 45 others. Action buttons for "Message" and "More" are present. The "Highlights" section shows a connection with Arts Council England and 3 mutual groups including Social Media Today, Arts and Culture Network, and 1 other.

CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE

Digital Culture Awards | Arts Council England | Coventry University

Katy Farrell ✓ She/Her · 1st

Social Media Tech Champion for the Digital Culture Network | Developing and increasing the digital skills in the creative and cultural sector | Views expressed here are personal and not that of my employer

Greater Coventry Area · [Contact info](#)

241 connections

Emma McGarry, Katherine Brown, and 45 other mutual connections

[Message](#) [More](#)

Highlights

You both work at Arts Council England
Katy started at Arts Council England 1 year and 9 months after you did

3 mutual groups
You and Katy are both in Social Media Today, Arts and Culture Network, and 1 other

[Message](#)

Optimising your profile

- Profile photo
- Banner
- Headline

CELEBRATING DIGITAL AND INNOVATION IN CREATIVITY AND CULTURE

Digital Culture Awards | Arts Council England | Digital Culture Network

Katy Farrell ✓ She/Her · 1st

Social Media Tech Champion for the Digital Culture Network | Developing and increasing the digital skills in the creative and cultural sector | Views expressed here are personal and not that of my employer

Greater Coventry Area · [Contact info](#)

241 connections

Emma McGarry, Katherine Brown, and 45 other mutual connections

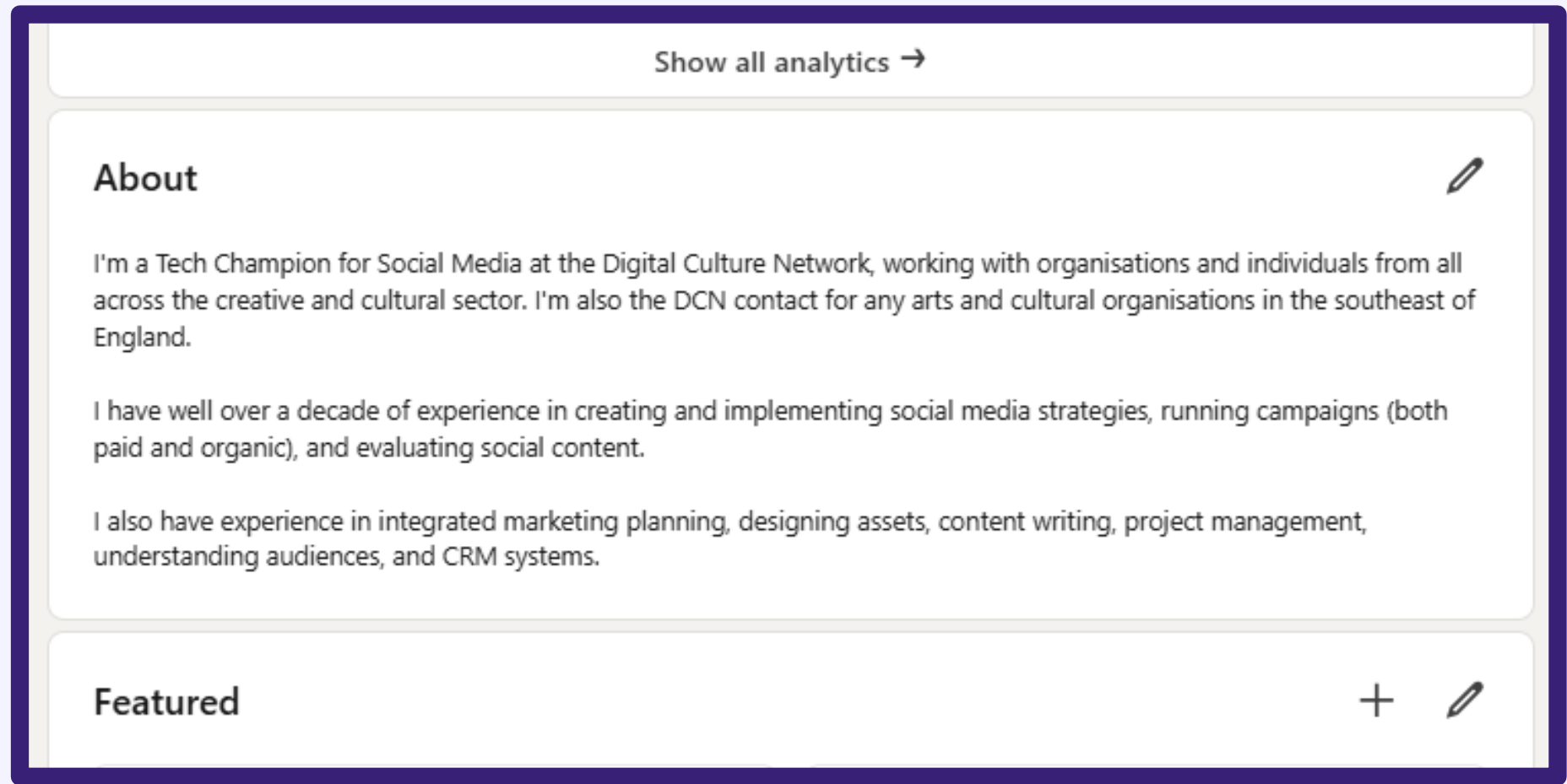
Message More

Highlights

Arts Council England You both work at Arts Council England 3 mutual groups

Optimising your profile

- Profile photo
- Banner
- Headline
- About



The image shows a screenshot of a social media profile's 'About' section. At the top right, there is a link that says 'Show all analytics →'. Below this, the 'About' section is titled 'About' with an edit icon (a pencil) to its right. The text in the 'About' section is as follows: 'I'm a Tech Champion for Social Media at the Digital Culture Network, working with organisations and individuals from all across the creative and cultural sector. I'm also the DCN contact for any arts and cultural organisations in the southeast of England.' Below this, there is another paragraph: 'I have well over a decade of experience in creating and implementing social media strategies, running campaigns (both paid and organic), and evaluating social content.' A third paragraph follows: 'I also have experience in integrated marketing planning, designing assets, content writing, project management, understanding audiences, and CRM systems.' At the bottom of the 'About' section, there is a 'Featured' section with a plus sign and an edit icon (a pencil) to its right.

Optimising your profile

- Experience

Experience



Tech Champion - Social Media

Arts Council England · Full-time

Jun 2024 - Present · 1 yr 5 mos

Royal Leamington Spa, England, United Kingdom



Marketing Manager

PO'Sh Creative · Full-time

Aug 2021 - Jun 2024 · 2 yrs 11 mos

Leamington Spa, England, United Kingdom



Digital Campaigns Officer

Coventry University · Full-time

May 2020 - Aug 2021 · 1 yr 4 mos

Coventry, England, United Kingdom



Digital Marketing Officer - Warwick Arts Centre

University of Warwick · Full-time

Dec 2016 - May 2020 · 3 yrs 6 mos



Warwick Arts Centre

2 yrs 6 mos

Coventry, United Kingdom



Marketing Executive

Jan 2018 - May 2019 · 1 yr 5 mos



Marketing Assistant

Dec 2016 - Jan 2018 · 1 yr 2 mos

[Show all 14 experiences →](#)

Optimising your profile

- Experience
- Education

Education



Coventry University

Master's Degree, Theatre/Theatre Arts Management

2010 - 2011

Grade: Merit

Responsible for creative direction, research, production, funding and marketing, resulting in a full scale final performance project...

[...see more](#)



Coventry University

Bachelor's Degree, Theatre/Theater

2006 - 2010

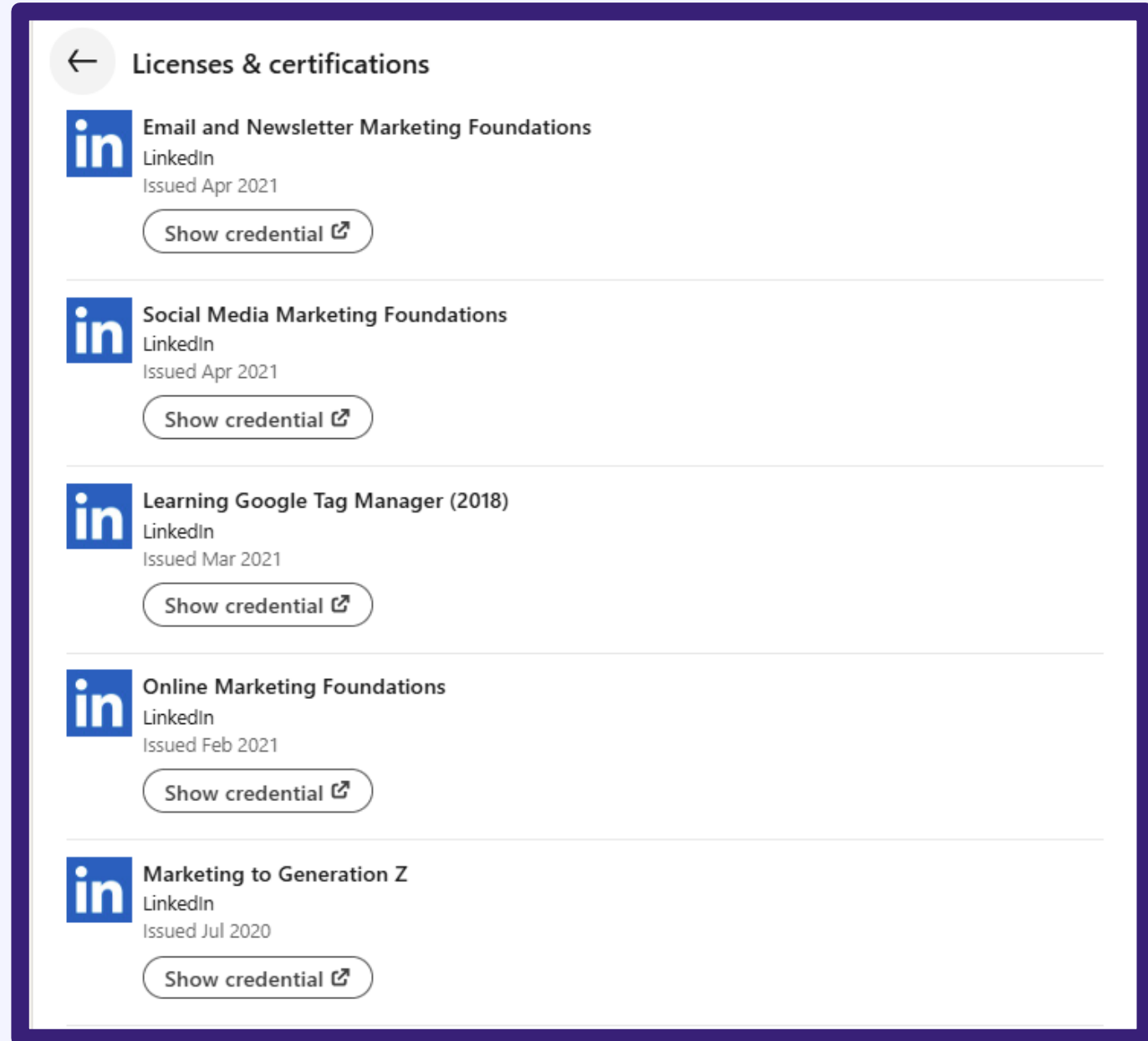
Grade: 2:1

Final Project: Patrick Marber's 'Closer'. Performer, company manager and head of finance.

