

# How to Build Engagement on LinkedIn

*As a Resume Writer*

## Step 1. Create an Engaging Profile / Company Page

- Use a good headshot and engaging banner
- Include compelling info about you and your business throughout
- Don't forget a Call to Action (*tell them* how they should contact you or learn more)
- Show engagement, post and comment regularly
- Add value through relevant media
  - Articles/ blogs
  - Resume examples
  - Testimonials
- Create a Company page, and use it as your employer in your personal page Experience section
- Be clear about the services you provide

## Step 2. Build Your Network

- Search for and follow people and companies in the sphere of career services
  - Career coaches & Resume writers
  - LinkedIn pros
  - Interview coaches
  - Certification and professional development orgs
  - HR professionals
  - Recruiters
  - Job search companies (Indeed, Career Builder, etc.)
  - Career service product companies (Jobscan, etc.)
- Make connections with people in your sphere that engage on yours/other's posts
  - Always personalize the invitation to connect
- Connect with LinkedIn experts to stay informed on updates

## Step 3. Engage with your Network

- Like and, more importantly, comment on posts with something insightful
  - Longer comments get ranked higher by the algorithm
  - Tag appropriate people in the comment, like the author or the person you're responding to
  - Tag other people that can add value or may be able to relate
- Create and post original, relevant content
  - Actionable material/ advice is highly effective
  - Text posts are ranked highest, up to 1300 characters (the more the merrier)
    - Tag relevant companies and people (up to 5) and use hashtags (up to 3)
  - Be active on LinkedIn for the first hour of your post
    - Like and comment and any shares of or comments on your post
  - Connect with anyone relevant that likes/ comments/ shares

