



A CEO's Guide to LinkedIn

Table of Contents

Introduction	03
Chapter 1: Crafting a Compelling Profile	06
Chapter 2: Developing a Content Strategy for Thought Leadership	22
Chapter 3: Posting Best Practices and Engagement Tactics	30
Chapter 4: Understanding and Leveraging LinkedIn's Algorithm	39
Chapter 5: Avoiding Common Mistakes CEOs Make on LinkedIn	47
Chapter 6: Building a Personal Brand that Resonates	52
Chapter 7: Metrics and Measuring Success	60
Chapter 8: Advanced Tactics	65
Chapter 9: Mindset	72
Final Takeaways	79

Introduction: The Power of LinkedIn for CEOs

In today's digital landscape, LinkedIn has become more than just a networking platform—it's a powerful space for CEOs to shape perceptions, build influence, and connect with a global audience. For leaders who embrace LinkedIn strategically, the platform offers opportunities to amplify their message, engage meaningfully with stakeholders, and establish a legacy of thought leadership.

Drawing from the experience of Executive Presence, which has helped over 200 CEOs build their LinkedIn presence and analyzed over 25,000 CEO posts, this guide provides data-backed strategies tailored specifically for executives. Additionally, my personal insights from interviewing over 750 CEOs inform each chapter, offering a grounded perspective on what truly works for leaders.



Why LinkedIn Matters for CEOs

The role of a CEO has evolved. Today, it's not just about managing a company's performance; it's about leading with purpose, inspiring stakeholders, and building trust both within and outside the organization. LinkedIn provides a platform to achieve all of this—allowing CEOs to connect with investors, clients, future employees, and industry peers on a personal level.

Your presence on LinkedIn goes beyond brand promotion. It's an opportunity to share your vision, showcase your values, and highlight the impact of your leadership. Through thoughtful engagement, you can establish credibility, demonstrate expertise, and strengthen your influence in ways that enhance both your personal brand and the company you lead.

What You'll Learn

In this ebook, you'll find practical guidance on every aspect of LinkedIn for CEOs, from optimizing your profile to understanding the latest trends. Each chapter is filled with actionable advice, real-world examples, and strategies to help you:

- ➔ **Craft** a compelling LinkedIn profile that reflects your leadership and vision.
- ➔ **Develop** a thought leadership content strategy that resonates with your audience.
- ➔ **Engage** authentically with followers, peers, and influencers in your industry.
- ➔ **Leverage** metrics to track, refine, and enhance your LinkedIn strategy over time.
- ➔ **Embrace** new trends and adapt to LinkedIn's evolving landscape with confidence.

A Blueprint for CEO Influence on LinkedIn

This guide isn't just about increasing followers or generating likes—it's about creating meaningful connections, building trust, and leading conversations that matter.

LinkedIn offers CEOs a unique opportunity to engage as both leaders and learners, sharing insights, sparking dialogue, and ultimately shaping the future of their industries.

As you work through the chapters ahead, remember that your LinkedIn journey is a dynamic process. By approaching it with intentionality, authenticity, and a commitment to delivering value, you can build a presence that not only grows your influence but also leaves a lasting impact on those you lead and connect with.

Welcome to *A CEO's Guide to LinkedIn*—your essential resource for building a LinkedIn presence that inspires, connects, and leads.



Chapter 1: Crafting a Compelling Profile

A LinkedIn profile for a CEO isn't just a digital resume—it's a platform to showcase your leadership, vision, and influence. LinkedIn is often the first place clients, investors, and partners look for credibility. A well-crafted profile lets you control the narrative around who you are, what you stand for, and why you lead the way you do. Here's how to build a profile that highlights both your achievements and your authenticity.



I. Perfecting Your Headline

Each section of your profile should pass the three-second test: in three seconds or less, anyone viewing your profile should understand why they should connect with you. Out of the 750 CEOs I've met with in the last three years, fewer than 5% pass this test.

CEOs typically fall into two common traps:

Too Vague

A simple title like "CEO at Point72" misses the chance to tell people what the company does or how it adds value. What industry is it in? How could it benefit my business? This headline misses the opportunity to make an impression.

Too Cluttered

Some CEOs pack their headline with every possible keyword. For example, "2x Bootstrapped Founder - \$100M+ Rev - Made Inc. Top 250 | ThirstySprout.com - Hire Expert AI Talent | TheHomebase.ai - Insights from Founders & Leaders in AI." By three seconds in, viewers have likely scrolled past without understanding the person's value.

Your LinkedIn headline appears everywhere—when you post, comment, send a connection request, or message. Pound for pound, your headline does the most heavy lifting on LinkedIn, so make it count

Craft a Value-Driven Headline: Your headline should do more than list your title. It's an opportunity to clearly communicate your unique value. Avoid generic job titles and think about what differentiates you and the problems you solve. For example, instead of "CEO of [Company Name]," consider "CEO | Helping Companies Achieve Sustainable Growth" or "Leading Innovation in [Industry]." A clear, value-driven headline attracts attention.

Speak to Your Audience: Since your headline often appears in searches and comments, it's often the first thing people see. Speak directly to the people you want to reach—whether that's investors, potential hires, or industry peers. Crafting a headline that resonates with them will create a stronger connection from the start.

Examples:

Jamey Cummings  1st

Partner at JM Search I help companies find world-class
Cybersecurity & Technology talent

Ryan Green  1st

CEO @ Gridwise The leading business app for on-demand
gig workers

Austin Belcak   (He/Him) • 2nd

I Teach People How To Land Amazing Jobs Without Applying
Online // Ready To Land Your Dream Job? Head To 
CultivatedCulture.com/Coaching

Justin M. Nassiri   (He/Him)

CEO @ Executive Presence | We help companies build trust &
awareness through executive thought leadership

2. Have a banner image that stands out

The banner image at the top of your profile is the largest piece of visual real estate on LinkedIn. Most CEOs either leave it blank (defaulting to LinkedIn's grey block) or use generic visuals, like a cityscape or a presentation photo. These options miss the chance to pass the three-second test and convey your value immediately.

Your banner should include two key elements:

1. **Your Company Logo**
2. **Your Headline**

The goal is to create credibility and clearly communicate what you do. For the background image, choose something simple—either a color that complements these elements or an unobtrusive image.

If you have easy-to-show credibility markers (such as an Inc. 5000 listing, notable clients, or awards), you can add these as well, but only if they don't overshadow the primary elements: your logo and headline. A well-designed banner image enhances your profile's first impression and reinforces your brand in a single glance.



Pro Tip: Check your banner on both desktop and mobile to ensure your profile photo doesn't obscure your headline or logo.

Recommendation:

Use tools like Canva to create a banner easily. Or, if you're short on time or less tech-savvy, hire a designer on Upwork to create one for \$5–\$20.

Banner Image Examples



3. Writing an Authentic About Section

I'm constantly surprised by how many CEOs either skip the About section entirely or limit it to just 2-3 sentences. LinkedIn provides a generous 2,600 characters to explain who you are, what drives you, and what you're accomplishing professionally. Yet, most CEOs fail to use this space to its full potential.

As the most text-heavy section of your profile, here's how to make it impactful:

Tell Your Story: This section is your narrative space. Go beyond explaining what you do—share why you do it. Talk about the journey that led you to your current role or the challenges you're passionate about solving. This is your chance to showcase your personality, values, and vision. Remember, people connect with people, not job titles.

Be Concise but Impactful: CEOs—and their audiences—don't have time for fluff. Keep your summary brief yet powerful. Focus on what you stand for and the impact you aim to make, avoiding industry jargon to keep it direct and relatable.

Include a Call to Action: Don't leave readers guessing. Whether you want them to connect with you, visit your company's website, or follow your updates, make it clear how they can engage further.



Pro Tip: LinkedIn doesn't support bold or italicized text by default, so you'll need an online tool to format it. This extra step can help your profile stand out. [LinkedIn Text Formatter by TypeGrow](#) is a great option.

Example: Here's my current About Section on LinkedIn. I've aimed to make this easy to use on a mobile device (avoiding long blocks of text and using bullets and bold headlines wherever possible):

About

I'm the CEO and Founder of Executive Presence, where we help companies build trust and awareness through executive thought leadership on LinkedIn.

In under three years, I've bootstrapped Executive Presence to over \$3M in ARR, interviewed 750+ CEOs, and helped 200+ leaders build a powerful LinkedIn presence.

What We Do at Executive Presence

We turn leaders into thought leaders. Most CEOs have networks of people who know, like, and trust them—but aren't top-of-mind. We help clients stay relevant within their network.

As experts in their fields, CEOs want to be seen as the thought leader in their space. We provide the strategy and full support to help them gain credibility and visibility online.

Our fully managed LinkedIn presence for CEOs and top executives helps clients:

- Hire
- Fundraise
- Build a brand
- Create a category

Why it matters

Executives are a company's most underutilized assets. Leaders who build a LinkedIn audience directly impact:

- ▶ Company culture
- ▶ Product evangelism
- ▶ Recruiting
- ▶ Employee retention
- ▶ Industry definition
- ▶ Building a legacy

Our approach is authentic (their voice), efficient (90 minutes per month), and measurable (weekly KPIs).

Who We Help

We work with CEOs, founders, and top executives. Our clients typically:

- ★ Have 50+ employees
- ★ Are Series A, B, or C funded
- ★ Are hiring 20+ employees in the next quarter/year
- ★ Are defining their industry as they grow

About Me

💡 **Military Veteran** - Officer onboard nuclear submarines, leading a team of 200 on a \$2B sub.

💡 **Stanford MBA & serial entrepreneur** - Founded & sold two companies.

💡 **Podcast Host** - Host of Beyond the Uniform, the #1 iTunes podcast for military career transitions, with over 450 episodes.

💡 **Former CEO of Storybox** - Raised \$3M in VC from Google's Eric Schmidt, generated \$5M+ in contracts with 35+ Fortune 500 companies. Featured in a Facebook case study, with technology used by 1K+ companies globally.

Ready To Connect?

📞 Connect with Me Here

🌐 www.ExecutivePresence.io

✉ justin@ExecutivePresence.io

4. Have a Professional Headshot

Just like your headline, your profile picture is everywhere on LinkedIn. Every time you post, comment, send a message, or share a newsletter, your profile photo is there, representing you.

Avoid Common Mistakes: Repurposing a photo from a speech or presentation can create distance. Use other profile sections to highlight speaking experience, while your photo should establish a personal connection with viewers.

Close-Up: Make sure your face fills most of the frame—from the top of your shoulders to the top of your head, taking up about 85% of the profile image space. People connect with faces, so make yours prominent.



Pro Tip:

For a professional headshot, you can use services like SmartShoot to find a local photographer for under \$100. Or, consider AI-powered tools that transform existing photos into polished headshots. One example is Canva's AI Headshot Generator, which enhances selfies with optimal lighting and a professional background.



5. Use the Featured Section to Build Credibility

After the banner image, the Featured Section is the next largest piece of visual real estate on LinkedIn. Yet, most CEOs overlook this section, missing one of the simplest ways to establish credibility.

The Featured Section allows you to showcase articles, videos, LinkedIn posts, or other visuals. I recommend using it to visually explain what you do or to reinforce credibility. Consider including articles about you, video interviews, or high-engagement LinkedIn posts that highlight your expertise.

Here's how I use my own Featured Section:

First Position:

I promote my weekly LinkedIn newsletter to gain new subscribers. Over time, this helps me demonstrate my expertise in supporting CEOs on LinkedIn.

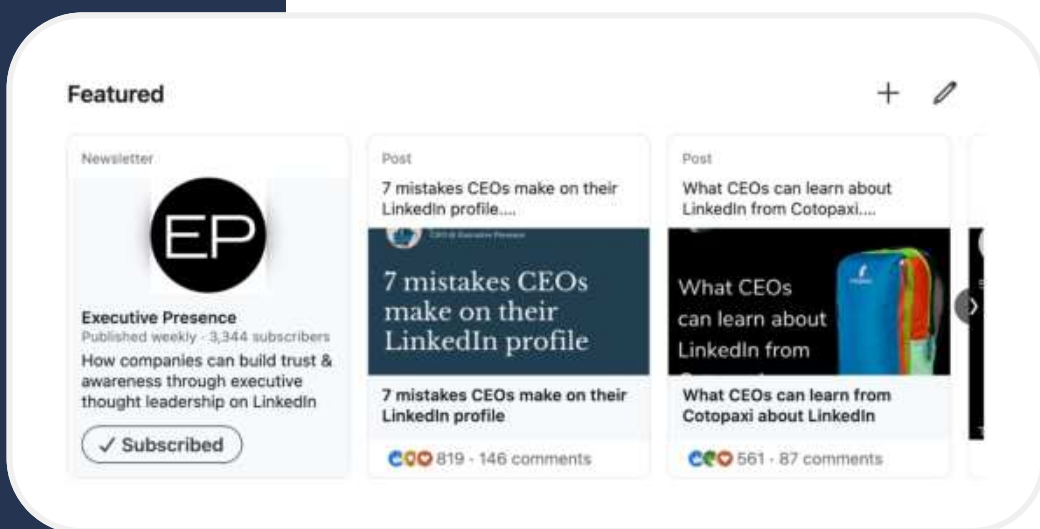
Second, Third and Fourth Positions:

I feature LinkedIn posts that have high engagement and showcase my value by teaching CEOs how to better use LinkedIn.