Dissertation: The Power Struggles of Material Girls: The Representation of Working Women in plays fr ...see more

Optimising your profile

- Experience
- Education
- Licenses & certifications



The screenshot shows the 'Licenses & certifications' section of a LinkedIn profile. It features a list of five certifications, each with a blue 'in' icon, the certification name, the issuer 'LinkedIn', the issue date, and a 'Show credential' button with an external link icon.

- ← Licenses & certifications**
- in Email and Newsletter Marketing Foundations**
LinkedIn
Issued Apr 2021
[Show credential](#)
- in Social Media Marketing Foundations**
LinkedIn
Issued Apr 2021
[Show credential](#)
- in Learning Google Tag Manager (2018)**
LinkedIn
Issued Mar 2021
[Show credential](#)
- in Online Marketing Foundations**
LinkedIn
Issued Feb 2021
[Show credential](#)
- in Marketing to Generation Z**
LinkedIn
Issued Jul 2020
[Show credential](#)

Optimising your profile

- Experience
- Education
- Licenses & certifications
- Skills

← Skills

All Industry Knowledge Tools & Technologies Interpersonal Skills

Marketing

Social Media Marketing

Event Management

Customer Service

Teamwork

Microsoft Office

Event Planning

Facebook

Bookkeeping

Adobe Photoshop

Customer Relationship Management (CRM)

Online Marketing

Content Management

Web Analytics

Online Advertising

Optimising your profile

- Experience
- Education
- Licenses & certifications
- Skills
- Link

Website

Add a link that will appear at the top of your profile

Link

Link text

Customize how your link will appear (optional). 23/30

[Save](#)


Optimising your profile

Featured Section


Featured + ✎

Post

My next webinar will be all about LinkedIn. If you work in the arts then do come and join - it's free!




A beginner's guide to LinkedIn for Arts & Culture
Digital Culture Network Events
digitalculturenetwork.org.uk


 9

Post

Looking forward to speaking with [Samia Malik](#) at this online event for artists hosted by [Counterpoints Arts...](#)

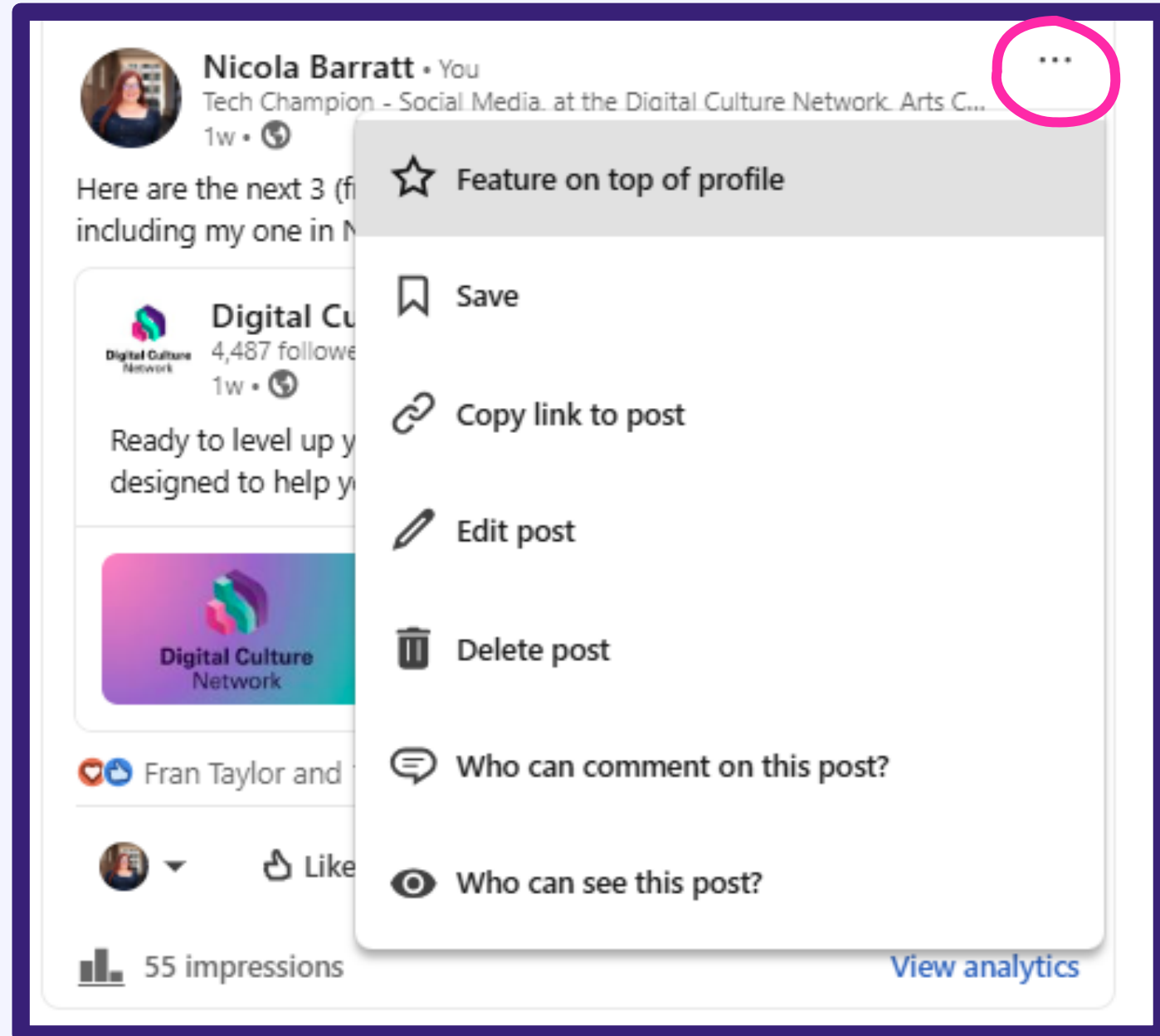


Grow Your Digital Reach - Counterpoints
counterpoints.org.uk

 7 · 1 comment

Optimising your profile

Featured Section



The image shows a Facebook post by Nicola Barratt, a Tech Champion at the Digital Culture Network. The post is about the next 3 featured posts, including one from the Digital Culture Network. A menu is open over the post, with the 'Feature on top of profile' option highlighted. The menu also includes options for Save, Copy link to post, Edit post, Delete post, Who can comment on this post?, and Who can see this post?. The post has 55 impressions and a 'View analytics' link.

Nicola Barratt • You
Tech Champion - Social Media. at the Digital Culture Network. Arts C...
1w • 🌐

Here are the next 3 (f...
including my one in M...

Digital Culture Network
4,487 followers
1w • 🌐

Ready to level up y...
designed to help y...

Digital Culture Network

Fran Taylor and ...

Like

55 impressions [View analytics](#)

- Feature on top of profile
- Save
- Copy link to post
- Edit post
- Delete post
- Who can comment on this post?
- Who can see this post?



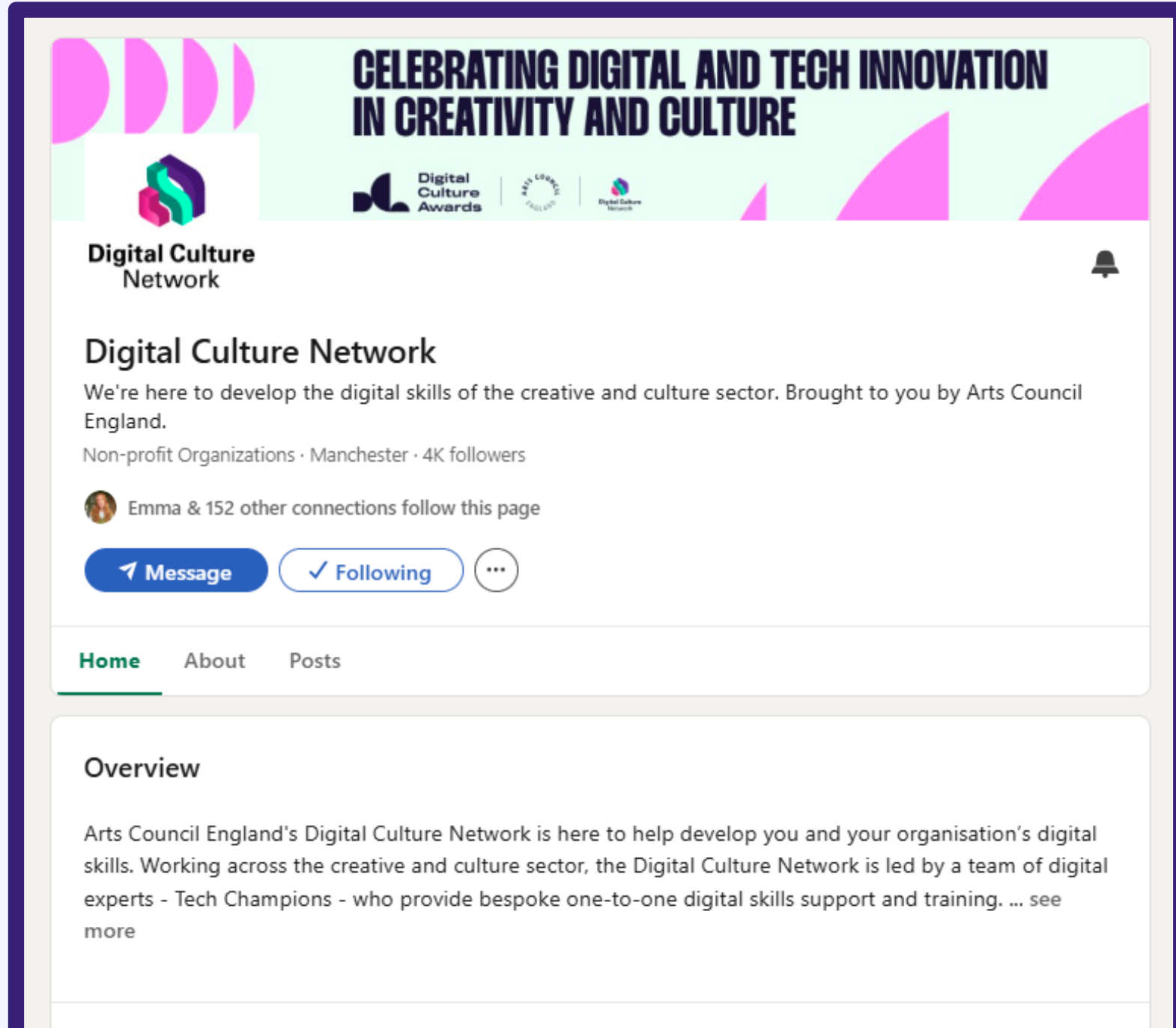
Digital Culture
Network



Your page

Optimising your page

30%



The image shows a screenshot of the Facebook page for the Digital Culture Network. The page header features a banner with the text "CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE" and logos for Digital Culture Awards, Arts Council England, and Digital Culture Network. The profile picture is a colorful geometric logo. The page name is "Digital Culture Network" and the bio states: "We're here to develop the digital skills of the creative and culture sector. Brought to you by Arts Council England." The page is categorized as "Non-profit Organizations" in "Manchester" with "4K followers". It shows that "Emma & 152 other connections follow this page". The navigation bar includes "Home", "About", and "Posts". The "Overview" section begins with the text: "Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more".

