

# Episode #265: How to Build Your Following on LinkedIn

Hello and welcome back to another episode of "Money Script Monday." My name is Parker Obert, and in this video I'm going to be sharing with you six tips on how you can grow your following on LinkedIn. Now, if you've been watching these "Money Script Monday" videos for a while, you may have seen my previous episode where I talked about how to build a credible LinkedIn profile. Now, this video is going to be a sequel to that episode because now that we've established your profile, it's time to start fostering a community and building a network on LinkedIn. If you haven't watched my previous episode, Episode 250, I'll have it linked in the Resources section below. Basically, I go over how to build a LinkedIn profile that looks professional, boosts your online credibility, and invites your friends and colleagues to connect with you on this platform.

LinkedIn is the only major social media network that's solely dedicated to the professional world. People use it to find new jobs, find new employees, and connect with their colleagues, clients, and coworkers. Now, as a financial advisor, this, your social media presence, in this case LinkedIn, may be the first impression a prospect has when they google your name online. It is paramount that you establish this online identity because not only is it free, but it opens the door to hundreds of millions of users that interact with this platform daily, some of whom may be interested in what you have to say and the services that you provide. By posting, reposting, commenting, and connecting, you can start building your virtual network today. Without further ado, let's jump right in.

The first tip that I have for you to post engaging content on LinkedIn is to avoid using the passive voice. I should also mention that you want to avoid starting your posts with I, my, or we because we want to engage our readers from the get-go by providing our clients and readers with what's in it for them. I would recommend that you start your posts with

an opinion or maybe a question, so that they're drawn in from the get-go, and they're engaged with you for the rest of what you have to share.

The second tip for posting on LinkedIn is to never share content without context. Now, if you look on the LinkedIn platform, you will see that a lot of people will find articles, journals, or surveys online, and post them to their LinkedIn feed. A common mistake, however, is that they'll post this content without any commentary on it. Not only does this not provide any value to the reader, it also doesn't add any value to yourself, the person who posted this content. Instead, you should always be sure to include an interesting stat or takeaway, so that people are engaged with what your opinion is on the article, and then maybe engage with your future posts down the line.

The third tip for posting your content on LinkedIn is to repost blog content that you may have on your website. Right now you're watching this "Money Script Monday" video on our "LifePro Blog." And if you go to our LinkedIn, you'll not only see this video, but you will see all our previous "Money Script Monday" videos on our feed. Now, this is an effortless way that you can repurpose content that you've already written, and continue to provide value for your LinkedIn community, and build a portfolio that people can look back on in the future. Now, do you have a website blog, but you're worried that your articles are too long? Don't worry because LinkedIn actually supports longer dwell time for people reading your content. This is because LinkedIn, like every other social media network, has designed their algorithm to keep you on the platform for as long as possible. Posts that people tend to spend more time on, the algorithm is more likely to share on other people's pages, and by doing so, help you grow more connections over time. Now, the fourth tip for posting on LinkedIn is to avoid being too broad. Now, the most effective posts are ones that are written to a specific audience. Think about it. Readers are more likely to be engaged with content that they feel is speaking directly to them, and less engaged with content that they feel is too broad or unspecific.

The fifth tip for posting on LinkedIn is to get personal occasionally. I said in the beginning of this video, LinkedIn is the sole social media for the professional world. However, as time goes on and new trends and practices start to develop, it changes the way that users use the platform. In this case, LinkedIn has become a lot less of a solely professional network, and people are starting to post more personal things on their feed. This can include work anniversaries, birthdays, or family trips, and vacations. Now, not only does this give people a break from an endless feed of professionally related content, but it also gives readers an inside look into what you do outside of work as the advisor, and open the door for more things that they can relate with you on. One post I saw recently was someone saying, "Hello, clients, colleagues, and friends. I'm officially out of the office. I would like to introduce everybody to my newborn baby girl." And they posted a picture of their newborn baby, and they had tons of people in the comments congratulating her. This is just one way that you can switch up your feed from being completely professional, and shows a more intimate side of your life. Added style points if you add that work-related commentary.

For the sixth and final tip I'm going to be sharing with you today about building your LinkedIn following is using the 80-20 rule. The 80-20 rule is basically saying 20% of the time you should be posting content from your feed and the other 80% of the time you should be engaging with other people's content. Basically, for every post that you publish, you should go and leave four comments on other people's posts. This is a super easy way to continue to grow your LinkedIn engagement while not having to constantly think of new ideas and topics to post about on your feed. Something to keep in mind is that you want to engage and comment on people whom with you would also like to engage with you as well. This is the most effective way at growing an online network of like-minded individuals whom with you can learn and grow from.

I know this is just six quick tips on how you can start building your LinkedIn following. Staying consistent and expressing your true personality is the key to getting consistent leads from this platform. If

you have any questions or you're ready to get started on your LinkedIn journey, please reach out to your FSR, and they'll be more than happy to help you with any tips on how you can boost your LinkedIn engagement. I want to thank you for joining us today, and we'll see you next time on "Money Script Monday."