Fifth Position:

I use a PowerPoint slide to highlight a podcast interview with a successful CEO, Jocko Willink, building authority by association.

*Using the **Featured Section** effectively helps you visually reinforce your credibility, creating a stronger first impression.*



6. Showcasing Your Experience

Your Experience section's primary focus should be your current company. This entry should appear at the top, even if you have other active roles like advisory or board positions. Prioritizing your current company ensures your business is prominently displayed.

Focus on these three elements for your current company:

1. Title

Your title is valuable real estate. Instead of just listing your position, expand it to highlight your value proposition. When editing, consider adding the tagline from your headline or banner image—another opportunity to reinforce your unique impact.

Title*

CEO ♦ We help companies build trust & awareness through executive thought leadership

Employment type

Full-time

Learn more about [employment types](#).

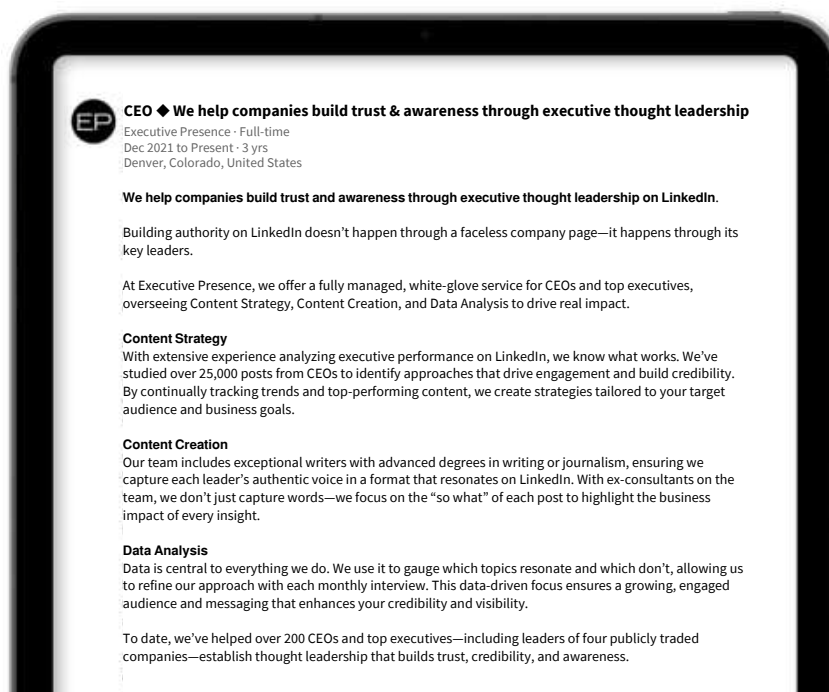
Company name*

EP Executive Presence

2. Company Description

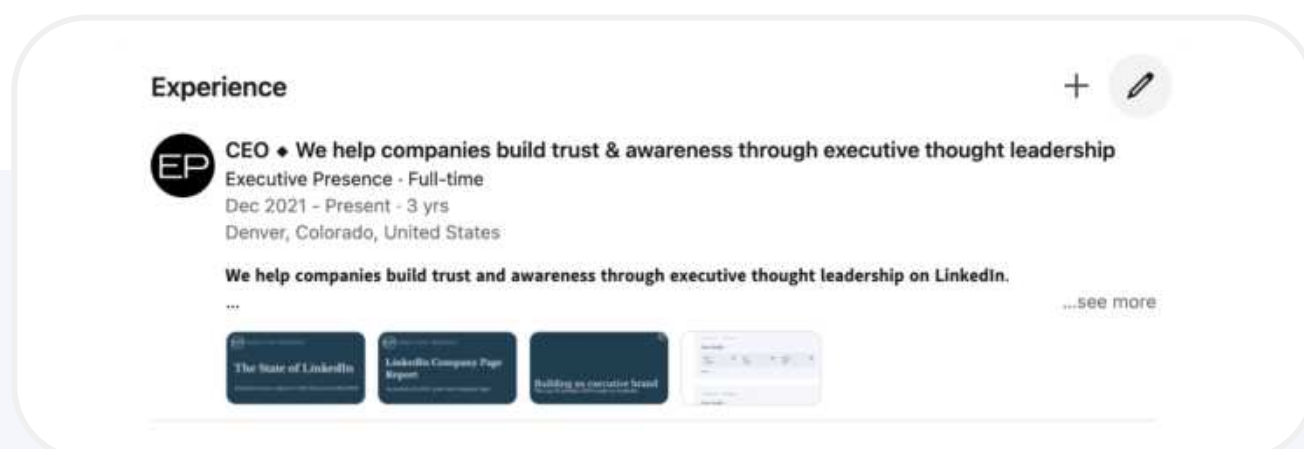
Surprisingly, many CEOs only list their company name without describing what the business does, missing a valuable chance to showcase the company's mission and achievements. LinkedIn provides 2,000 characters here, giving you ample space to promote your company's value. Use this section to explain what you do, back it up with credibility markers (such as client numbers, revenue, or notable clients), and outline why someone would want to work with or for your company.

Example of My Company Description:



3. Visuals

Adding visuals is an impactful way to differentiate your profile, yet few people take advantage of this. Use this space to include images or documents that showcase your work, much like the Featured Section. For example, I've added screenshots of key publications and achievements to highlight our impact and establish authority.

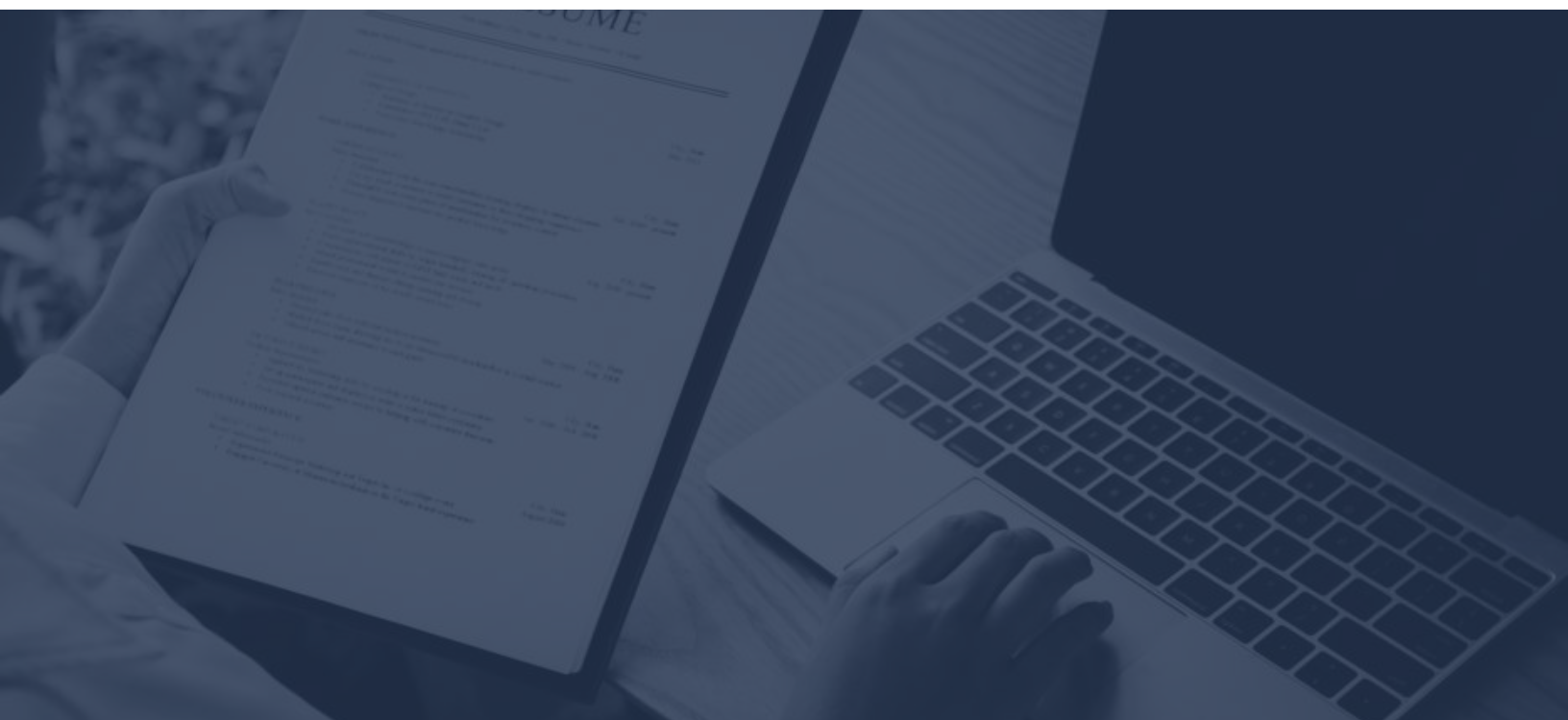


For past roles in your Experience section, focus on these strategies:

Highlight Transformative Results: Rather than listing responsibilities, showcase accomplishments in each role. Use data to emphasize impact (e.g., "Increased revenue by 200% in three years" or "Led a team to launch a new product line, achieving 35% market share growth"). Quantifiable achievements help your experience stand out.

Focus on Leadership Achievements: Emphasize roles where you demonstrated leadership, innovation, or significant problem-solving. Highlight instances where you led through change, drove a turnaround, or launched transformative initiatives—these moments underscore your value as a CEO.

Limit Your Scope: Avoid overloading your profile with every career detail. Instead, focus on the most relevant achievements that support the narrative you want to convey today.



7. Personalize your Education

While the Education section may receive less visibility, it's still an opportunity to add a personal touch. Including clubs you participated in, sports you played, or other significant experiences from university or grad school can make your profile more relatable and memorable.

Here's how I personalized my own Education section:



Stanford University Graduate School of Business

MBA
2007 - 2009

Activities and societies: Entrepreneur Club - Chief Operations Officer
Off Duty Club - Chief Financial Officer
Consulting Club, Outdoor Adventure Club, Health and Fitness Club

Selected by Admissions Office to give keynote speech to 400 Admitted students.
Awarded 1st Place of 362 competitors in Leadership Executive Challenge
Organized and lead 13 of 25 Entrepreneur Club events



Nuclear Power School - Naval Nuclear Power Training Command (NNPTC)

Nuclear Engineering
2002 - 2003

Qualified as a Nuclear Engineer by Naval Reactors Division of the Department of Energy 2002-2003

Masters degree equivalent program in theory, design, and operation of nuclear power plants



United States Naval Academy

B.S., Electrical Engineering
1998 - 2002

Activities and societies: Brigade Performance & Conduct Officer (Top 10 leadership position in class of 1,000)
President, Men's Glee Club
Varsity Offshore Sailing Team
Midshipman Action Group (Volunteer Group) Activities and societies: Brigade Performance & Conduct Officer
(Top 10 leadership position in class of 1,000) President, Men's Glee Club Varsity Offshore Sailing Team
Midshipman Action Group (Volunteer Group)

Minor in German

One of top 10 leaders in student Chain of Command of 4,000 students
President of Men's Glee Club - performed for 5 U.S. Presidents and conducted men's chorus in Lincoln Center for Performing Arts.

One of top 5 volunteers of 1,000 students for work at Johns Hopkins Children's Hospital

Varsity Offshore Sailing Team member



Met President Bush as a Naval Academy Senior and had a 15-minute private meeting with him and Mrs. Bush.