Digital Culture Network

Digital Culture Network

We're here to develop the digital skills of the creative and culture sector. Brought to you by Arts Council England.

Non-profit Organizations · Manchester · 4K followers

Emma & 152 other connections follow this page

Message Following

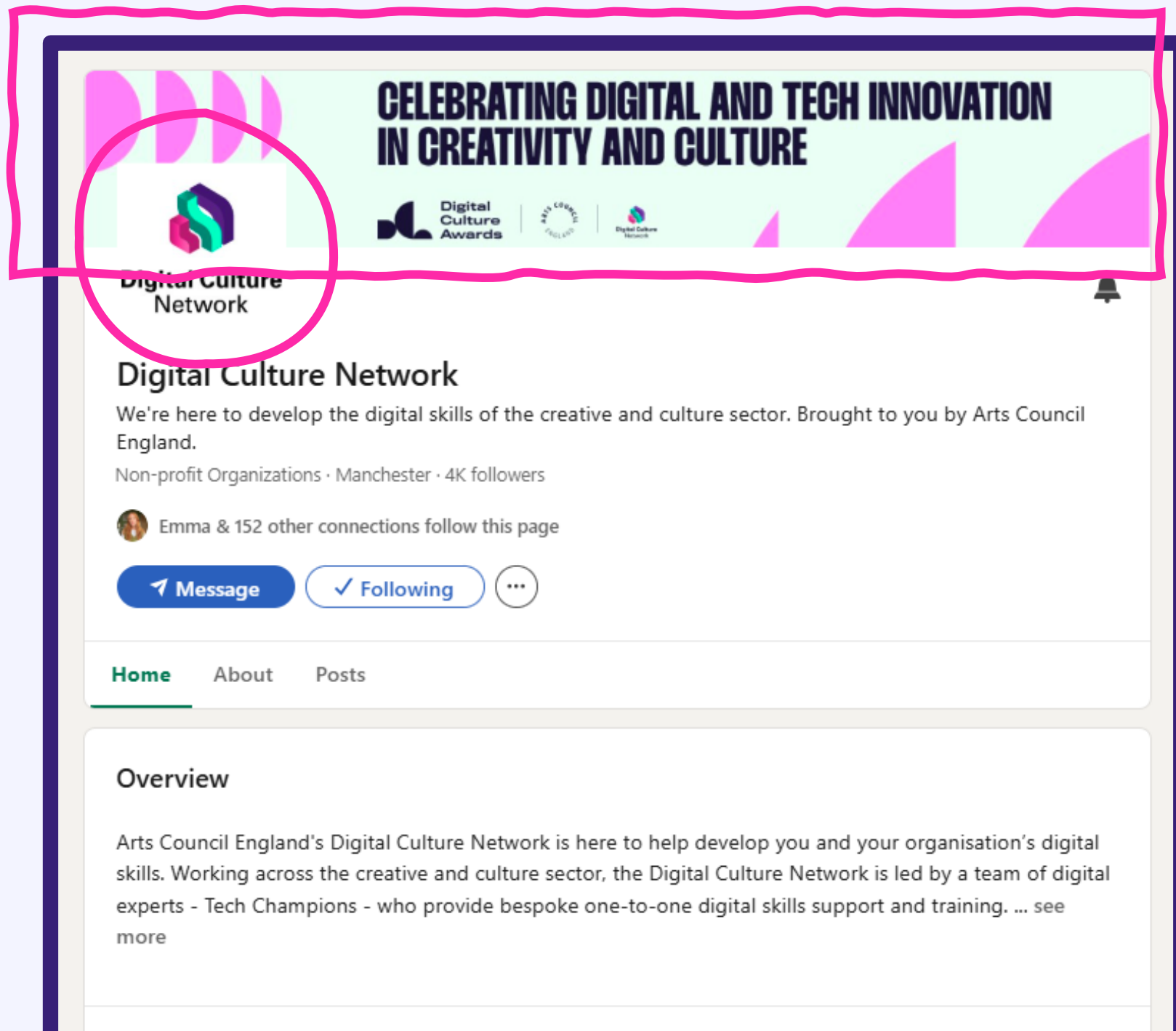
Home About Posts

Overview

Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more

Optimising your page

- Page logo/picture
- Banner



The image shows a screenshot of a Facebook page for the Digital Culture Network. The page is framed by a thick blue border. A pink hand-drawn circle highlights the profile picture area, which contains the Digital Culture Network logo. A pink hand-drawn rectangle highlights the banner area at the top of the page. The banner features the text "CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE" and logos for Digital Culture Awards, Arts Council England, and Digital Culture Network. Below the banner, the page name "Digital Culture Network" is displayed, along with a bio: "We're here to develop the digital skills of the creative and culture sector. Brought to you by Arts Council England." The page also shows "Non-profit Organizations · Manchester · 4K followers" and "Emma & 152 other connections follow this page". At the bottom of the page, there are navigation tabs for "Home", "About", and "Posts", and an "Overview" section with a bio: "Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more".

Optimising your page

- Page logo/picture
- Banner
- Tagline

CELEBRATING DIGITAL AND TECH INNOVATION IN CREATIVITY AND CULTURE

Digital Culture Awards | ARTS COUNCIL ENGLAND | Digital Culture Network

Digital Culture Network

We're here to develop the digital skills of the creative and culture sector. Brought to you by Arts Council England.

Non-profit Organizations · Manchester · 4K followers

Emma & 152 other connections follow this page

[Message](#) [Following](#) [...](#)

[Home](#) [About](#) [Posts](#)

Overview

Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more

[Show all details →](#)

Optimising your page

- Page logo/picture
- Banner
- Tagline
- Overview

Overview

Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more

Show all details →

Optimising your page

- Page logo/picture
- Banner
- Tagline
- Overview
- LinkedIn URL

Edit


✕

- Header
- Page info**
- Buttons
- Home
- Featured
- About
- Details
- Interested talent
- Commitments
- Locations
- Leads
- Lead gen form
- Manage languages

Page info


* indicates required

Logo



Name*

23/100

LinkedIn public URL * 

linkedin.com/showcase

Tagline

116/120

[Manage information in another language](#)

Optimising your page

- Links

Edit

Provide details to display on your page

* indicates required

Overview*

Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and

358/2,000

[Manage description in another language](#)

Website URL*

My organization doesn't have a website

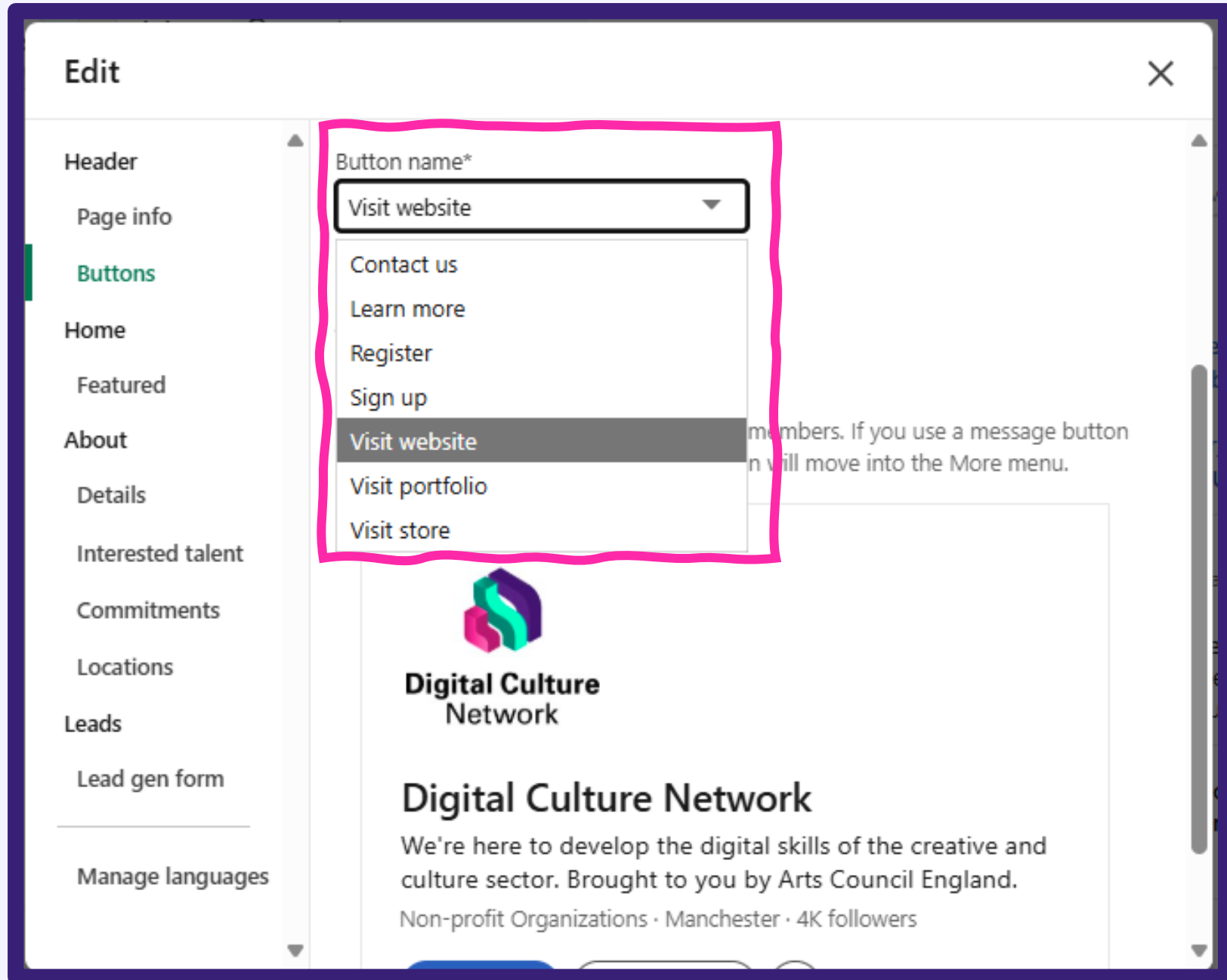
Industry*

Company size*

Phone

Optimising your page

- Links
- Call to Action Button



The image shows a screenshot of a social media page editor. On the left is a sidebar with various editing options: Header, Page info, Buttons (highlighted in green), Home, Featured, About, Details, Interested talent, Commitments, Locations, Leads, Lead gen form, and Manage languages. The main area shows a preview of the page for 'Digital Culture Network'. A pink hand-drawn box highlights a dropdown menu titled 'Button name*' with the following options: Visit website (selected), Contact us, Learn more, Register, Sign up, Visit website (highlighted), Visit portfolio, and Visit store. Below the menu, the page preview shows the organization's logo, name, and a description: 'Digital Culture Network. We're here to develop the digital skills of the creative and culture sector. Brought to you by Arts Council England. Non-profit Organizations · Manchester · 4K followers'.

