

# 15 Tips for Compelling Company Updates



Company Updates are a powerful way to reach and engage professionals with relevant content across devices. Use these tips to drive better results.

## Optimize Introductions and Headlines

Add your point of view

Think like a journalist.



Don't bury the lead. Concise intros and snappy headlines are more likely to result in higher engagement.



Always include a clear call to action, like a link.

When compared to updates without links, including a link can drive **2x** the engagement.

2X

Ask thoughtful questions to involve your audience.

Start a conversation by asking a question that is relevant to your target audience.



Always include an image or some type of rich media.

Stand out with an eye-catching image or some form of rich media. Images generally result in a **98%** higher comment rate.

98%



Before posting, double-check that an image appears.

Make sure the thumbnail image in your post matches your message.

Post YouTube videos to encourage sharing.

Links to YouTube videos play directly in the LinkedIn feed and usually result in a **75%** higher share rate.

75%

## Attract an Audience

Align content to your members' needs & interests

Snackable

Valuable

(the sweet spot)

Make your content "snackable" and valuable.

Develop content that is quick to consume. Provide quality content that members will want to share with their networks.



Avoid hypertargeting.

Don't add so many targeting filters that you exclude potential audiences.

Test to understand your audience.

Experiment to find the right balance. Consider mixing entertaining and inspirational posts with informative and insightful updates.



## Manage Your Updates

Keep your audience's attention

Maintain an editorial calendar, but still react to timely events.

Rely on your editorial calendar as a guide, but be flexible enough to respond to relevant news, topics and trends.



Engage with members through comments.

Keep the conversation going. Comments are a great place to respond to positive reactions. Monitor discussions, remove inappropriate comments and proactively handle customer-service issues that may surface.

Monitor, analyze, and refine your content strategy.

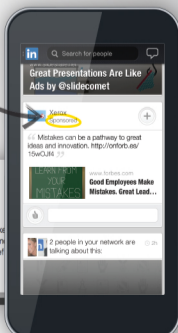
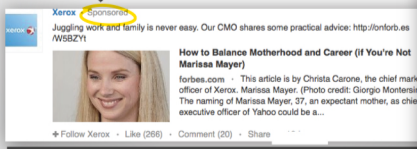
Track all available analytics. Pay attention to the audience targeting, types of content, time of day and frequency that drive the most interactions—and do more of that!

## Extend Your Reach

Sponsor Company Updates to reach your full audience

Sponsor your best content.

Sponsored Updates allow you to reach your target audience beyond your followers. Identify your top-performing content and sponsor it!



Evaluate and optimize your Sponsored Updates.

With LinkedIn's detailed reporting tools, you can monitor the performance of your Sponsored Updates and adjust to make them more effective.

Don't be tied to just the work week.

Professionals engage with Sponsored Updates across devices throughout the week, with strong engagement through the weekend. Consider adopting an always-on approach.