8. Other considerations

The previous seven areas are the most critical, but if you have extra time, these additional sections can add further depth:

Skills and Endorsements: Choose skills that reflect your expertise and highlight your strengths as a CEO—such as leadership, strategy, and industry-specific knowledge. Endorsements from respected peers can further validate your credibility.

Recommendations: High-quality recommendations make a CEO's profile stand out. Aim for recommendations that emphasize your leadership style, problem-solving abilities, and strategic thinking. These testimonials provide valuable third-party validation of your skills and impact.



Chapter Summary: Crafting a Compelling Profile

Creating a LinkedIn profile that resonates with your target audience goes beyond listing titles and accomplishments—it's about crafting a cohesive, impactful narrative that establishes credibility, highlights achievements, and builds connections.

Too
Vague

1. Perfecting Your Headline

Your headline is the most visible part of your profile, appearing in posts, comments, and messages. Use it to communicate your unique value by avoiding vague titles or keyword stuffing. Instead, craft a clear, value-driven statement that speaks directly to your audience.

2. Creating a Standout Banner Image

Your banner image is prime visual real estate. Include your company logo and headline to reinforce your brand, and choose a simple background that doesn't compete with these elements. When checked on both desktop and mobile, a well-designed banner image creates immediate credibility.

3. Writing an Authentic About Section

Your About section is a space to go beyond job titles. Share your journey, values, and vision in a concise, relatable way. Use this section to connect on a human level, convey your mission, and include a clear call to action.

4. Using a Professional Headshot

Your profile photo is essential for creating a connection. Avoid photos from events or distant shots; instead, opt for a close-up that fills 85% of the frame. Consider using a professional headshot or an AI tool to achieve optimal lighting and background.

Chapter Summary: Crafting a Compelling Profile

5. Building Credibility with the Featured Section

The Featured Section is a powerful space for showcasing articles, videos, and top-performing posts. Use it to visually reinforce your expertise, highlight high-engagement content, and create authority through association with notable achievements or clients.

6. Showcasing Your Experience

Your current company should be the focal point of your Experience section. Use your title to express your value, the company description to promote your mission and credibility, and visuals to make the content engaging. For past roles, focus on achievements that demonstrate leadership, transformative results, and problem-solving abilities.

7. Adding a Personal Touch to Your Education

While less visible, the Education section provides an opportunity to humanize your profile. Including relevant clubs, sports, or activities adds a relatable, memorable touch to your background.

8. Other Considerations

If time permits, optimize your Skills and Endorsements to highlight your strengths as a CEO. Additionally, high-quality recommendations from respected peers can add valuable third-party validation to your profile.

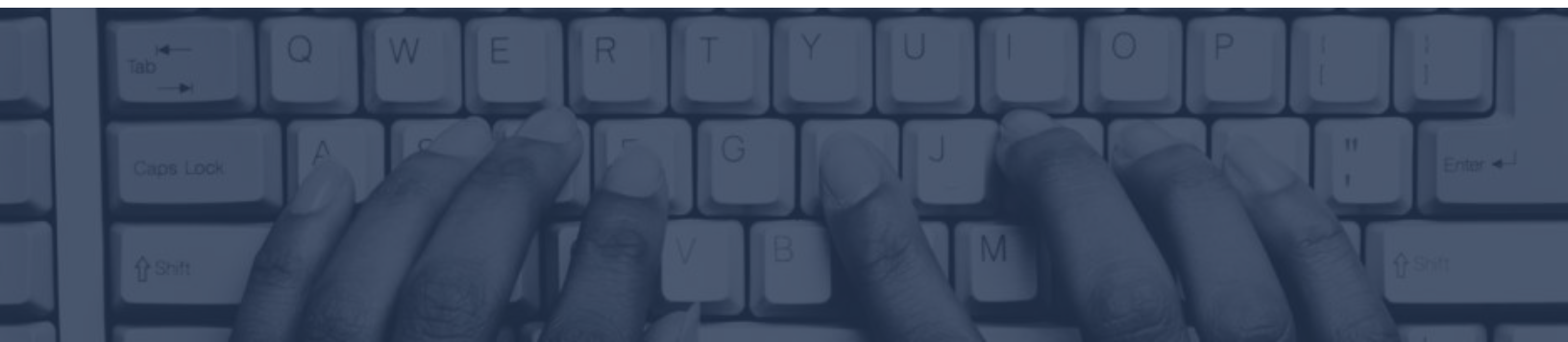
By strategically shaping each section of your LinkedIn profile, you create a compelling, cohesive narrative that amplifies your leadership, builds trust, and engages your target audience.

Chapter 2: Developing a Content Strategy for Thought Leadership

The number one mistake CEOs make on LinkedIn is not posting. The second mistake? Only posting about their company. This approach often turns a CEO into a “walking billboard,” broadcasting corporate messages rather than establishing credibility as a trusted thought leader.

A CEO's content strategy on LinkedIn should serve two purposes: sharing valuable insights and positioning them as an industry leader. Thought leadership content goes beyond self-promotion; it's about creating posts that resonate, inspire, and engage the right audience.

This chapter will guide you in developing a content strategy that builds credibility and trust on LinkedIn.



Step 1: Defining Your Audience

Imagine you're giving a keynote speech to an audience of 10,000 people. Who's in the crowd? What are their titles, organization sizes, and locations? Most CEOs have a prioritized list of target audiences. For example, they may want investors in those seats if they're gearing up for fundraising, or potential employees if they're in a growth phase.

A diverse, well-rounded audience is essential for long-term success. Think of LinkedIn as a megaphone for the next 10 years. You want that megaphone to reach all stakeholders, internal and external, who will impact your company's journey.

Define your target audience broadly to encompass the people you'll want to reach over time.

Step 2: Clarifying Your Goal

Once you have a clear picture of your audience, consider your primary objective. If you were giving a keynote to this audience, what action would you want them to take? Invest in your company? Apply to work with you? Envision your LinkedIn activity as a way to achieve these broader goals.

Most growth-stage CEOs have multiple goals. They're not only focused on sales; they also want to attract investors, retain top employees, build a strong company culture, and foster partnerships. Start by identifying these goals, then prioritize them. And don't forget brand-building—at the heart of LinkedIn activity, you'll be reinforcing your company's brand while enhancing your own professional reputation.



Step 3: Developing Your Keynote Content (Without the Pitch)

Imagine stepping onto the keynote stage to address your audience of 10,000 people, keeping your goals in mind. Just before you start, you're given one rule: if you mention your company, product, or services, you'll be cut off. So, what do you talk about?

The key is empathy—understanding what topics your audience cares about and addressing them with authority. Focus on subjects that allow you to share valuable insights, educate, and engage.

Examples:

- How CEOs can use LinkedIn thought leadership to build their companies
- Leadership principles I learned in the military that help CEOs
- Lessons I'm learning as I build my own company
- Insights I'm gaining from world-class CEO clients

For LinkedIn, it's important to have more than one topic to cover. We typically work with CEOs to develop 3-5 content pillars. Commonly, these pillars include thought leadership and company promotion. When promoting your company, go beyond "I'm humbled to be featured in [publication]"—tell a story.

Here are a few effective topics within company promotion:

- ➔ **Employee Spotlights:** Highlight an employee's achievements to show your leadership style and company culture.
- ➔ **Origin Stories:** Share foundational stories that reflect your company's values.
- ➔ **Event Highlights:** Discuss key takeaways from events you've attended.
- ➔ **Milestones:** Showcase milestones reached and what you learned in achieving them.

Additional considerations for your keynote:

- **Choose Relevant Topics:** Start with topics where you can add the most value. Discuss pain points, trends, or innovations in your industry.
- **Align with Business Goals:** Content should reflect your expertise and your company's mission. If attracting investors or top talent is a priority, choose topics that highlight these strengths.
- **Establish Content Pillars:** Identify 3-5 recurring themes that anchor your posts, such as "Innovation in [Your Industry]" or "Building a Winning Culture."

Step 4: The Dinner Party Test

Another essential content pillar is a personal topic. Think of this as "humanizing" yourself to build relatability and trust. High-performing posts often reveal a CEO's personality beyond their role.

To determine your personal topics, consider this question: If you were at a dinner party with potential investors, employees, and customers, what topics would you discuss over drinks? If you'd talk about your family in this setting, it's fair game for LinkedIn. If you wouldn't, then keep it off LinkedIn.

Some commonly shared topics for personal posts include:

- **Hobbies and interests outside of work**
- **Mentors or personal influences that shaped your leadership**
- **Defining milestones or life events that shaped who you are**

Being open about who you are can be powerful. While personal content may make up only 10% of your posts, it often generates the highest engagement. People do business with people they know, like, and trust—so let your audience get to know you.

Content Types That Engage

Now that you know what you'll talk about, let's focus on how to present it. Here are some effective content types for CEOs on LinkedIn:



Text Posts: Short, impactful posts that offer quick insights. Think of these as micro-thoughts on trends, challenges, or advice.



Image Posts: Pair a brief text post with an original photo that's relevant to the content. We've found that images increase views by up to 115%.

Content Types That Engage



LinkedIn Articles: For in-depth exploration, articles allow you to dive into complex topics. Be aware that LinkedIn sometimes deprioritizes external links, so place article links in the comments and ensure the post adds value on its own.



Carousel Posts: Visual slides encourage engagement, especially on mobile. Carousel posts work well for lists, step-by-step guides, or breaking down complex subjects. Canva makes it easy to create these.



Video Content: Video is increasingly favored by LinkedIn's algorithm. Though it requires more effort, video creates a stronger emotional connection by allowing your audience to see and hear directly from you.



Recommendation:

Start with text posts, as they're easiest to create, allowing you to establish a consistent posting habit of 1-5 posts per week. Use relevant, original images when possible to boost engagement.

Building a Sustainable Content Calendar

Establishing a content calendar helps you stay consistent and purposeful. Here's how:



Determine Your Posting Frequency:

Aim for 1-3 posts per week. This cadence keeps your presence active without overwhelming your schedule.



Plan Monthly Themes:

Structure your content around monthly themes, such as "Industry Predictions" in January or "Leadership for Growth" in February.



Use Scheduling Tools:

Tools like Buffer, Hootsuite, or LinkedIn's own scheduling features can help you plan posts in advance, allowing you to maintain consistency even with a busy schedule.

Repurposing Content for Maximum Reach

To maximize your efforts, repurpose content across different formats. Here's how:

- **Reuse Key Messages:** A speech, podcast, or blog post can become multiple LinkedIn posts. For example, break a keynote down into a series of short posts or carousels to extend its reach.
- **Adapt Based on Engagement:** Pay attention to which posts resonate most, then try repurposing high-performing content in other formats. If a list post does well, consider turning it into a video or an article.
- **Encourage Interaction:** Use questions, polls, and calls to action to drive engagement. Repurposed content can gain even more traction if it prompts followers to engage or reflect.

Chapter Summary: Developing a Content Strategy for Thought Leadership

Building thought leadership on LinkedIn requires more than occasional posts about your company. A successful content strategy connects with your audience, builds credibility, and highlights your expertise in a way that feels authentic and engaging.

1. Defining Your Audience

Start by envisioning the audience you want to reach. LinkedIn is a long-term investment, so think broadly—include investors, potential hires, customers, and other key stakeholders who will be valuable to your company's journey.

2. Clarifying Your Goal

Know what you want your audience to do after engaging with your content. Whether it's attracting investors, recruiting top talent, or enhancing brand recognition, your goal will guide the direction of your content.

3. Developing Your Keynote Content

Approach LinkedIn content as if you're giving a keynote to an audience who wants value, not a sales pitch. Use empathy to determine topics that matter most to your audience, positioning yourself as an informative, relatable authority. Establish 3-5 content pillars, such as thought leadership, company insights, and personal stories, to keep your messaging diverse and engaging.

4. The Dinner Party Test

Incorporate personal topics to build relatability and trust. Share aspects of your life that you would feel comfortable discussing with potential investors, employees, or clients at a dinner party. Hobbies, influences, and defining milestones are all powerful ways to humanize your profile and attract high engagement.

Chapter Summary: Developing a Content Strategy for Thought Leadership

5. Choosing Content Types That Engage

Use a mix of content formats to keep your audience interested. Text posts are straightforward for regular sharing, while image posts, carousel slides, LinkedIn articles, and videos add depth and variety. Wherever possible, include original, relevant images to increase views and engagement.