Optimising your page

- Links
- Call to Action Button
- Specialities

Edit

✕

- Header
- Page info
- Buttons
- Home
- Featured
- About
- Details**
- Interested talent
- Commitments
- Locations
- Leads
- Lead gen form
- Manage languages

Phone

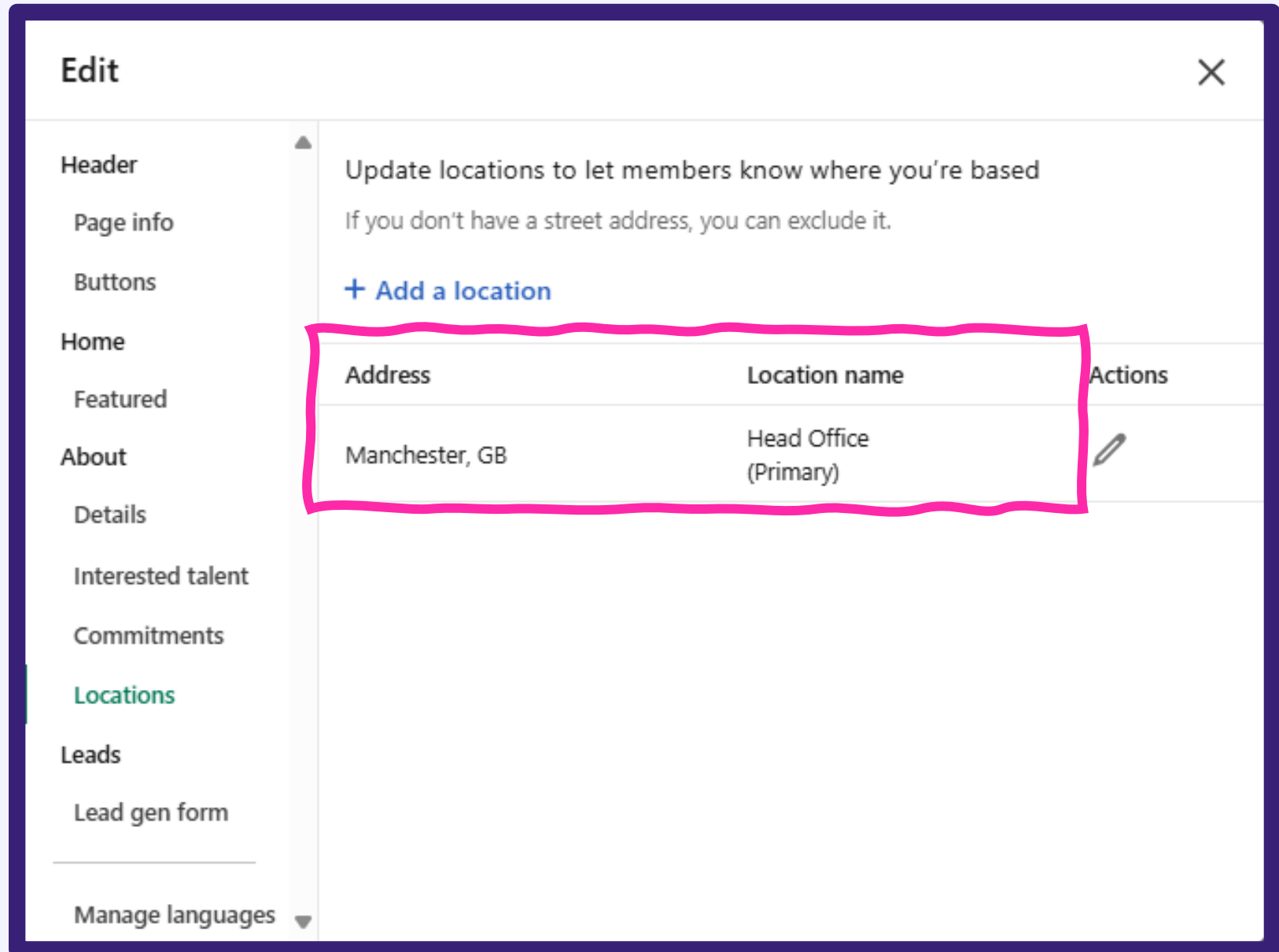
Year founded

Specialties (up to 20)


- Digital Marketing ✕
- Digital Strategy ✕
- Email Marketing ✕
- Data Analytics & Insight ✕
- Search Engine Optimisation (SEO) ✕
- Search Engine Marketing (SEM) ✕
- Websites ✕
- Social Media ✕
- Box Office & Ticketing ✕
- Customer Relationship Management (CRM) ✕
- Video & Digital Content ✕
- eCommerce & Merchandising ✕
- Digital Accessibility ✕
- Audience Data Collection ✕
- Add a specialty +

Optimising your page

- Links
- Call to Action Button
- Specialities
- Locations



The screenshot shows the 'Edit' interface for a company page. The left sidebar contains a list of sections: Header, Page info, Buttons, Home, Featured, About, Details, Interested talent, Commitments, Locations (highlighted in green), Leads, and Lead gen form. At the bottom of the sidebar is 'Manage languages'. The main content area is titled 'Edit' and contains instructions: 'Update locations to let members know where you're based. If you don't have a street address, you can exclude it.' Below this is a blue '+ Add a location' button. A pink box highlights a table with one row of location data:

| Address | Location name | Actions |
|----------------|-----------------------|---|
| Manchester, GB | Head Office (Primary) |  |

Optimising your page

- Links
- Call to Action Button
- Specialities
- Locations
- Featured

Overview

Arts Council England's Digital Culture Network is here to help develop you and your organisation's digital skills. Working across the creative and culture sector, the Digital Culture Network is led by a team of digital experts - Tech Champions - who provide bespoke one-to-one digital skills support and training. ... see more

Show all details →

Featured



6mo •

🎉 Announcing the 2025 #DigitalCultureAwards Winners 🎉

The Winners represent the best in digital ...more

👤 You and 56 others

17 comments · 34 reposts

🎉 Celebrate 🗨 Comment 🔄 Report

Page posts





Digital Culture
Network




3. How LinkedIn works



Algorithm basics

A social media algorithm selects the posts users see in their feed based on what it thinks they'll engage with

A decorative graphic consisting of overlapping green shapes, including a large teal shape and a smaller, lighter green shape, located in the bottom right corner of the slide.

Algorithm basics

1. Spam, low quality, high quality
2. Engagements
3. Connections



**3rd Degree
Connections**



**2nd Degree
Connections**

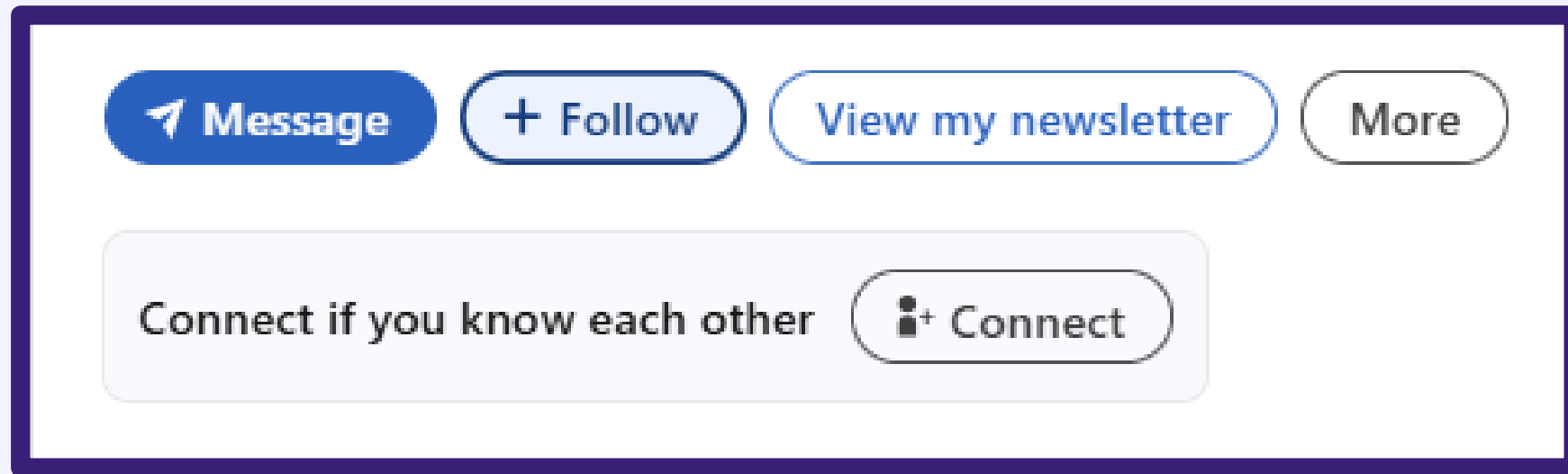


**1st Degree
Connections**



You

Connect vs. follow

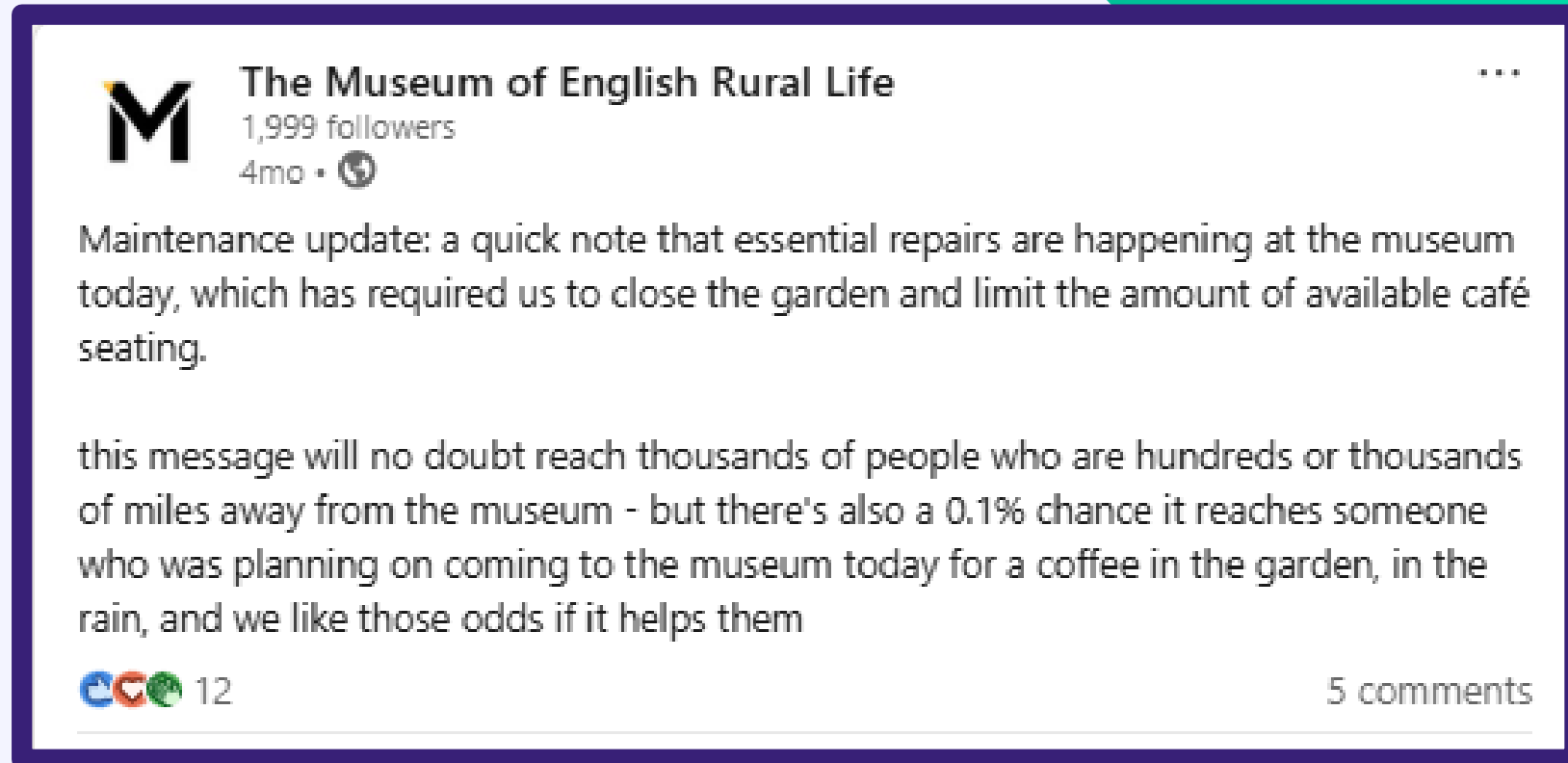


**What content formats
can you use on LinkedIn?**

A large, abstract, layered purple shape on the right side of the slide, consisting of several overlapping, rounded rectangular forms in different shades of purple, creating a sense of depth and movement.

