

WANT >> LEVERAGE

Make Your CEO Stand Out on LinkedIn Elevate Executive Presence, Build Industry Leadership & Attract Customers

Today's CEOs must maintain a visible presence as they are the public face of their company or brand. Savvy customers are demanding. They want to know who is behind a company, the social causes they support as well as company values. There's no doubt that building the credibility of the CEO has become increasingly important in setting a clear course for how a business is positioned and perceived.

With almost 740 million users, including 55 million registered companies, LinkedIn is the go-to social media platform on which to proclaim industry leadership, engage key stakeholders, make valuable business connections and forge strategic partnerships.

That's why I've compiled this exclusive guide, based on my experience as a PR pro who works on Executive LinkedIn strategy and content (just like a ghost writer does) so that you can get phenomenal results and better promote your company's competitive advantage on LinkedIn.

Leverage These 7 Tips to Stand Out

1. Show Your Human Side

Today's CEO must be accessible, engaging and authentic in order to draw attention. So, when readers say things such as, "I feel as if I know you" it's a huge compliment. I find that posts which tie a personal story to a business situation perform extremely well. Photos of my clients engaged in leisure activities or with their kids typically rack up thousands of impressions.

2. Post Formatting Counts

Write your posts so they are easily scannable, separating key thoughts and using bullet points whenever possible. I like to use emojis for bullet points to add color (a colored circle is a great substitute) and a touch of whimsy.

3. Call to Action Message: The Perfect Closer

Include a CTA message at the close of your post. This is a vital engagement tool which prompts readers to think, like, comment and share your content. Hark back to the content with a compelling question, such as "How do you model and talk to your team about resilience?" or "What do you look for in a future leader?" in posts that focus on those topics.

4. Selectively Leave Comments on Others' Posts

One of the best ways to make your CEO stand out on LinkedIn is by leaving "smart comments" on other peoples' posts - individuals you wish to connect with or with whom you want to deepen a relationship. A "smart" comment is substantive, beyond "Great Post! Or "Love that idea!" and provides context. Bonus - LinkedIn takes your comment and inserts it into the feed of your network.

5. Switch on Creator Mode

I suggest turning on Creator Mode for CEOs because it creates special opportunities to showcase thought leadership. The Featured section is like a theatrical marquis for thought leadership and news mentions. LinkedIn Live is the platforms' real time live broadcast. My clients who are camera-friendly have created their own talk shows where they engage with a variety of guests on specific topics that bring their key messages alive.

6. Wednesday is "Engagement Day"

I recommend that clients post consistently on consecutive days, such as Tuesday, Wednesday and Thursday. According to LinkedIn, Wednesdays get the highest level of engagement. Given that the platform is a professional network, Mondays and Fridays are the least trafficked.

7. Add Links in 1st Comment

Remember that LinkedIn wants you to stay on the platform, so if you want to link to a byline article, say, "Read my article. Link in 1st comment" and add it there instead of in the post itself.

Are you looking to make your CEO stand out on LinkedIn? Let's talk. Book a call with me here:

bit.ly/want-leverage-call



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