6. Building a Sustainable Content Calendar

Consistency is key. Create a manageable posting schedule (1-3 times per week), and plan monthly themes that align with your business goals and industry trends. Use scheduling tools to maintain regularity and reduce the daily posting burden.

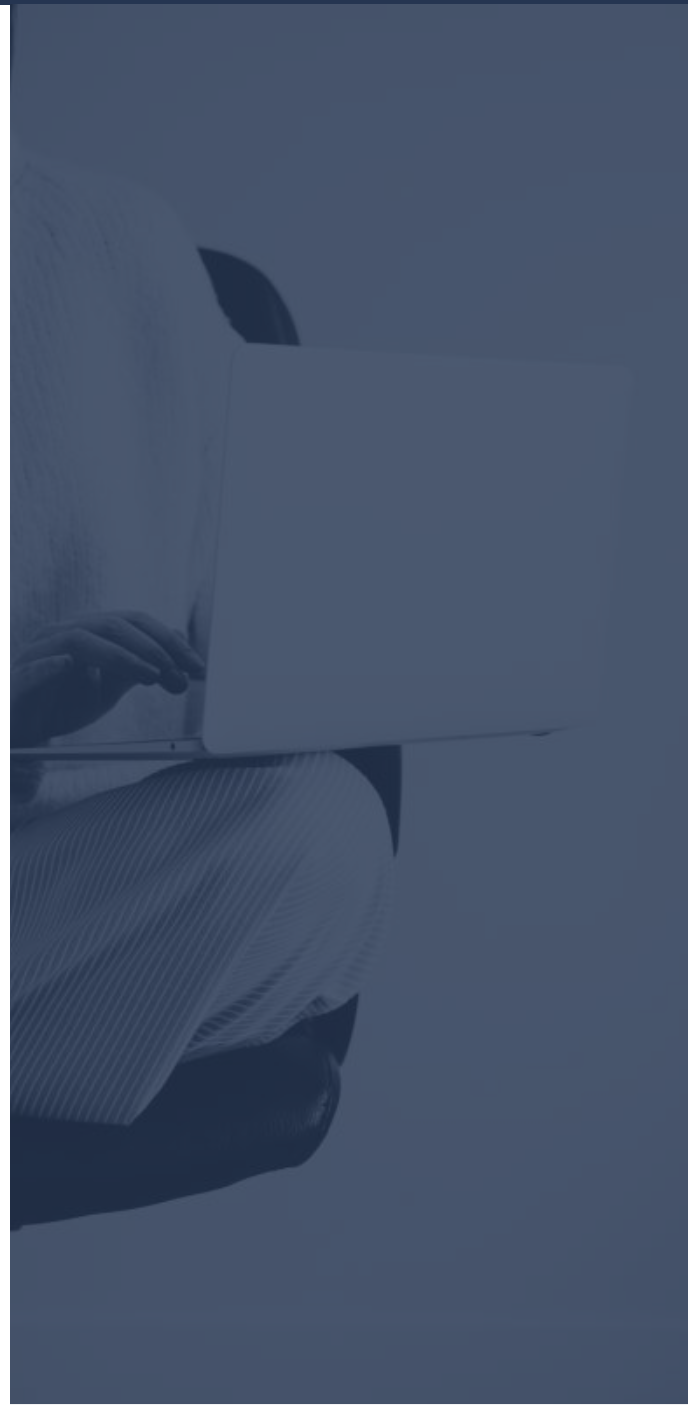
7. Repurposing Content for Maximum Reach

Maximize each piece of content by repurposing it across formats. For example, break down a keynote into multiple LinkedIn posts or turn a popular post into a video. Encourage interaction through questions, polls, and calls to action, which drive engagement and make repurposed content feel fresh.

By developing a focused, data-driven content strategy on LinkedIn, you position yourself as an industry leader, enhance your personal brand, and build trust with a broad, impactful audience.

Chapter 3: Posting Best Practices and Engagement Tactics

Posting on LinkedIn isn't just about broadcasting; it's about sparking conversation and fostering connections. A CEO's posts should blend value-driven insights with strategies that invite engagement. Here's how to craft posts that build your following, elevate your credibility, and strengthen relationships on LinkedIn.



I. Crafting High-Impact Headlines

The opening line of your post, also known as the “hook,” is crucial—it’s what captures attention and determines whether someone will stop to read more or keep scrolling. The primary goal is to prompt the reader to click on “see more” to expand the post, which sends a positive engagement signal to LinkedIn’s algorithm, increasing your post’s reach.

Make the First Line Count: Start with a bold statement, question, or unexpected insight that “arrests the scroll” and entices readers to continue. Effective hooks include statements like, “The biggest lesson I learned as a CEO?...” or “Why I disagree with [Popular Opinion].”

Be Provocative, But Purposeful: Being provocative doesn’t mean courting controversy for its own sake. Instead, say something unexpected or take a contrarian position that invites curiosity. For instance, you might challenge conventional wisdom or offer a fresh perspective on a well-known topic.

Use Numbers and Lists: Headlines with numbers and lists, like “3 Ways CEOs Can Lead in Crisis” or “5 Mistakes to Avoid on LinkedIn,” attract attention and promise structured, easy-to-digest information.

Experiment and Track: Test different headline styles and track which ones resonate most. LinkedIn analytics can reveal which hooks work best with your audience.

Top 20 Hook Examples

Here are some hooks to inspire your own posts. These examples aim to stand out, spark interest, and encourage engagement:

1. Simone Smoot is my VA. I've tried to hire her full-time—she said no. Here's why.
2. I should have given my team last week off.
3. 7 mistakes CEOs make on their LinkedIn profile.
4. Here's a story I've seen played out 100+ times:
5. What CEOs can learn about LinkedIn from Cotopaxi.
6. The best CEOs understand one simple truth.
7. I took a risk hiring two friends—and it paid off.
8. I started three companies—this is the lesson I wish I knew from day one.
9. Today's business culture is missing one critical thing.
10. My 5-year-old son taught me a lesson about leadership today.
11. "Work-life balance" is the biggest lie told to executives.
12. You don't need to be perfect—you need to be present.
13. Most leaders fail because they do this one thing.
14. I failed as a leader until I learned this.
15. Why being vulnerable is a CEO's greatest strength.
16. You don't need more connections—you need deeper ones.
17. The five things every CEO should know before posting on LinkedIn.
18. Being a CEO isn't about having all the answers—it's about asking the right questions.
19. The most overlooked skill in leadership is also the most important.
20. If you're not investing in your team, you're investing in your competition.

2. Setting an Optimal Posting Frequency and Timing

When it comes to LinkedIn, consistency is essential, but frequency also plays a significant role. Up to a certain point—generally once per day—there's no downside to posting more often. In fact, the opposite is true: the more you post, the faster you'll grow on LinkedIn, and the more data you'll have to refine your content strategy over time.

Frequency for Growth:

We encourage all of our clients to post at least once per week, but ideally every weekday. Our data shows that doubling posting frequency (e.g., from two to four times per week) can yield a disproportionate 3.7x increase in performance. Provided you maintain a baseline of content quality, increasing your posting frequency will accelerate your LinkedIn growth and give you valuable insights into which topics resonate most with your audience.

Consistency and Timing:

Posting at the same time each day helps train your audience to know when to expect your content. Ideally, post in the morning, when people are just starting their day and are more likely to scroll through LinkedIn. Personally, I post every day at 7 a.m. Mountain Time. This rhythm encourages my network to check in regularly and engage within the first hour—a critical factor for LinkedIn's algorithm, which favors posts that receive early engagement.

By establishing a consistent posting schedule and timing, you can build a habit for your audience to interact with your posts regularly, improving visibility and engagement over time.



“...post at least
once per week...”

3. Proven Engagement Techniques

Effective posts aren't just informative; they're interactive. They invite people to engage, share their perspectives, and even disagree. When you're a subject matter expert, you're not only sharing insights but also welcoming others to expand on your thoughts or offer counterpoints. Comments, as we'll explore in the next section, have a major impact on how many people see your post.

If you say something controversial or thought-provoking, it often sparks more comments, which boosts visibility. Each exchange—if you reply to a comment and the commenter responds back—is “algorithmic gold,” increasing the reach of your post significantly. By posting content that invites discussion or even disagreement, you're likely to see far more distribution.

Here are a few ways to drive engagement on your posts:



Ask Open-Ended Questions: Inviting your audience to share their views on a topic or challenge can lead to a wealth of comments. Questions like “What's the biggest leadership challenge you've faced?” or “How do you handle [Situation]?” spark dialogue and deepen engagement.



Tag Relevant Individuals: When used correctly, tagging can increase visibility by bringing other networks into the conversation. However, tagging comes with a caveat: LinkedIn rewards posts when tagged individuals respond, but it may penalize posts if they don't. Only tag people who are likely to respond thoughtfully, and avoid mass-tagging to artificially boost reach.



Include Visuals: As mentioned earlier, original and relevant images increase post views by up to 115%. Images, especially those that include you or familiar faces, catch attention and invite more engagement. Whether it's a snapshot from an event or an informal team photo, visuals help “stop the scroll” and bring more eyes to your content.

By using these techniques, you create posts that invite conversation and engagement, which ultimately leads to greater reach and influence on LinkedIn.

4. Leveraging Comments for Greater Visibility

Comments are a powerful tool for expanding the reach of your posts. As we've discussed, the more comments a post has, the more LinkedIn's algorithm will prioritize showing it to a wider audience. If LinkedIn sees an active dialogue—a back-and-forth between two or more people—it recognizes that your post is sparking valuable conversation and will boost its visibility even further.



Leveraging comments not only increases your post's reach but also strengthens your connection with your audience, making them more likely to engage with you in the future.

HERE ARE SOME EFFECTIVE WAYS TO USE COMMENTS TO MAXIMIZE ENGAGEMENT AND BUILD RELATIONSHIPS:

Engage with Commenters:

Actively responding to comments signals to LinkedIn's algorithm that your post is valuable. Beyond the algorithm, engaging with commenters fosters stronger connections. Think about it this way: if you comment on someone's post and they never respond, how likely are you to continue engaging with them in the future? People respond well to acknowledgment. Reward your audience by responding thoughtfully to their comments, showing that you value their input.

Encourage Discussion:

Ask follow-up questions in the comments to prompt deeper interaction. For instance, if someone shares a unique perspective, reply with something like, "That's an interesting point—what inspired that approach?" This keeps the conversation going, further boosting your post's reach.

Learn from Comments:

Comments are a rich source of ideas for future content. Pay attention to questions or topics that arise in your comments, as these often reveal what your audience wants to hear more about. Some of my best-performing posts have come from responding to comments that challenged my perspective or made me reconsider a topic. In these cases, I create a new post to share my revised thoughts and tag the individual(s) whose comments sparked the change.

5. Balancing Engagement with Promotion

Striking the right balance between value-driven content and promotional posts is essential to building credibility and maintaining your audience's trust. We recommend an 80/20 content strategy, where 80% of your posts focus on adding value and educating your audience, without directly mentioning your company. If your profile and tagline are crafted well, your audience already knows your company and your role. The goal is to establish yourself as a trusted authority, and you do this by offering insights generously.

- **Prioritize Value-Driven Content:** Dedicate the majority of your content to educating and engaging without self-promotion. LinkedIn is a place to build trust through authenticity and expertise. By regularly sharing valuable insights, advice, and industry trends, you strengthen your position as a thought leader in your field. This consistent focus on value builds an audience that appreciates your contributions and is more likely to engage with your posts.
- **Promote Sparingly, with Stories:** For the 20% of content where you may promote your company, avoid overt sales language. Instead, tell stories that reveal the journey, challenges, and motivations behind your work. For example, instead of "Our company launched a new product," try, "After listening to our clients' biggest pain points, we created a solution that addresses their core needs." Stories humanize your brand and show that your focus is on solving real problems for your audience.
- **Build Relationships for Long-Term Influence:** LinkedIn is a compound game. By growing your audience and influence through consistent, empathetic content, you create a foundation for long-term engagement. The more you focus on what your audience wants to learn, the stronger their connection to you will be. When you do share promotional content, you'll have a deeper relationship with a broader audience who will be more receptive to it.

Balancing engagement with promotion ensures that your LinkedIn presence remains credible and impactful. By prioritizing value and building trust over time, you create an engaged audience ready to respond when you do highlight your company.

Chapter Summary: Posting Best Practices and Engagement Tactics

Posting on LinkedIn as a CEO goes beyond sharing updates—it's about creating a dynamic exchange of ideas that builds relationships, trust, and credibility. By following these best practices, you can develop a content strategy that positions you as an authority while engaging a broad audience.