Content formats

- Text posts




The screenshot shows a social media post from 'The Museum of English Rural Life'. The profile picture is a stylized 'M'. The post text reads: 'Maintenance update: a quick note that essential repairs are happening at the museum today, which has required us to close the garden and limit the amount of available café seating.' Below this, a second paragraph says: 'this message will no doubt reach thousands of people who are hundreds or thousands of miles away from the museum - but there's also a 0.1% chance it reaches someone who was planning on coming to the museum today for a coffee in the garden, in the rain, and we like those odds if it helps them'. At the bottom left, there are three small profile icons and the number '12'. At the bottom right, it says '5 comments'.

M The Museum of English Rural Life
1,999 followers
4mo • 🌐

Maintenance update: a quick note that essential repairs are happening at the museum today, which has required us to close the garden and limit the amount of available café seating.

this message will no doubt reach thousands of people who are hundreds or thousands of miles away from the museum - but there's also a 0.1% chance it reaches someone who was planning on coming to the museum today for a coffee in the garden, in the rain, and we like those odds if it helps them

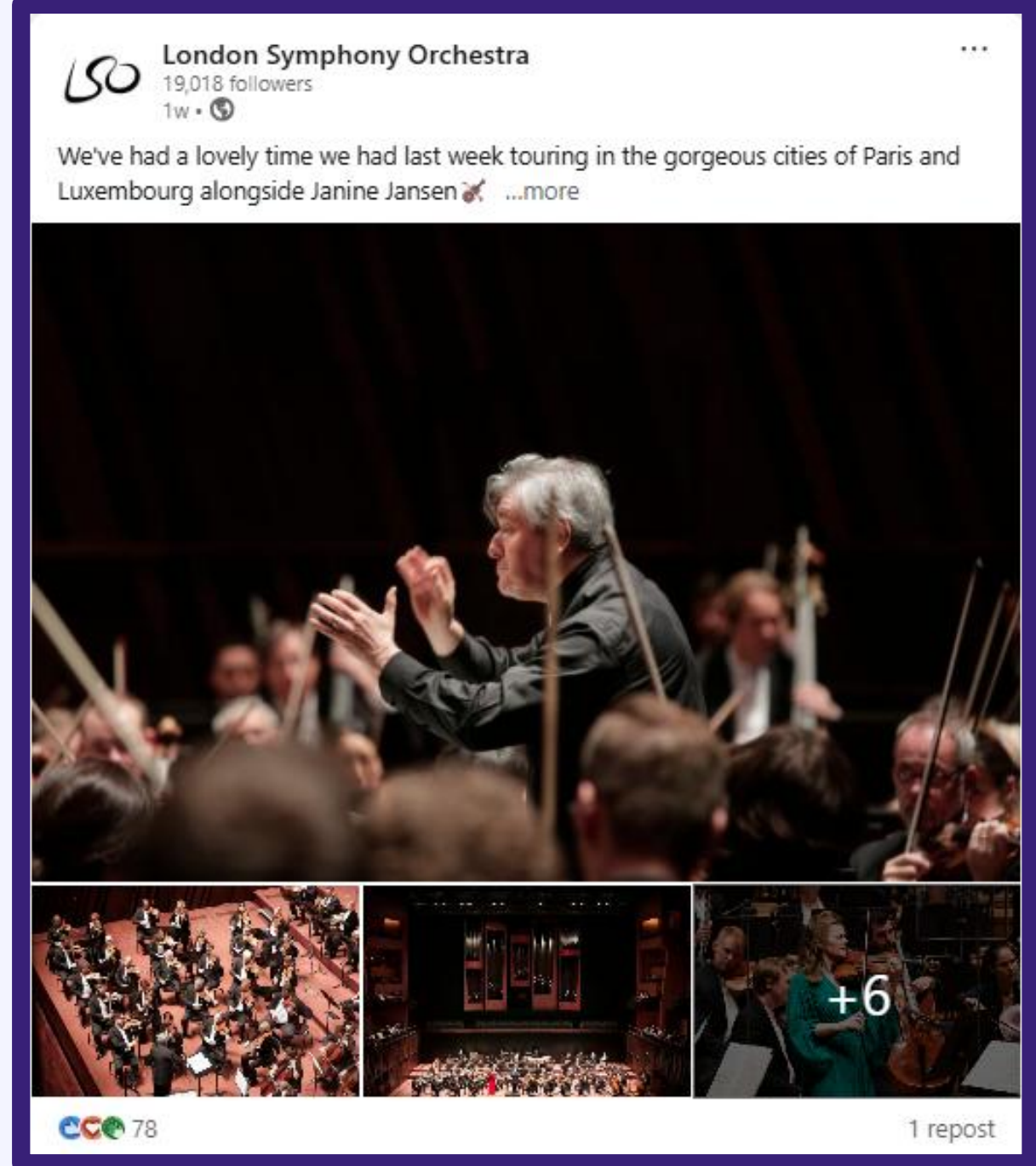
 12 5 comments

26%

Content formats

- Text posts
- Images

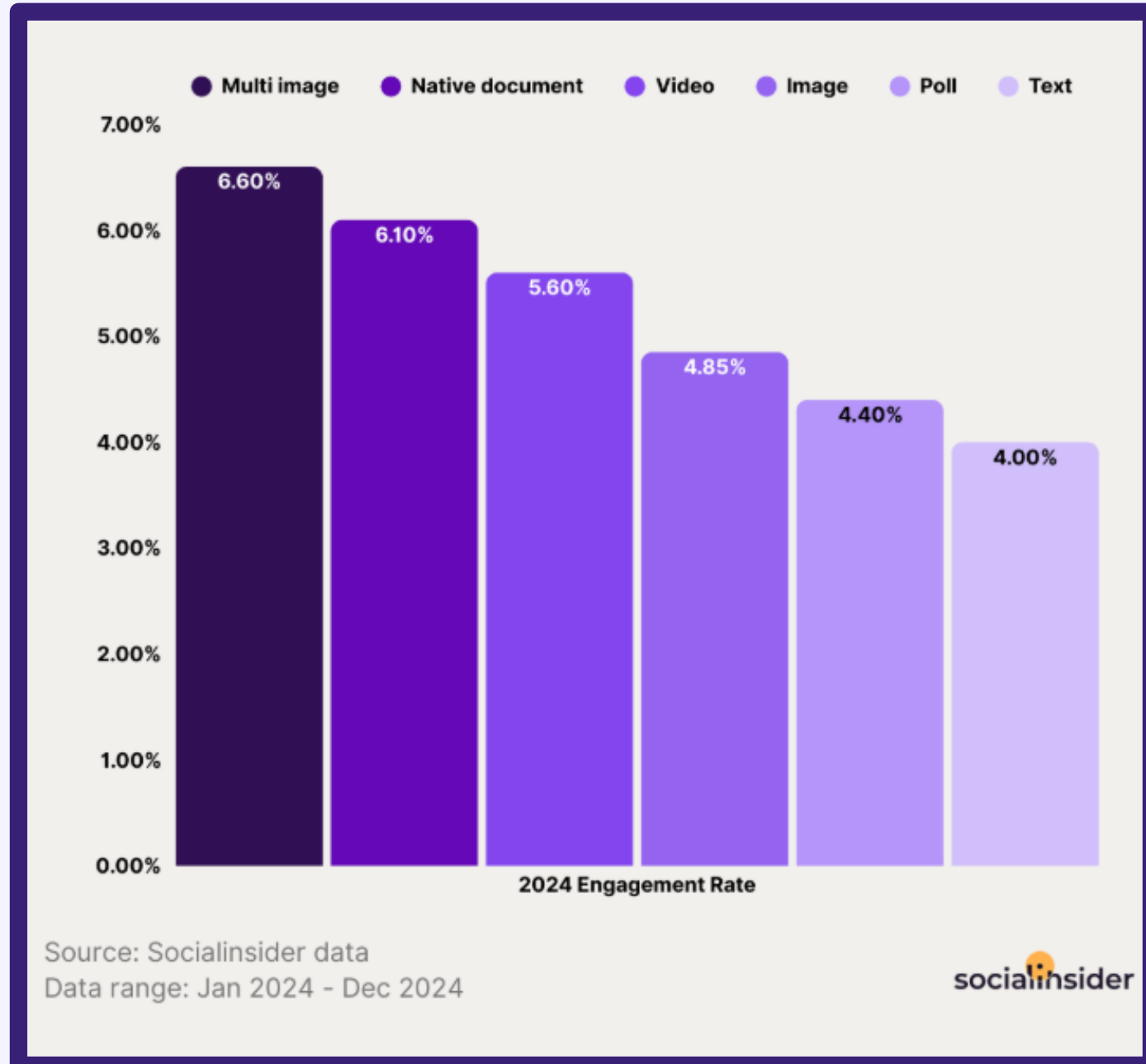
40%



Content formats

- Text posts
- Images

6.6%



Content formats

- Text posts
- Images
- Carousels

join me at technology for marketing 🍷 • 8 pages

marketing in 2025: *what* *is changing?* and how am i meant to keep up?