1. Crafting High-Impact Headlines

The “hook” or first line of a post determines whether readers stop to read or scroll past. Starting with a bold, provocative statement, question, or insight can compel readers to click “see more” and increase the reach of your post. Experiment with different styles, such as using numbers or lists, and track what resonates to refine your approach.

2. Setting an Optimal Posting Frequency and Timing

Consistency and frequency are essential for growth. We recommend posting daily if possible, as increased posting frequency leads to exponential growth in engagement. Posting at the same time each day, ideally in the morning, establishes a routine for your audience, encouraging them to engage regularly.

3. Proven Engagement Techniques

Effective posts invite interaction and conversation. Asking open-ended questions, tagging relevant individuals (with discretion), and using original, relevant visuals increase post visibility and encourage meaningful dialogue. Provocative content that invites discussion or challenges the norm is especially effective for sparking engagement.

Chapter Summary: Posting Best Practices and Engagement Tactics

4. Leveraging Comments for Greater Visibility

Comments are invaluable for increasing your post's reach and for building relationships. Responding to commenters and encouraging back-and-forth dialogue signal to LinkedIn that your post is generating valuable interaction. Additionally, comments can provide ideas for future content, especially if they prompt you to reconsider or expand upon a topic.

5. Balancing Engagement with Promotion

We recommend an 80/20 rule for content: focus 80% on providing value without mentioning your company, and use 20% for strategic promotion. Value-driven content builds credibility, while occasional, story-based promotional posts resonate more with an audience that already trusts your expertise. LinkedIn is a compound game; building audience relationships over time makes any promotional content more impactful and effective.

By blending these tactics, you can establish a strong, influential presence on LinkedIn that attracts a diverse, engaged audience and positions you as a trusted thought leader in your industry.

Chapter 4: Understanding and Leveraging LinkedIn's Algorithm

The LinkedIn algorithm is pivotal in determining how widely your posts are seen. By understanding its mechanics, CEOs can create content that aligns with LinkedIn's priorities, maximizing reach, engagement, and influence. Here's how to make the algorithm work in your favor.



I. How LinkedIn's Algorithm Prioritizes Content

While it's crucial to understand how LinkedIn's algorithm works, I would never recommend that a CEO create content solely for the algorithm. As we've discussed, LinkedIn is a platform for building credibility and sharing expertise through content that resonates with your audience. This is about empathetic content creation—understanding what your audience values and where they could benefit from your insights. However, like any distribution channel, LinkedIn has its own rules. Tailoring your content to work with these rules can increase your visibility and expand your reach.

LinkedIn is notoriously secretive about its algorithm, but our insights are based on analyzing tens of thousands of CEO posts and observing what performs best. Here are some key takeaways:

- **The First Hour Matters:** The initial engagement on a post, particularly in the first 30 minutes to one hour, seems to have a profound influence on its performance. From what we can observe, LinkedIn may initially show your post to a small subset of your audience—perhaps only 10%—to gauge interest. If that initial group engages positively (likes, comments, shares), LinkedIn pushes it to a broader audience, including the first-degree connections of those who interacted with it. This is why it's critical to post when your audience is active and to establish a consistent posting schedule. Posting at the same time each day trains your audience to anticipate your content, increasing the chances of early engagement.
- **Interaction Propagates Reach:** Every person who engages with your post extends its reach to their own audience. If a follower likes or comments on your post, their network is more likely to see it, and the post continues to propagate. This is why comments are particularly valuable—each back-and-forth exchange with a commenter boosts the post's visibility, signaling to LinkedIn that the content is sparking genuine interest.
- **Comment Drafting:** Taken to the extreme, there's a strategy we use called comment drafting. This involves finding posts from individuals with similar or large audiences and being one of the first to post a high-value comment on their post. Done right, this can result in tens of thousands of views and potentially dozens of new followers from just one comment. Ideally, you want your own posts to generate this type of engagement, where people actively seek to be early commenters on your content.
- **Posting Early in the Day:** Posting early in the day allows your content more time to gain traction throughout LinkedIn's peak hours. This gives the post a full day to "live" on the platform, maximizing its chances of reaching new viewers and accumulating engagement.

By understanding and working with these principles, you can create content that is not only empathetic to your audience's needs but also optimized for LinkedIn's distribution algorithm, increasing your reach and influence.

2. Crafting Algorithm-Friendly Content

While no one can guarantee virality, there's a useful analogy: if you want to increase your chances of winning the lottery, buy more tickets. Posting more frequently on LinkedIn not only "buys more tickets," increasing the likelihood of a high-performing post, but also provides invaluable data on what resonates with your audience. Each post enhances your authority and offers insights into future content that may receive wider distribution and engagement.

Here are several key observations from our research to help you optimize content for LinkedIn's algorithm:

- **Hashtags:** Posts with hashtags tend to perform 50% worse than posts without them. Our hypothesis is that hashtags can make a post seem less personal, giving it a marketing or "gimmicky" feel. The data supports that hashtags don't increase visibility and may, in fact, reduce it. To keep your content authentic, avoid hashtags or use them sparingly.
- **Reshares and Outbound Links:** Reshared content and posts with outbound links receive significantly less engagement. Reshares tend to attract only about 25% of the views of original content, and posts with an external link get only one-third of the views of posts without links. LinkedIn's algorithm seems to penalize content that drives traffic away from the platform, favoring native content instead. If you need to include a link:
 - Place it in the comments section, rather than in the post itself.
 - Alternatively, add the link after the first hour by editing the post. This way, the post gains initial engagement without the algorithmic penalty.
- **Avoid Questions at the End of Posts:** Posts that end with a question perform about 30% worse than those without one. Many people use closing questions to try to invite comments (e.g., "What do you think?" or "What would you add to this list?"), but this approach appears overused, causing "question fatigue" in the LinkedIn community. Instead, focus on crafting content that naturally invites engagement without explicitly prompting for responses.

2. Crafting Algorithm-Friendly Content

Key observations continued

- **Tagging:** Tagging relevant people in your post boosts visibility by about 16%, while tagging companies has minimal effect on engagement. When tagging:
 - Only tag individuals who are directly relevant to the post's content, as irrelevant tagging can feel forced and reduce engagement.
 - Tagging works especially well if the tagged person interacts with the post, so consider reaching out to let them know they're tagged if it's relevant and valuable.
- **Carousel Posts:** Carousel posts receive approximately 80% more views than text-only posts. Carousels allow for a visually engaging, swipeable experience that's highly effective on mobile devices, which makes them a great option for sharing lists, tips, or step-by-step content in an easily digestible format.

By creating content that aligns with LinkedIn's preferences for native, personal, and engaging posts, you can build a more effective content strategy that benefits both your audience and the algorithm. As you post more frequently and analyze engagement, you'll gain insights that help you tailor future content to maximize its impact.



3. Timing and Consistency for Maximum Reach

The number one rule of LinkedIn is this: high-quality content, published consistently, will inevitably build an audience. If there's only one principle to remember, it's to aim for consistent, valuable content (1–5 times per week) that serves your audience's interests and needs.

That said, there are timing nuances that can help maximize your content's reach:

- **Optimal Posting Times:** Across all our clients, we observe that posts published on Tuesday to Thursday mornings consistently perform best. Early in the week, audiences tend to be more receptive, making it an ideal time to share content. If you're posting five times a week, feel free to experiment and find your own pattern. But if you're posting fewer than five times, stick with Tuesday to Thursday mornings to maximize reach.
- **Consistency and Audience Training:** Posting at the same time each day trains your audience to anticipate your content, which can lead to more immediate engagement. LinkedIn's algorithm tends to favor posts that gain early engagement, so aim to build a regular posting cadence. By being consistent with both timing and quality, you'll create a rhythm that encourages followers to check in regularly, further boosting engagement.
- **Respond Quickly to Comments:** Engaging with comments early boosts your post's visibility. If you can respond within the first hour or two, the algorithm may push your post to a wider audience.

By maintaining a steady, predictable posting schedule, you'll maximize visibility, increase engagement, and cultivate a loyal audience over time. Remember: consistency is key, but a slight tweak in timing can be the edge that helps your content reach even further.

4. Monitoring and Adjusting Your Strategy

I've shared best practices based on our experience with over 200 CEO clients, but the key to LinkedIn success ultimately lies in understanding your unique audience and how they respond to your specific expertise. LinkedIn thought leadership is more art than science—yet where possible, lean into the science of data-driven insights to refine your strategy.

- **Using Data to Refine Your Approach:** Regularly analyze your post performance to identify what resonates with your audience. This data enables you to shape content based on audience preferences rather than relying solely on broad recommendations.
- **Advanced Analytics with ShieldApp.ai:** LinkedIn's native analytics can be somewhat limited, especially for deeper insights into audience engagement trends. A third-party tool like [ShieldApp.ai](#), a Chrome extension, provides advanced data on engagement rates, audience growth, and optimal posting times. With ShieldApp's analytics, you can better understand which posts are performing well and adjust your strategy accordingly.
- **Building a Proprietary Database for Deeper Insights:** At my company, we've taken this further by building a proprietary database that allows us to track not only individual post performance but also broader trends, like which content categories (e.g., thought leadership, company insights, personal stories) resonate most. While this level of analysis may not be feasible for everyone, tools like ShieldApp give you actionable insights to refine your approach.
- **Adapting to Algorithm Changes:** LinkedIn periodically updates its algorithm, which can affect post visibility and engagement. Stay informed about platform updates, as adjusting your strategy in response to these changes ensures your content remains relevant and visible. As LinkedIn's rules evolve, a flexible approach allows you to capitalize on new opportunities and avoid potential penalties.

By regularly reviewing your data, staying adaptable to platform changes, and experimenting with different content styles, you'll be able to continuously fine-tune your LinkedIn strategy for maximum impact. As you post, engage, and learn from your audience's response, you'll naturally develop content that's both authentic and effective.

Track Performance: Use LinkedIn's analytics to review which posts perform best. Look for patterns in content type, time of day, and engagement levels to refine your strategy.

Adapt to Algorithm Changes: LinkedIn periodically updates its algorithm, so stay informed about platform updates. Adapting to these changes promptly keeps your content strategy fresh and relevant.

Chapter Summary: Understanding and Leveraging LinkedIn's Algorithm

Navigating LinkedIn's algorithm effectively can significantly expand the reach and impact of your content. While quality and consistency remain the foundation of a successful LinkedIn presence, understanding the algorithm's preferences allows you to optimize for greater visibility and engagement.

1. HOW LINKEDIN'S ALGORITHM PRIORITIZES CONTENT

- **Early Engagement Matters:** The first hour, especially the first 30 minutes, is critical. Initial engagement signals quality, prompting LinkedIn to share your post with a broader audience.
- **Interaction Drives Reach:** Each person who engages with your post expands its visibility to their network. Comments, in particular, boost distribution, especially when they spark dialogue.
- **Consistent Timing:** Posting at the same time each day builds a routine for your audience, increasing the likelihood of early engagement.

2. CRAFTING ALGORITHM-FRIENDLY CONTENT

- **Frequency Increases Impact:** Posting more frequently not only increases reach but also provides insights into audience preferences.
- **Avoid Hashtags and Reshares:** Hashtags and reshares can diminish performance, as LinkedIn favors original, personal content. Place links in comments or edit posts later to add them without penalty.
- **Content Types That Stand Out:** Carousels perform particularly well, and tagging relevant people (not companies) can increase post reach.

Chapter Summary: Understanding and Leveraging LinkedIn's Algorithm

3. TIMING AND CONSISTENCY FOR MAXIMUM REACH

- **Optimal Times:** Generally, posting on Tuesday to Thursday mornings yields the best engagement.
- **Predictable Cadence:** Regular posting at the same time each day encourages your audience to anticipate and engage with your content.
- **Quick Responses to Comments:** Responding within the first hour helps boost visibility, as LinkedIn's algorithm favors posts with active engagement.

4. MONITORING AND ADJUSTING YOUR STRATEGY

- **Analyze Post Performance:** Leverage tools like ShieldApp.ai to dive deeper into engagement metrics, refine your strategy, and uncover high-performing content categories.
- **Adapt to Algorithm Changes:** LinkedIn periodically adjusts its algorithm. Stay informed about these updates to ensure your content remains relevant and reaches a wide audience.