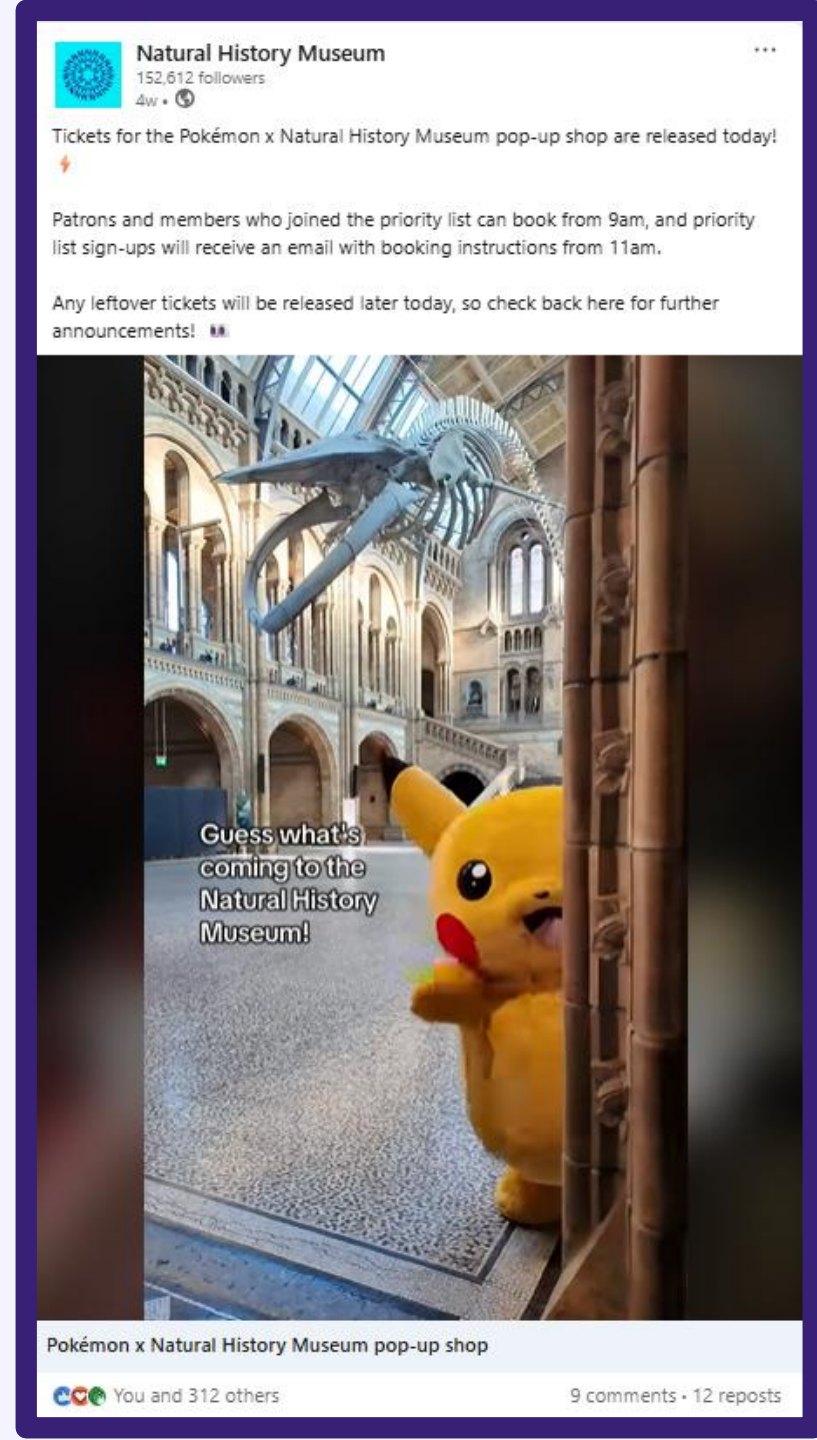


1 / 8

Content formats

- Text posts
- Images
- Carousels
- Video

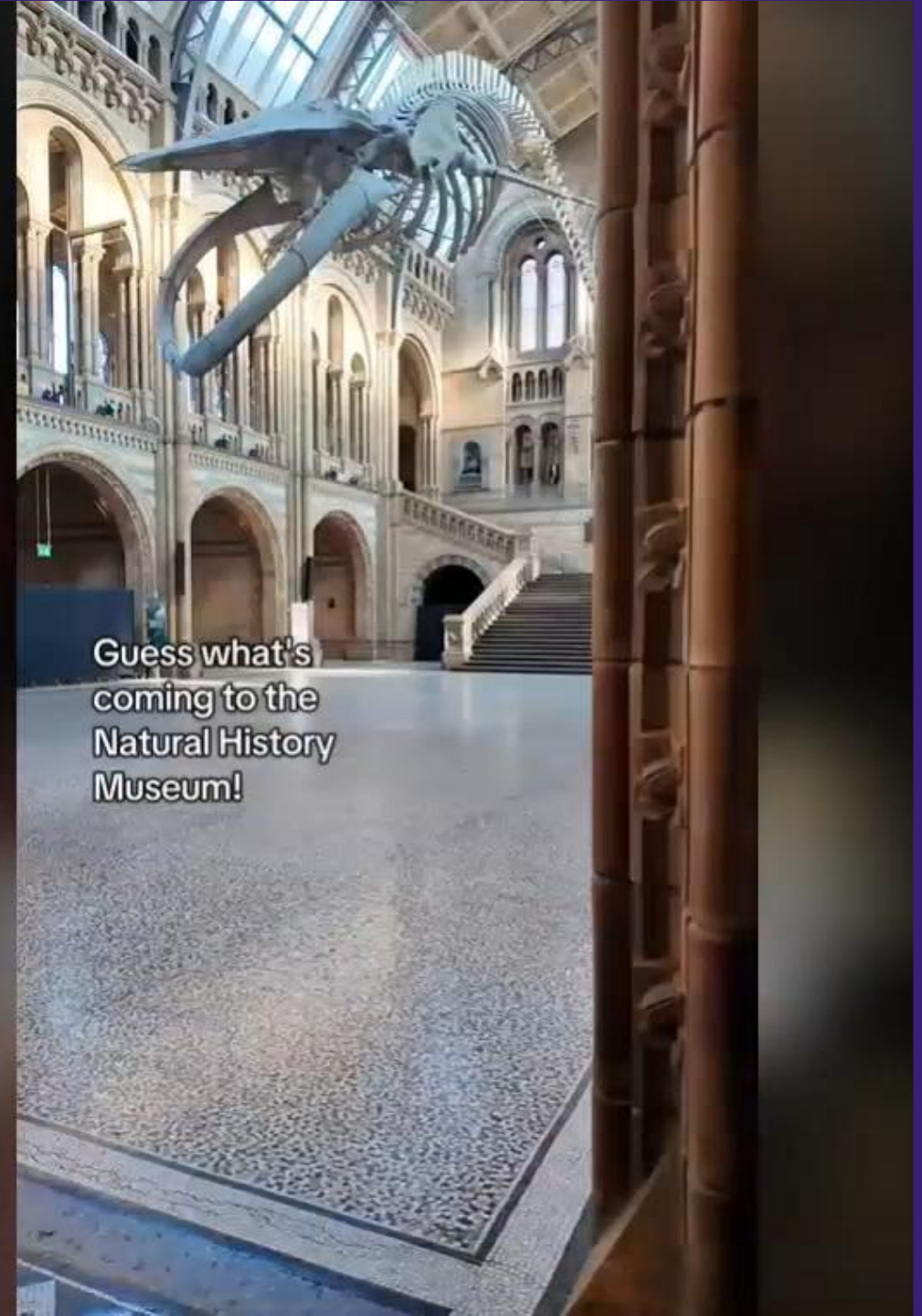
5x



Content formats

- Text posts
- Images
- Carousels
- Video

80%

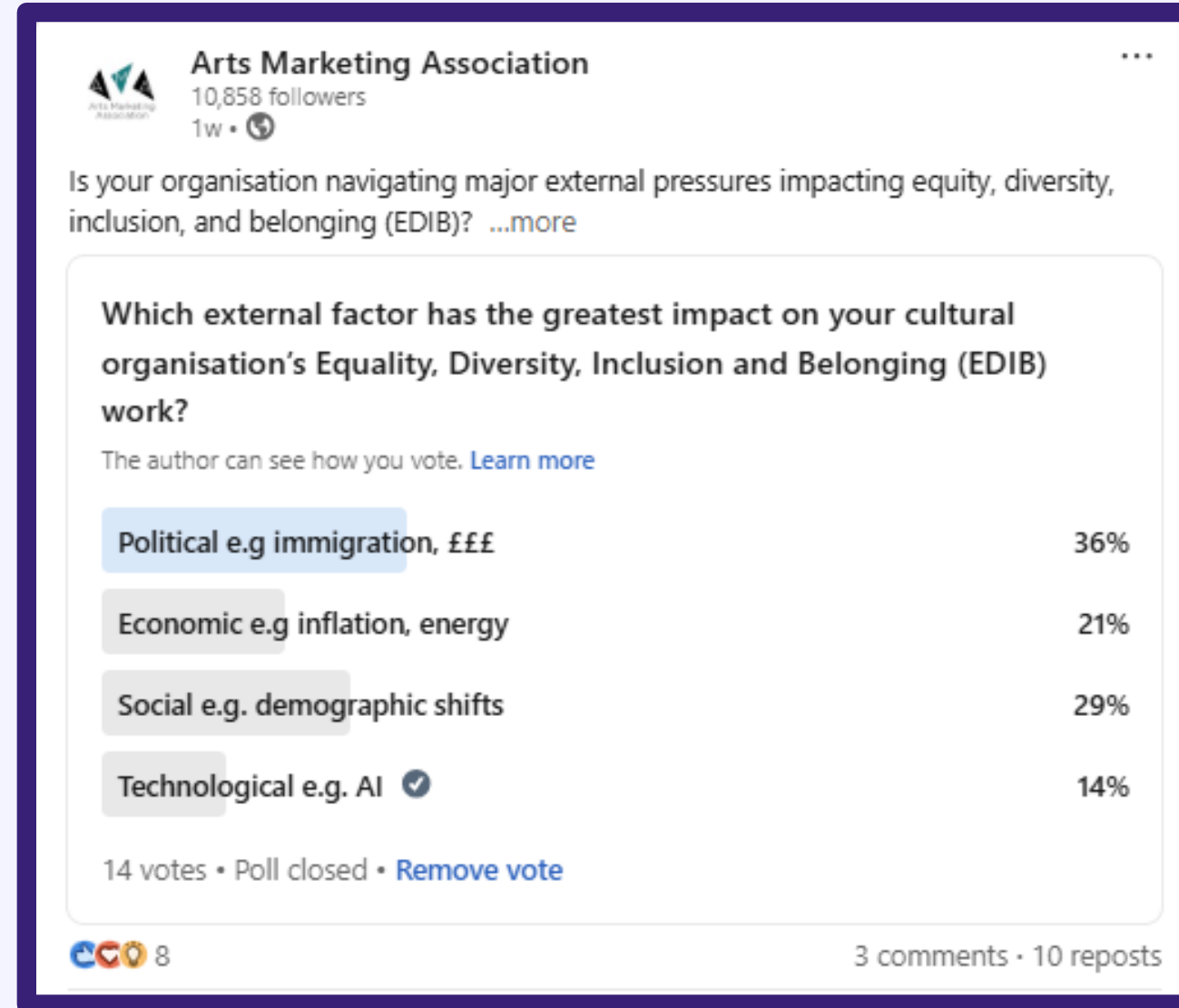


Guess what's
coming to the
Natural History
Museum!

Content formats

- Text posts
- Images
- Carousels
- Video
- Polls

206%



The screenshot shows a LinkedIn post from the Arts Marketing Association. The post is a poll asking about external factors impacting EDIB work. The poll results are as follows:

| External Factor | Percentage |
|--------------------------------|------------|
| Political e.g immigration, £££ | 36% |
| Economic e.g inflation, energy | 21% |
| Social e.g. demographic shifts | 29% |
| Technological e.g. AI | 14% |


Additional details from the screenshot: 14 votes, Poll closed, 3 comments, 10 reposts.

Content formats

- Events

24x

Create an event ✕





Upload cover image
Minimum width 480 pixels, 16:9 recommended

Event type

Online In person

Event format*

Select ▾

-  **LinkedIn Live**
Stream from a 3rd party tool. Attendees join on LinkedIn to watch and comment.
-  **External event link**
Share event details on LinkedIn. Enter an external link for participants to join.