By crafting empathetic, high-quality content that aligns with LinkedIn's algorithmic preferences, CEOs can amplify their reach, grow their influence, and engage more meaningfully with their target audience.

Chapter 5: Avoiding Common Mistakes CEOs Make on LinkedIn

LinkedIn offers CEOs a unique platform to connect, influence, and lead—yet even seasoned executives can falter on the platform. By recognizing and avoiding these common pitfalls, you can maintain a strong, credible presence that resonates with your audience and advances your thought leadership goals. Here's what to watch out for—and how to stay ahead.



I. Over-Promotion

LinkedIn is not merely a marketing platform; it's a place to build relationships and offer value. Overly promotional content can push followers away, reducing engagement and credibility.

Balance Personal and Professional Content:

Following the 80/20 rule, aim for 80% value-driven, educational content and 20% company-related content. This keeps your profile interesting and audience-focused, building trust over time.

Promote Through Storytelling:

When you do promote your company, share the story and insights behind it rather than simply stating facts. Instead of "We launched a new product," try, "After listening to client feedback, we developed a solution to tackle [specific challenge]." This approach humanizes your company and reinforces your commitment to customer value.

2. Ignoring Engagement Opportunities

LinkedIn is a two-way street. Ignoring comments or failing to engage with others' content makes your presence feel distant and transactional.

Respond to Comments and Messages:

Engaging with those who comment on your posts fosters a deeper connection and signals that you value their input. A simple acknowledgment can go a long way in building trust.

Engage with Industry Content:

Regularly interacting with other leaders' posts helps you stay active within your network. Meaningful comments on relevant industry posts not only showcase your expertise but also place you in front of new audiences, increasing your reach and credibility.

3. Neglecting Profile Optimization

An outdated or incomplete profile undermines your credibility. Your profile should evolve with you, reflecting your most recent accomplishments and insights.

- **Update Regularly:** Keep your profile up-to-date to accurately reflect your current role, achievements, and goals. For example, regularly refresh your About section and Featured section to showcase recent milestones and industry insights.
- **Highlight Relevant Skills:** LinkedIn's algorithm favors profiles with well-curated skills, making them more discoverable. Focus on listing skills that align with your core expertise and add value to your audience, such as leadership, strategy, or industry-specific knowledge.

4. Posting Controversial or Sensitive Topics

While sharing strong opinions can demonstrate authenticity, polarizing content often alienates segments of your audience. Thoughtful content choices help maintain a professional tone and keep discussions constructive.

Steer Clear of Divisive Topics:

Unless directly relevant to your company's mission or your personal brand, avoid controversial subjects that may polarize your audience. LinkedIn's algorithm also favors posts that invite engagement, and polarizing topics can discourage some followers from interacting.

Focus on Value and Insight:

Choose topics that add practical value, inspire your audience, or share unique industry insights. Thought leadership is most effective when it helps others solve problems, gain new perspectives, or feel motivated to improve.

5. Not Utilizing Analytics

Data is essential to refining your LinkedIn strategy. Regular analysis helps you understand what resonates with your audience and guides adjustments to better meet their interests.

Review Performance Regularly: Use LinkedIn's native analytics, or a third-party tool like ShieldApp.ai, to track post performance. Look for patterns in content type, timing, and engagement levels to identify what drives the most impact.

Make Data-Driven Adjustments: For topics or formats that perform well, consider incorporating them more frequently. Pay attention to posts with high engagement, as these reveal audience preferences that can shape your future strategy.



Chapter Summary:

Avoiding Common Mistakes CEOs Make on LinkedIn

Building a credible LinkedIn presence requires thoughtful strategy and an understanding of common pitfalls. By focusing on value over promotion, engaging meaningfully, keeping your profile optimized, steering clear of divisive topics, and using data to adjust your approach, you can establish a strong, influential presence.

- 1. Over-Promotion:** Strike a balance with 80% value-focused content and 20% promotion. Promote through storytelling to engage rather than alienate.
- 2. Ignoring Engagement:** Respond to comments and engage with others' posts to build stronger connections and increase reach.
- 3. Neglecting Profile Optimization:** Regularly update your profile and skills to keep it relevant, accurate, and discoverable.
- 4. Posting Divisive Content:** Avoid polarizing topics; focus on insights that help, motivate, and inform.
- 5. Not Leveraging Analytics:** Use data to track performance and refine your strategy based on what resonates with your audience.

By avoiding these common mistakes, you can create a LinkedIn presence that attracts, engages, and inspires your audience, positioning you as a leader worth following.

Chapter 6: Building a Personal Brand that Resonates

A CEO's LinkedIn presence is a powerful extension of their personal brand. To resonate with followers, the goal is to be both professional and relatable, blending your expertise with your values and leadership philosophy. Here's how to build a LinkedIn brand that engages followers and enhances your reputation as a trusted leader.



I. Embrace Authenticity

Authenticity is a powerful way to connect with your LinkedIn audience. More than polished perfection, people respond to leaders who are real, relatable, and willing to show their human side. For a CEO, embracing authenticity means being comfortable sharing not only achievements but also mistakes, lessons, and the personal insights that make you unique.

- **Don't Be Afraid to Be Vulnerable:** Vulnerability is often viewed as a weakness in the business world, but on LinkedIn, it's one of the most powerful ways to build trust. We regularly encourage our clients to share the lessons they've learned the hard way. Some of our prompts include, "What's the biggest mistake you've made as a leader?" or "Knowing what you know now, how would you approach your first \$1M in revenue differently?" These questions help you share hard-won wisdom while also displaying humility and openness—qualities that draw people in and keep them engaged.
- **Capture Your Unique Value:** My premise when working with each client is that there is something about them that works exceptionally well—it's what has attracted investors, employees, customers, and partners to them over time. We're not here to change who they are or create a "persona" for LinkedIn. Instead, the goal is simply to capture and amplify their existing strengths and character in an online format. Authenticity isn't about creating a new image; it's about distilling your real-life leadership into content that reflects who you already are.
- **Use Conversational Writing:** LinkedIn is a social platform, so posts that feel like a conversation resonate best. Writing in a conversational tone makes it feel like you're speaking directly to your audience, creating a stronger sense of connection. Our content creation process uses an interview-style format to extract not just our clients' insights but also their authentic phrasing, tone, and diction. In this way, we capture each leader's voice, making the content as true to their personality as possible. When readers sense this authenticity in your posts, they're more likely to engage and respond.

By showing up as your true self, sharing lessons from both wins and losses, and using a conversational tone, you'll create a LinkedIn presence that feels genuine and engaging. Authenticity sells, and people respond positively when they feel they're hearing from a real person, not just a polished brand.

2. Define Your Voice and Tone

Finding your unique voice on LinkedIn doesn't mean "creating" a tone out of thin air. Your authentic voice already exists—it's about capturing it in writing. The easiest and most accurate way to define your voice is through conversation, not by writing in isolation.

- **Capture Voice Through Conversation:** Writing alone often feels stilted and sterile. Instead, we use an interview format as the foundation for creating content. It's much easier to capture your natural voice by talking with someone, not by speaking into a transcription service or typing on a blank screen. A live conversation allows for back-and-forth, clarifications, and real-time reactions. This process brings out the tone, phrases, and personality that make your voice unique, resulting in posts that feel natural and true to who you are.
- **Understand Influences:** During our onboarding process, we explore the leaders, authors, and public figures that our clients admire—and those they don't. This helps us refine the voice further by understanding their preferences, values, and perspectives. For example, if a CEO resonates with a particular leader known for their straightforward, no-nonsense approach, we reflect that tone in their LinkedIn content.
- **Leverage Existing Content:** Reviewing podcast appearances, speeches, or other live-speaking events offers additional insight into a client's natural tone and mannerisms. These references allow us to see how they present ideas, tell stories, and engage with an audience, giving us a deeper understanding of their voice.
- **Calibrate with Initial Posts:** To ensure alignment, we create an initial set of five calibration posts. These drafts allow the CEO and their dedicated Executive Presence writer to review and refine tone and style. Through this collaborative process, we identify nuances—phrases, formality levels, humor, or directness—that can be applied to future posts. These calibration notes stay on record, giving our team a solid framework for creating consistently authentic content.

By defining your voice through conversation, understanding your influences, reviewing past appearances, and using calibration posts, we capture a tone that resonates authentically with your audience. This approach ensures your LinkedIn presence feels both genuine and aligned with your personal leadership style.

3. Highlight Achievements with Humility

On LinkedIn, sharing your successes and milestones can enhance your credibility and inspire others. However, showcasing these accomplishments with humility ensures your message resonates. Here are some ways to highlight achievements while staying grounded and authentic.

- **Share the Love:** Achievements rarely happen in isolation. Every company milestone has a network of people who contributed—whether they're team members, mentors, clients, or partners. Tag those who played a role, thank them personally, and share the story of how their efforts made an impact. Recognizing others adds depth to your achievements and shows your audience that you value collaboration and appreciate those who have supported your journey.
- **Be Open About Failures:** Success often comes after setbacks. Don't shy away from sharing mistakes or failures. Reflecting on what you learned and how it shaped you makes for compelling content. Audiences respond well to a "build in public" approach that reveals the real, unromanticized journey behind success. Opening up about challenges helps others see you as relatable and resilient, while also providing valuable insights from your experiences.
- **Thank Past Mentors and Influences:** Take opportunities to reflect on those who have helped you along the way. Acknowledging past mentors or people who influenced your career not only expresses gratitude but also illustrates the network of support that contributed to your growth. Share specific lessons you learned from them, especially if these lessons continue to shape your leadership approach today. Storytelling works well here—include a personal anecdote and, if possible, a photo. This creates a memorable post that resonates both personally and professionally.

By sharing credit, acknowledging failures, and expressing gratitude to mentors, you present a balanced view of success that's both humble and inspiring. This approach builds a brand that resonates deeply, reflecting a leader who values others and grows through learning and collaboration.

4. Engage with Your Followers

Engaging with your followers goes beyond responding to comments on your own posts. Building genuine relationships on LinkedIn involves actively participating in the broader community and showing interest in others' content. This approach not only strengthens connections but also increases your visibility and influence across the platform.

- **Interact with Other Content in Your Newsfeed:** Engagement isn't just about sharing your own ideas; it's also about showing up for others. Make time to read and thoughtfully comment on posts from your network. By engaging with other people's content, you build relationships, demonstrate support, and get your name and headline visible on their posts. This can lead to reciprocity, where those you've interacted with are more likely to engage with your posts as well, broadening your content's reach.
- **Acknowledge Comments on Your Posts:** When followers take the time to comment, make it a point to respond. This shows appreciation and reinforces that you value their input. Thoughtful responses can strengthen connections and lead to richer discussions, which LinkedIn's algorithm favors. Instead of just liking or acknowledging comments, try to respond in a way that keeps the conversation going, perhaps by asking a follow-up question or sharing an additional insight.
- **Ask for Opinions and Input:** Occasionally asking your followers for their views on industry trends, leadership challenges, or specific topics shows that you're open to diverse perspectives. Posts that invite dialogue and discussion can drive meaningful engagement and encourage followers to see you as an accessible, community-focused leader.

By actively engaging with others and fostering genuine interactions, you build a reputation as a leader who values connection and collaboration, both of which are crucial for establishing a trusted and respected personal brand on LinkedIn.

5. Be Open to Sharing Challenges

One of the most authentic ways to build trust and connect with your audience is by openly sharing challenges and the lessons learned from them. When CEOs are willing to reveal mistakes and reflect on what they'd do differently, they become relatable, grounded, and respected. Followers see you as a leader who values growth, transparency, and continuous improvement.

- **Reflect on What You'd Do Differently:** Sharing reflections on past decisions not only shows humility but also invites others to learn alongside you. For example, early in January, I posted about a decision I regretted: not giving my team the week off for Christmas. We accomplished very little, and it became clear that resting would have better prepared everyone for what turned out to be a demanding and growth-filled January. The post resonated with countless people, sparking a conversation around holiday policies and well-being. The feedback I received led me to change our policy, now offering this break in future years. Opening up about this decision not only helped me improve as a leader but also attracted followers who appreciated the transparency.
- **Incorporate the "Build in Public" Mindset:** Sharing the process of building your company, with all its ups and downs, creates a genuine connection. People love seeing the reality behind success stories, rather than the polished, idealized version. By sharing not just victories but also the stumbles along the way, you show your audience the authenticity of the journey.
- **Thank Those Who Helped Along the Way:** Reflecting on past challenges is also an opportunity to recognize the people who have supported or influenced you. Sharing stories of mentors, team members, or partners who helped you through difficult times creates a fuller picture of your journey. This approach adds depth to your personal brand and acknowledges the collective efforts behind your success.