Timezone*

Next

Content formats

- Events
- Articles



L-R: Angela Rippon, Stephanie Peacock MP, Simon Opher MP, Nick Perchard, Mark Ball and Patrick Fox, Labour Party Conference 2025.

It's time to stop asking whether creativity can support our health and instead start scaling up: Reflections from the Labour Party Conference


 Southbank Centre
61,517 followers



October 3, 2025

Young people in the UK are facing a mental health crisis and we know that creativity and culture is a powerful intervention. After speaking at the Labour Party Conference 2025, the [Southbank Centre's](#) Artistic Director, [Mark Ball](#), shares his reflections and calls for an ongoing commitment to ensure culture plays a fundamental role in bolstering the health of the nation.

Comments

 82 · 20 reposts

  Like  Comment  Share

Add a comment...



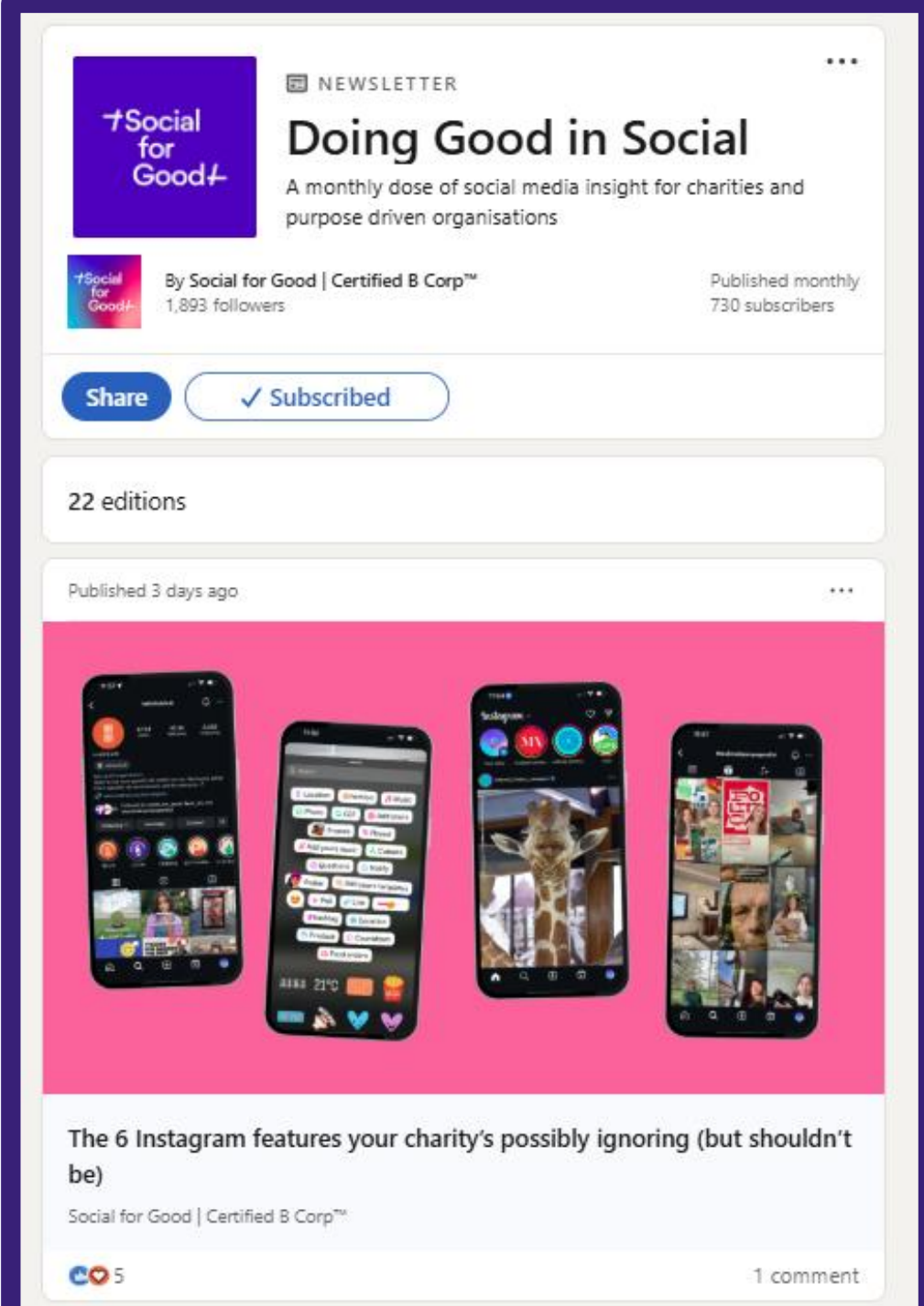
No comments, yet.

Be the first to comment.

[Start the conversation](#)

Content formats

- Events
- Articles
- Newsletters



The image shows a screenshot of a Facebook post for a newsletter. At the top left is the 'Social for Good' logo, a purple square with white text. To its right, it says 'NEWSLETTER' and 'Doing Good in Social'. Below this is a subtitle: 'A monthly dose of social media insight for charities and purpose driven organisations'. Further down, it says 'By Social for Good | Certified B Corp™' and '1,893 followers'. On the right side, it says 'Published monthly' and '730 subscribers'. Below this information are two buttons: 'Share' and 'Subscribed'. Underneath the buttons, it says '22 editions'. The post is dated 'Published 3 days ago'. The main content of the post is a pink rectangular area containing four smartphone screens displaying various social media features. Below the pink area, the text reads: 'The 6 Instagram features your charity's possibly ignoring (but shouldn't be)'. At the bottom, it says 'Social for Good | Certified B Corp™', '5' likes, and '1 comment'.

NEWSLETTER

Doing Good in Social

A monthly dose of social media insight for charities and purpose driven organisations


By Social for Good | Certified B Corp™
1,893 followers

Published monthly
730 subscribers

Share Subscribed

22 editions

Published 3 days ago



The 6 Instagram features your charity's possibly ignoring (but shouldn't be)

Social for Good | Certified B Corp™

5 1 comment



Digital Culture
Network



4. Best practices & tips



Relevance

You're not going to go viral
on LinkedIn

Foundling Museum
5,122 followers
7mo • 🌐

'Entangled Roots' is an installation by artist Tamsin Van Essen that references family trees, DNA, blood ties and incidental connections to explore both biological and social interactions. The ceramic disks in this work draw inspiration from the ...more



The image shows a woman with dark hair, wearing a black and gold patterned sweater, standing next to a large-scale art installation. The installation consists of a complex network of red lines and circular nodes, resembling a family tree or a DNA map. The lines are thin and red, and the nodes are small white circles. The background is a plain, light-colored wall. To the left of the woman, the text 'Is it Blood?' is visible on the wall.

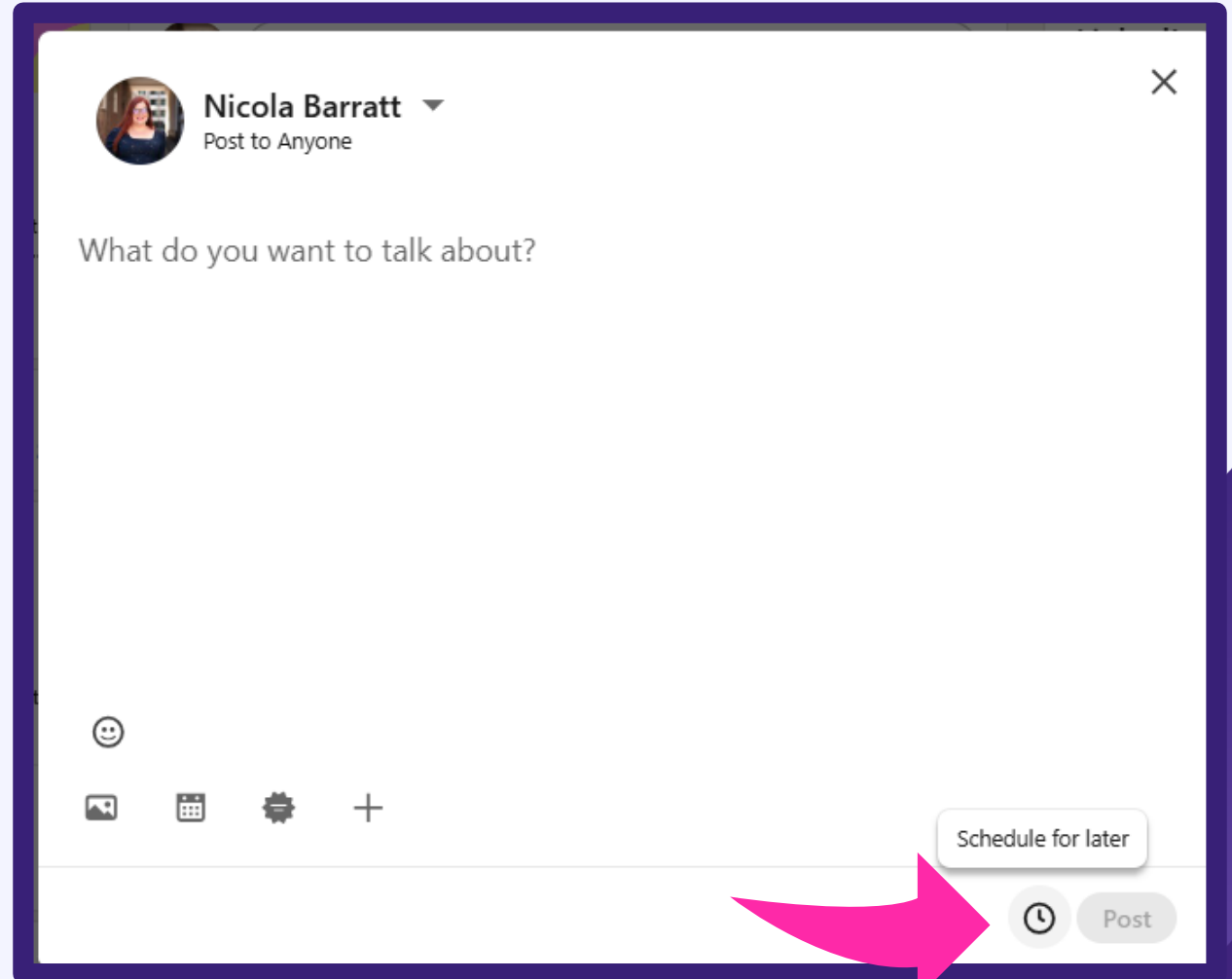
 42

1 repost

Consistency

- 1-3 posts a week
- No more than once a day

4x



Tone of voice



Engaging

Dedicate time to engaging with other people's posts

Ian Thomas CBE • 2nd
Town Clerk & Chief Executive @ City of London Corporation | Executive ...
1w • Edited

This [Black History Month UK](#), we honour the Black trailblazers who've shaped history. I'm proud that many of them have been recognised with the Freedom of the [City of London Corporation](#). From President Nelson Mandela, to more ...more

Daniela Zaharieva and 614 others · 6 comments · 27 reposts

Like · Comment · Repost · Send

Migration Museum · 6,239 followers · 1w

We're really excited to be coming to the City and being neighbours with so many fantastic organisations and such a plethora of fascinating migration stories to shine a light on.