Being open about challenges and mistakes fosters a community of learning and improvement around you. It not only strengthens your credibility as a thoughtful leader but also helps build trust with an audience that values transparency and real-world insights.

Chapter Summary: Building a Personal Brand that Resonates

Creating a personal brand on LinkedIn as a CEO is about blending expertise with authenticity, making you both credible and relatable. Here's how to build a LinkedIn presence that connects with your audience and strengthens your reputation as a trusted leader.

Vague

1. Embrace Authenticity

Authenticity is a powerful tool for connection. By being real and relatable, you show followers the human side of leadership. Sharing your wins, lessons, and even vulnerabilities—such as past mistakes—builds trust. Use conversational writing to make your posts feel like a dialogue, capturing your natural tone and personality.

2. Define Your Voice and Tone

Finding your voice doesn't require creating something new—it's about capturing the unique way you communicate. An interview-based content creation process can help bring out your voice in writing. By reviewing past talks, identifying influences, and refining through calibration posts, you ensure your LinkedIn tone aligns with your leadership style.

3. Highlight Achievements with Humility

Share your successes thoughtfully, recognizing those who helped along the way. Highlight team contributions, reflect on past influences, and be open about the challenges you've faced. This grounded approach to achievements creates a compelling, inspiring narrative that builds a stronger connection with your audience.

Chapter Summary: Building a Personal Brand that Resonates

4. Engage with Your Followers

Engagement goes beyond your own posts. Actively participating in your newsfeed—commenting on others' posts and acknowledging interactions on yours—reinforces that you're part of a broader community. Thoughtful responses show that you value your followers' input, fostering relationships that make your brand approachable and engaged.

5. Be Open to Sharing Challenges

Leaders who share the ups and downs of their journey cultivate an image of resilience and relatability. Reflecting on what you'd do differently and thanking those who supported you along the way brings depth to your personal brand. Followers respect leaders who are transparent and committed to learning.

By embracing authenticity, defining a consistent voice, highlighting achievements with humility, actively engaging, and being open about challenges, you build a LinkedIn brand that resonates deeply with your audience. This approach fosters trust, encourages engagement, and solidifies your reputation as a genuine, accessible leader.

Chapter 7: Metrics and Measuring Success

The content strategy outlined in Chapter 2 was intended as a starting point—a hypothesis where your target audience's interests intersect with your unique expertise. But to truly leverage LinkedIn's potential, that strategy needs to evolve as you learn more about what resonates with your audience through both qualitative insights and quantitative data. This evolution becomes even more important as your industry shifts, your company scales, and you deepen as both a leader and subject matter expert.

When I meet with CEOs and their teams, they often ask what “winning” looks like on LinkedIn. What metrics should they track, and how can they refine their approach to increase engagement? In this chapter, we'll examine the most meaningful metrics to monitor and use as indicators of success, focusing on monthly and quarterly insights that can help shape a responsive LinkedIn strategy.



I. Tracking Key Engagement Metrics

To effectively measure your growth and influence on LinkedIn, focus on these top three metrics. They provide insight into your content's reach, your expanding influence, and the interest you're generating in your network.



Total Monthly Impressions: This metric indicates how many times people see your content, reflecting both the frequency and effectiveness of your posts. Monthly impressions offer a snapshot of your overall visibility and whether your content strategy is resonating. Are impressions steadily increasing? If so, it likely means you're attracting new followers and driving engagement from your current network. Aim for consistent month-to-month growth in impressions.



Month-over-Month Follower Increases: This metric measures the expansion of your influence. As you establish yourself as an authority, followers will grow as people seek out your insights. When you first start actively posting, follower growth can surge by as much as 5-25%, especially for CEOs with fewer than 3,500 initial followers who haven't posted consistently. Once you hit a steady posting rhythm, growth typically stabilizes between 0.5% and 2.5% per month. The key is steady follower increases each month, indicating sustained interest.



Profile Views: Profile views show that people are not only engaging with your content but also curious about who you are. In Chapter 1, we set up your LinkedIn profile to act as a funnel for your brand and company. An increase in profile views means that your content is successfully driving people to learn more about you, your company, and your expertise.

These three metrics will give you a great overall sense of how you're doing. At Executive Presence, we take this much further, looking at trends around the day of the week, which posts are getting the most likes, comments, and shares, how your average post performance is changing over time, and a variety of other metrics. However, if you are doing this on your own, I recommend you keep things simple, and this list will be sufficient for your needs.

2. Analyzing Content Performance

Beyond tracking general engagement metrics, it's important to analyze which **content topics** and **content types** resonate most with your audience. These insights will guide you in refining your content strategy to better align with your followers' interests and preferences.

- **Content Category:** When creating a content strategy, we establish a set of initial content pillars—core topics that align with the CEO's expertise and brand positioning. When analyzing content performance, look through this lens: which topics and subtopics are engaging your audience most effectively? For example, you might categorize posts by themes such as leadership insights, industry news, personal stories, or company culture. If you're managing this analysis independently, it will take some extra effort to classify each post, but it's worth the time. You'll start to see patterns around what your audience wants more of, and you can focus on these areas. The results are often surprising and vary greatly. For one CEO, leadership insights might consistently attract the highest engagement, while for another, commentary on current events or industry trends might perform best.
- **Content Type:** Analyzing content type is equally valuable. Evaluate which formats—text posts, images, videos, articles, or carousels—yield the strongest engagement. You may find that your audience engages deeply with video content, or perhaps they prefer the simplicity of text-based posts. While a mix of formats usually works best for variety, understanding your top (and worst) performing content types will help you emphasize what your audience responds to most and avoid content types that may be less impactful.

By analyzing both the topics and formats of your posts, you'll be able to refine your content to better meet audience expectations and maintain engagement momentum.

3. Reporting and Other Considerations

Finding your unique voice on LinkedIn doesn't mean "creating" a tone out of thin air. Your authentic voice already exists—it's about capturing it in writing. The easiest and most accurate way to define your voice is through conversation, not by writing in isolation.

- **Monthly KPIs:** LinkedIn success is a compound effort, and daily fluctuations in post performance are natural. To maintain perspective and avoid unnecessary distractions, set up a monthly KPI dashboard. This monthly snapshot allows you to assess overall growth without being affected by day-to-day shifts that may result from external factors or audience availability. Tracking key metrics—such as impressions, follower growth, and profile views—on a monthly basis provides a clear sense of progress.
- **Quarterly Strategy Review:** Every 90 days, revisit your content strategy to reflect on what's working and adjust as needed. This period is ideal for understanding trends in content types and topics that resonate with your audience. As you analyze quarterly data, look for patterns in high-performing content, assess which formats are most effective, and consider any emerging themes in audience engagement. This review helps you fine-tune your strategy based on real audience feedback, keeping your content relevant and aligned with your goals.
- **Adjust Goals and Strategy for Continuous Improvement:** As you review your metrics, adapt your goals to keep them challenging and achievable. If your engagement or follower growth surpasses expectations, consider setting more ambitious targets or experimenting with new content formats. On the other hand, if certain content types or topics aren't resonating as anticipated, adjust your approach to better align with your audience's interests. Regular adjustments to your goals and content choices will ensure your LinkedIn presence remains dynamic and responsive to audience needs.
- **Incorporate Audience Feedback:** Take note of comments, messages, or other direct feedback from your network. These responses provide valuable insights into what your audience finds useful or engaging, helping you refine your content with a focus on areas that matter most to your followers. When combined with quantitative metrics, audience feedback creates a more complete picture of your content's impact.
- **Stay Updated on LinkedIn Changes:** LinkedIn periodically updates its platform and algorithm, which can influence visibility and engagement. Staying informed about these updates and adapting your strategy as necessary will help you maintain an effective LinkedIn presence. Adjustments to your approach based on new platform features or shifts in algorithm priorities can keep your content at the forefront, ensuring it remains visible and impactful in an evolving digital landscape.

By setting up a structured approach to reporting and adapting based on data, you'll build a LinkedIn strategy that's both sustainable and aligned with your growth goals. With regular insights, continuous improvements, and a pulse on platform updates, your LinkedIn presence can be a powerful tool for ongoing engagement and influence.

Chapter Summary: Metrics and Measuring Success

Establishing a LinkedIn content strategy is just the beginning; evolving that strategy based on real-time data and insights is key to long-term success. In this chapter, we explore the essential metrics and analysis techniques CEOs can use to measure and refine their LinkedIn presence. By tracking monthly KPIs, analyzing content performance, and setting periodic review checkpoints, you can tailor your approach to better resonate with your audience and achieve sustainable growth.

1. Tracking Key Engagement Metrics

Focus on three core metrics to assess your growth and influence: monthly impressions for overall visibility, follower increases for reach, and profile views as an indicator of curiosity about your expertise. Together, these metrics provide a clear snapshot of your presence on LinkedIn, helping you monitor progress without getting distracted by daily fluctuations.

2. Analyzing Content Performance

Beyond general engagement, analyzing the specific topics (content categories) and formats (content types) that work best enables you to fine-tune your strategy. Identifying top-performing themes and formats reveals valuable insights into what your audience values most, guiding your content planning to focus on high-impact areas.

3. Reporting and Other Considerations

Set up a monthly KPI dashboard and conduct quarterly strategy reviews to maintain a balanced, data-driven approach. Adjust goals as needed to keep them challenging yet achievable, and incorporate qualitative feedback to round out your insights. Staying informed about LinkedIn platform updates and periodically refining your content mix will ensure your strategy remains effective in an evolving social media landscape.

By applying a structured approach to monitoring, analysis, and continuous adjustment, you'll build a LinkedIn presence that stays aligned with your growth objectives, enhances your influence, and responds to your audience's evolving needs.

Chapter 8: Advanced Tactics

The primary rule for CEOs on LinkedIn is simple: consistently publish high-quality content, and you'll build an engaged, relevant audience.

This foundation alone will get you far. However, once you've established the basics, several advanced tactics can help you accelerate your growth and expand your reach more strategically. If you're already posting regularly and seeing engagement, these additional tactics can help you grow even faster.



I. Targeted Outreach

When you post valuable content on topics that matter to your target audience, you'll naturally attract followers. But if you're aiming to grow your audience proactively, targeted outreach is a great way to expand your reach among relevant professionals.



Daily Connection Requests: At the time of writing, we recommend sending up to 20 personalized connection requests each day. While automation tools exist, the best results come from clearly defining your audience and tailoring each message.



Combining Interests with Target Audience: For outreach, look for intersections between your target audience and groups you have something in common with. For example, I connect with CEOs who are also Navy veterans. The common ground increases the likelihood of an accepted request.



Personal, Non-Sales Messages: Make it clear that your outreach isn't about pitching a product. Instead, you're seeking to build genuine connections over time. A message like, "Hi [Name], I see we're both [Common Ground]. I'd love to connect here on LinkedIn—no sales pitch, just looking to share ideas and insights on [Your Field]."

With **20 new connections** per day, that's **400 additional people** each month who could see your content regularly.

2. Profile View Outreach

If someone has viewed your profile and is in your target audience, consider this a signal of interest. Not connecting with them could mean missing a valuable opportunity.

- **Daily Profile Review:** Check your profile views regularly. If someone fits your target audience and isn't yet a connection, send a follow-up request like, "Thanks for checking out my profile—I'd love to stay connected here on LinkedIn."
- **Why It Works:** Profile viewers have already expressed interest by visiting your page, making them more likely to accept a connection request and engage with your content going forward.

This is a highly effective way to stay top of mind for those who are already curious about your expertise.

3. Likes & Comments Outreach

If someone engages with your post by liking or commenting, they're already showing interest in your content. While "likes" can sometimes be too casual, "comments" indicate stronger engagement and may justify a connection request.

Connecting with Engaged Users:

For users who comment on your post but aren't yet connected, send a follow-up message like, "Thanks for sharing your thoughts on my post—let's connect!" This approach is light-touch and respectful, helping build your network with people who already value your insights.

Building Relationships Through Engagement:

Consistently connecting with engaged commenters helps build a follower base that's already interested in your content and likely to engage with future posts.

4. Thought Leader Ads

One of the most effective tools on LinkedIn is Thought Leader Ads. While company pages have long been able to promote content, recent updates allow you to target audiences using employee posts, lending a more personal touch to your messaging.