Like · 2 | Reply

Engaging

3x



Daniela Zaharieva and 614 others

6 comments · 27 reposts



Like

Comment

Repost

Send



Migration Museum

6,239 followers

1w ...

We're really excited to be coming to the City and being neighbours with so many fantastic organisations and such a plethora of fascinating migration stories to shine a light on.

Like ·  2 | Reply

Employee advocacy

Your page is as strong as your employee profiles

561%



Hannah Parsons • 1st

Audiences & Communications Manager at Black Country Living Mus...

2mo • 🌐

Happy Black Country Day! And what a day I've had at [Black Country Living Museum](#). Myself and my team (and a load of my incredible BCLM colleagues) conquered three press pieces in one day, I totalled 15,000 steps, welcomed a host of guests and managed to squeeze in loads of brilliant messages about the museum and this amazing Black Country that I call home. Can't wait to watch back BBC Midlands today and ITV Central, and listen to the recap of Ed James's BBCWM show ❤️💜🖤



You and 65 others

2 comments · 1 repost

Dwell time



Music Venue Trust

9,444 followers

2mo • 🌐

The Venue Support Team (VST) are the frontline of our charity - the people who step in when grassroots music venues across the UK face challenges they can't overcome alone. **...more**



**How does MVT
actually save venues?**

**venue is in crisis, there's
one team on the frontline:
the Venue Support Team**

Led by Sophie, with Jay & Lloyd supporting England, Skina in Scotland, and Aled in Wales, they are the

Emergency Response Service
the team steps in when the
stakes are highest

That can mean writing to landlords, representing venues at licensing hearings, challenging unfair planning

headlines

Sometimes it's guiding a venue through debt, helping with noise complaints, or simply being a listening ear when an operator feels overwhelmed

+3

👍❤️ 45

1 comment • 7 reposts

Golden Hour (and a half)



90 minutes
after posting

Tagging

@name of organisation/person

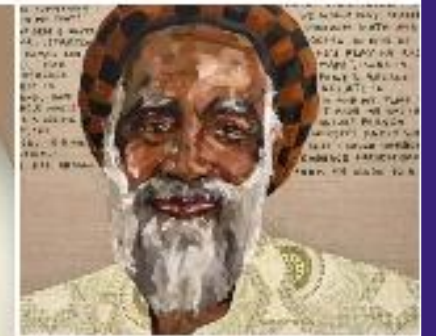


Paula Ogun Hector • 1st

Tapestry of Black Britons CIC Lead • Imagination Lab PR • Teach First ...
2mo • Edited • 🌐



'Inset Day' by brilliant artist [Yvadney Davis](#) - a finalist for the Herbert Smith Freehill Kramer Portrait Award, is available to see for free at the [National Portrait Gallery](#) until 12th October. ...more

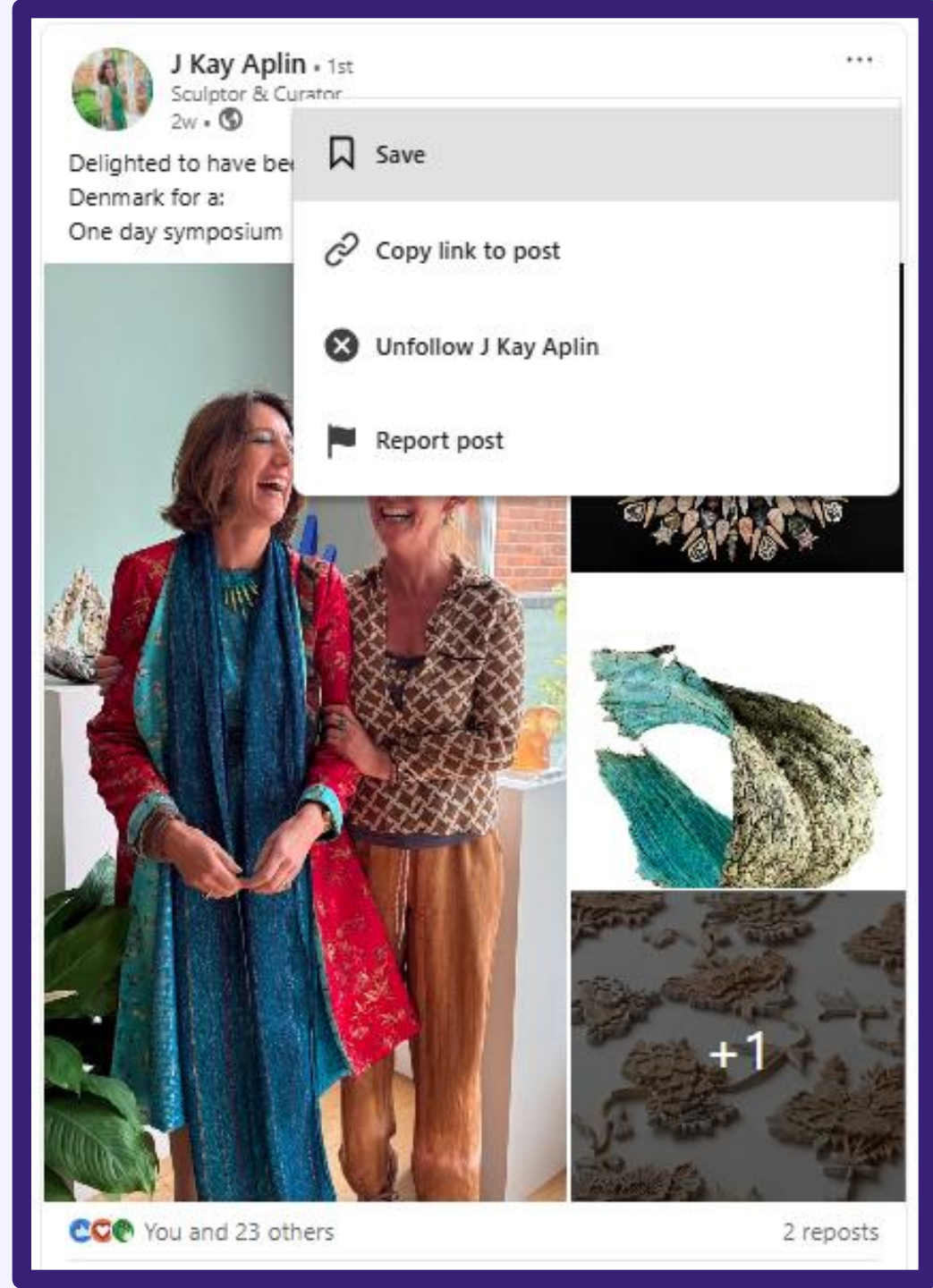


Deborah Ajia and 64 others

17 comments • 3 reposts

Saves

80%



Shares

Dance Umbrella
4,306 followers
5mo • 🌐

We're hiring 🌟 Work across Dance Umbrella Festival 2025 as our new Assistant Producer! This is a great opportunity to work alongside our team to further develop your experience in contemporary performance production. ...more

ASSISTANT PRODUCER

Repost with your thoughts
Create a new post with Dance Umbrella's post attached

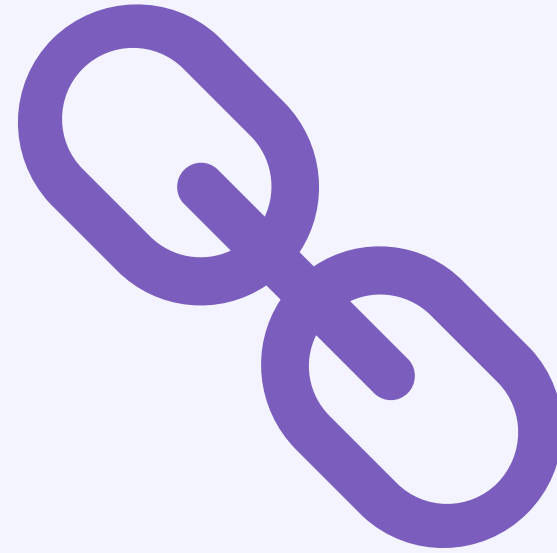
Repost
Instantly bring Dance Umbrella's post to others' feeds

👍 123

👤 Like 💬 Comment 🔄 **Repost** ➦ Send

Links

1. Test it
2. Embrace zero-click content
3. Share the link
4. Share the link in the comments
5. Include 3+ links



Storytelling & behind the scenes



The British Library

93,651 followers

11mo • 🌐

We're excited to introduce the latest addition to the Library – Weatherby, a majestic Harris hawk, and his expert handler from London Falconry 🦅

After exploring sustainable options, our Estates team decided to embrace the ancient art of falconry to address the persistent issue of pigeons nesting around our Grade 1 listed building. This natural, cruelty-free method leverages predator-prey relationships to deter problem birds and protect our historic spaces.

Not only is this approach environmentally friendly, but it's also quite spectacular to witness! The presence of Weatherby sends a clear message to pigeons that this territory is now off-limits, helping to preserve our outdoor spaces and reduce damage to the building.

Falconry pest control is increasingly being used in cities across the UK, and we're proud to champion this initiative to keep our site clean and beautiful for all who visit.

Special thanks to London Falconry for their incredible support in helping us implement this initiative!

[#BritishLibrary](#) [#Library](#) [#Falconry](#) [#Sustainability](#) [#GreenLibraries](#)



🌱 602







15 comments · 29 reposts

Analytics

Content engagement

Time range: Sep 15, 2025 - Oct 14, 2025 ▼

Show: ▼

| Post title | Impressions | Views | Clicks | CTR | Reactions | Comments | Reposts |
|---|-------------|-------|--------|-------|-----------|----------|---------|
|  New Digital Culture Podcast episode with the Migration Museum In this episode James Akers... Posted by Rose Marfleet 10/15/2025 <p>Get up to 590,000 more impressions by boosting this post. </p> Boost | 27 | - | 0 | 0% | 3 | 0 | |
| Prepping content on the fly Posted by Rose Marfleet 10/15/2025 <p>Get up to 490 more clicks by boosting this post. </p> Boost | 213 | - | 3 | 1.41% | 3 | 0 | |
|  Digital storytelling can connect, inspire, and create space for reflection in ways that go far beyon... Posted by Rose Marfleet 10/14/2025 <p>Get up to 46,000 more video views by boosting this post. </p> Boost | 104 | 50 | 7 | 6.73% | 4 | 0 | |
| Designing your own survey: research basics and top questions Digital Culture Network Events Posted by Rose Marfleet 10/14/2025 <p>Get up to 490 more clicks by boosting this post. </p> Boost | 145 | - | 2 | 1.38% | 2 | 0 | |




Digital Culture
Network



5. Key takeaways



Key takeaways

1. Complete your profile/page
 2. Connect with your network
 3. Post 1-3 times a week
 4. Spend time commenting and engaging
 5. Encourage employee advocacy
 6. Just get started
- 
- A large, abstract pink shape is located in the bottom right corner of the slide, partially overlapping the white background.



Digital Culture
Network



Q&A

Upcoming webinars

How to Choose the Right CRM

09 December



Get in touch



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/DigitalCultureNetwork)



[@ace_dcn](https://twitter.com/ace_dcn)



[Digital Culture Podcast](https://open.spotify.com/show/digital-culture-network)

Connect with us on LinkedIn



Nicola Barratt

Tech Champion - Social Media, at
the Digital Culture Network, Arts ...



Katy Farrell

Social Media Tech Champion
for the Digital Culture Network | D...