When to Use Ads: If you have a high-impact piece of content—like a white paper, research study, or in-depth article—Thought Leader Ads are ideal for targeting a specific audience without appearing overly promotional.

Targeting Options: LinkedIn's ad platform allows for highly specific targeting based on industry, job title, and location. Use these settings to reach decision-makers relevant to your goals.

Measuring Ad Effectiveness: Track metrics like engagement, profile views, or traffic driven to your site. Use the data to refine future ad campaigns and increase ROI.

With Thought Leader Ads, you can put your most valuable content in front of a very specific audience, amplifying your message and expanding your influence.



5. InMail Outreach

While LinkedIn is not always ideal for cold outreach, it's highly effective for reconnecting with people already in your network. When I started Executive Presence, my first \$50,000 in monthly recurring revenue came from reconnecting with my existing network.



Leveraging Existing Connections: Start with your 1st-degree connections who fit your ideal client profile. Use a message template that briefly introduces your company, with light personalization to increase relevance.



Rekindling Old Connections: This approach often surfaces contacts you may not have interacted with in years. For example, some of my first clients were CEOs I hadn't spoken with in over five years. They were familiar with me but weren't aware of my new venture.



A Powerful Network: Don't underestimate the potential within your existing connections. If you're hiring, raising funds, or seeking new clients, your established network should be your first port of call. A simple, friendly message is all it takes to reignite valuable relationships.

InMail outreach with existing connections allows you to build momentum with people who already know and trust you, yielding high ROI with minimal friction.

6. Employee Pod

As we discussed previously, the first 60 minutes of a post's life on LinkedIn are crucial for its performance. The more attention your post garners in this initial period, the more LinkedIn is likely to push it out to a broader audience. To maximize this early engagement, consider creating an *Employee Pod*—a coordinated group effort where your team engages with your post shortly after it goes live.

HERE'S HOW IT WORKS:

1. Notify Your Team: Let your team know when you'll be posting. This can be done via Slack, email, or any internal communication tool, allowing those available to engage quickly.

2. Encourage Specific Engagement Actions: Based on our observations, the following sequence is most effective in driving LinkedIn's algorithm to boost your post. When possible, ask your team members to perform these actions in this specific order:

- **Click "See More" on the post to expand it.**
- **Leave a thoughtful comment on the post.**
- **Like the post.**
- **Click on your profile.**

Each of these actions signals to LinkedIn that the post is interesting and valuable, enhancing its reach.

Even if only a handful of employees are able to engage in this way, it can make a measurable difference in the post's performance. Over time, an employee pod becomes a powerful tool for increasing the visibility of your posts, helping you grow your LinkedIn presence more quickly while building a culture of mutual support around your content.

Each of these advanced tactics can help accelerate your LinkedIn growth if you're consistent with high-quality content. With a blend of organic growth, targeted outreach, and strategic advertising, you can create an influential LinkedIn presence that reaches a larger, more engaged audience.

Chapter Summary: Advanced Tactics for Accelerated Growth

Once you've established a consistent presence on LinkedIn, consider using advanced tactics to expand your reach and deepen your engagement with your target audience. While great content and regular posting are essential, these additional strategies can help you grow faster and more effectively.

- 1. Targeted Outreach:** Proactively grow your network by sending personalized connection requests to individuals who align with your target audience. By combining common interests with professional alignment, you can build connections that are more likely to engage with your content.
- 2. Profile View Outreach:** Engage with people who have already shown interest in you by visiting your profile. A simple follow-up connection request is an effective way to convert profile views into long-term connections who see your content regularly.
- 3. Likes & Comments Outreach:** If someone comments on your post and isn't a connection yet, reach out. Comments indicate genuine interest, making these connections valuable additions to your network.
- 4. Thought Leader Ads:** For those with an advertising budget, LinkedIn's Thought Leader Ads can be a powerful tool. By leveraging employee posts in ads, you can target specific audiences without appearing overly promotional.
- 5. InMail Outreach to Existing Connections:** Your current LinkedIn connections can be a powerful resource. Use InMail to reconnect with contacts who may be ideal clients or partners. With a brief, personalized message, you can turn dormant connections into valuable relationships.

Each of these tactics can enhance your LinkedIn strategy, helping you grow your network, increase engagement, and expand your influence more rapidly. Together, they create a powerful approach to building a larger, more engaged audience on LinkedIn.

Chapter 9: Mindset

In speaking with over 750 CEOs in the last three years, I've realized that the biggest obstacle they face in building a LinkedIn presence isn't a lack of skill or desire—it's mindset.

Almost every conversation with a CEO about LinkedIn begins the same way: "I know I need to be posting on LinkedIn—my investors are telling me to do it, my team is encouraging me to do it—but..."

- I don't have the time.
- I don't like social media.
- I don't want to be in the spotlight.

Contrary to the stereotype that all CEOs crave the spotlight, my experience shows the opposite. Most CEOs I speak with have no desire for personal attention. Instead, they're motivated by doing what's best for their company and team, often wanting their team to get credit for their collective accomplishments. This leads to a critical first mindset shift for any CEO who wants to effectively engage on LinkedIn: viewing their LinkedIn presence not as self-promotion, but as a strategic tool to support their company and empower their team.

Shifting the Mindset: LinkedIn as a Service to Your Company

The first shift CEOs need to make is understanding that being active on LinkedIn isn't about vanity or self-promotion; it's about creating trust and awareness for their company. Most followers are more likely to engage with a person than with a faceless company page, which is why CEO engagement on LinkedIn can be such a powerful brand-building tool.

To maximize LinkedIn's impact, CEOs need to post content that doesn't just promote their company but teaches, adds value, and builds trust. By offering insights, sharing lessons, and engaging in industry-relevant discussions, CEOs can support their team and company by demonstrating their expertise and building credibility. It may seem like they're taking center stage, but ultimately, their role on LinkedIn is to serve the company's broader mission.

Once a CEO sees LinkedIn as a way to promote their team's hard work and advance their company's goals, they can shift from seeing it as a "self-promotional" activity to a selfless one. LinkedIn becomes a megaphone for the company, with the CEO leading the message.



Managing Expectations: Consistency Over Perfection

Building a LinkedIn audience takes time, and not every post will be a home run. One of the biggest frustrations I see is CEOs putting effort into a post, sharing it, and not seeing immediate engagement. This is normal, and it's why consistency matters more than the performance of any single post.

Think of LinkedIn as a long game. Posting regularly is like going to the gym—it's about building strength over time. No one workout will transform your fitness, but consistent effort will. LinkedIn works the same way: keep posting quality content, even if you don't see results right away. If you stay the course, your audience will grow, and your influence will expand. Regular posting according to a content strategy is essential for steady, meaningful growth.



Dealing with Peer Reactions

When you become more active on LinkedIn, it's common to get some feedback—often from friends or colleagues, who may text or call to rib you about it. Nearly every client of mine has received playful or skeptical comments from friends about their new posting frequency or increased visibility. While usually well-intentioned, these remarks can make CEOs second-guess themselves or feel self-conscious.

It's important to remember that these people likely don't understand your long-term strategy or how this visibility on LinkedIn can benefit your company. Their comments are often based on their own perspective, not on your goals. Keep your focus on what matters most: your company's objectives and your commitment to helping it grow.

Ensuring Stakeholder Alignment

As you ramp up your LinkedIn presence, both internal and external stakeholders might notice and wonder about the shift. Be proactive in communicating your purpose on LinkedIn and how it will benefit the company. Let them know your goals, how it aligns with the company's growth, and that you're doing this to serve the bigger picture. In fact, letting them know how out of your comfort zone this might be can often earn their respect and support.



Shaping a LinkedIn Mindset for Sustainable Success

The mindset shift from viewing LinkedIn as self-promotion to seeing it as a strategic, mission-driven act of leadership is transformative. CEOs who understand that LinkedIn can help their companies connect, inspire, and grow their influence over time become empowered to engage without reservations. With the right mindset, LinkedIn becomes less about “being in the spotlight” and more about leading from the front. Embrace the discomfort, stay consistent, and remember why you’re showing up on LinkedIn: to support your team, serve your company, and drive growth.

“

Embrace the
discomfort, stay
consistent.



Chapter 10: Conclusion: Embracing LinkedIn as a CEO

As a CEO, LinkedIn is more than just a social media platform—it's a powerful tool to extend your influence, connect meaningfully, and inspire at scale. Committing to a strategic LinkedIn presence lets you amplify your voice, build trust, and showcase both your leadership and your company's values. This is a long-term journey that thrives on authenticity, adaptability, and a genuine focus on delivering value to others. Here's how to sustain and deepen your LinkedIn impact.

1. COMMIT TO CONSISTENCY AND AUTHENTICITY

- **Engage Actively and Genuinely:** LinkedIn success is built on regular engagement. A consistent posting schedule—whether it's weekly or bi-weekly—helps keep your profile active and relevant, while genuine interactions foster trust and connection with your audience.
- **Stay True to Your Voice:** Authenticity is at the heart of building a respected personal brand. Thoughtful, transparent responses to comments, genuine acknowledgments, and sharing stories from your journey make you relatable and memorable.
- **Share Your Vision and Growth:** LinkedIn is a platform to show not just what you do but why you do it. As you and your business evolve, continue sharing your insights and vision for the future. This gives followers a window into your leadership and reflects a commitment to growth and innovation.

2. USE LINKEDIN AS A PLATFORM FOR VALUE CREATION

- **Focus on Thought Leadership:** Position yourself as a knowledge resource by regularly sharing valuable insights. Your content should educate, inspire, and equip others with practical advice and strategic thinking, establishing you as a trusted authority in your industry.
- **Highlight Others' Achievements:** Use your platform to amplify the accomplishments of your team, partners, or industry peers. Recognizing others not only boosts their morale but also enhances your brand's reputation as collaborative and supportive.
- **Share Expertise Freely:** Knowledge-sharing strengthens your influence and brings lasting value to your network. Whether through articles, quick tips, or detailed posts, giving back through educational content creates a legacy of support and empowerment.

Chapter 10: Conclusion: Embracing LinkedIn as a CEO

3. REFLECT AND REFINE YOUR APPROACH

- **Track Key Metrics Regularly:** Use LinkedIn's analytics to measure content effectiveness. Look for patterns in engagement, post reach, and follower growth to see what resonates most. These insights are valuable for making informed adjustments to your strategy.
- **Adapt to Changes in Platform and Audience:** As LinkedIn's algorithm and your audience's needs evolve, be open to experimenting with new content formats and topics. Staying flexible allows you to keep your approach fresh and impactful over time.
- **Set and Revisit Goals Quarterly:** Establish clear objectives for growth, engagement, or content focus each quarter. This keeps your LinkedIn strategy aligned with your personal and company mission, making your efforts purposeful and measurable.

4. CULTIVATE A GROWTH MINDSET

- **Embrace Learning Opportunities:** Be receptive to constructive feedback, whether from your team, your audience, or your analytics. A willingness to learn and adapt shows humility and helps you continually improve your LinkedIn presence.
- **Celebrate Milestones and Achievements:** Recognize your progress and the positive impact of your efforts. Reaching new follower counts, publishing a successful post, or receiving meaningful feedback are achievements worth acknowledging.
- **Stay Curious and Explore:** LinkedIn is constantly evolving. Maintain a curiosity-driven approach, try new tactics, and refine your content as you go. A growth mindset not only resonates with your audience but also ensures your journey on LinkedIn remains inspiring and fulfilling.

Final Takeaways

Your LinkedIn journey is an opportunity to make a lasting impact, create meaningful connections, and establish a legacy of thought leadership. Remember these final principles as you continue to build and refine your presence:

- ➔ **Engage Authentically:** Regular, genuine interaction is foundational for trust and connection.
- ➔ **Prioritize Value in Content:** Focus on educating, inspiring, and supporting others through your insights.
- ➔ **Reflect and Adapt:** Use analytics and feedback to stay aligned with your audience and evolve your strategy.
- ➔ **Embrace Continuous Growth:** Celebrate progress, stay open to learning, and remain curious.



By committing to LinkedIn with purpose and intentionality, you can create a digital presence that enhances your personal brand, strengthens your company's image, and positively influences your industry. This journey of connection, growth, and influence will continue as you lead with authenticity and share valuable insights. Embrace the opportunity to inspire, educate, and connect with a network that grows and evolves with you.



For inquiries,
contact us.

www.ExecutivePresence.io
hello@executivepresence.io