



Marlene de Koning  
Solutions Consultant

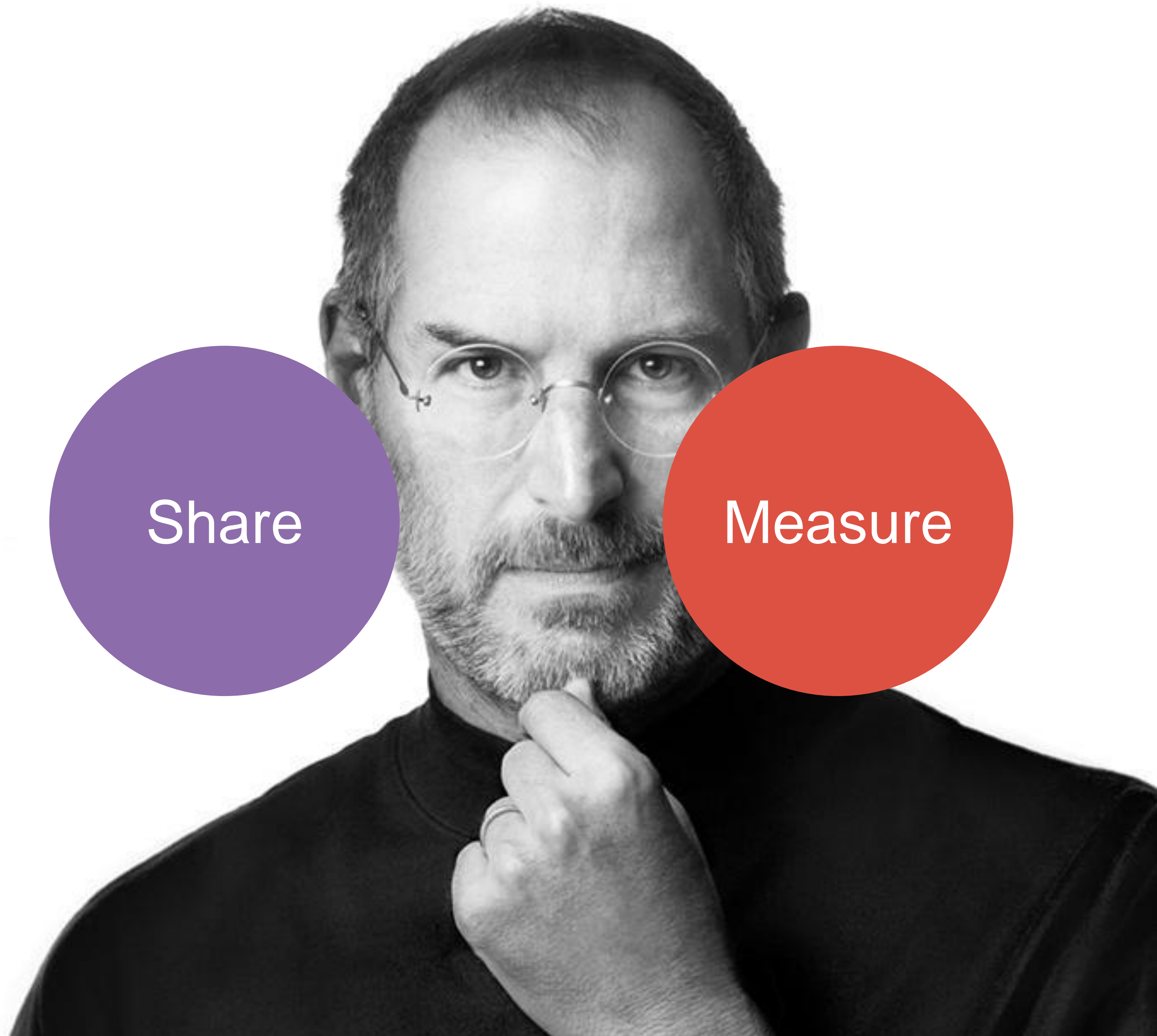
[LinkedIn](#)

@Marlene\_dKoning

Develop

Share

Measure



# Developing Content

# Best Practices on LinkedIn



# Content Creation Framework

ABC IT Recruitment example

## Problem



IT talent in banking  
is worried that  
London is no longer  
a global hub

## Solution



ABC Recruitment  
writes about the  
booming Singapore  
market

## Resolution



Examples of  
candidates moving  
helps IT talent feel  
confident to move to  
Singapore via ABC  
Recruitment

# Content Creation Framework

With the London IT market becoming ever more unstable more and more IT professionals are considering become expatriots. But where to work as an IT banking professional?

Here we look at the [Singapore market](#), which is fast becoming the global hub for IT banking.

With huge players in the Singapore market looking for talent we have helped 15 IT banking professionals move to Singapore, and here are their stories.



Meet Dave from Manchester who now has a [JAVA developer job in Singapore](#)...

Problem

Solution

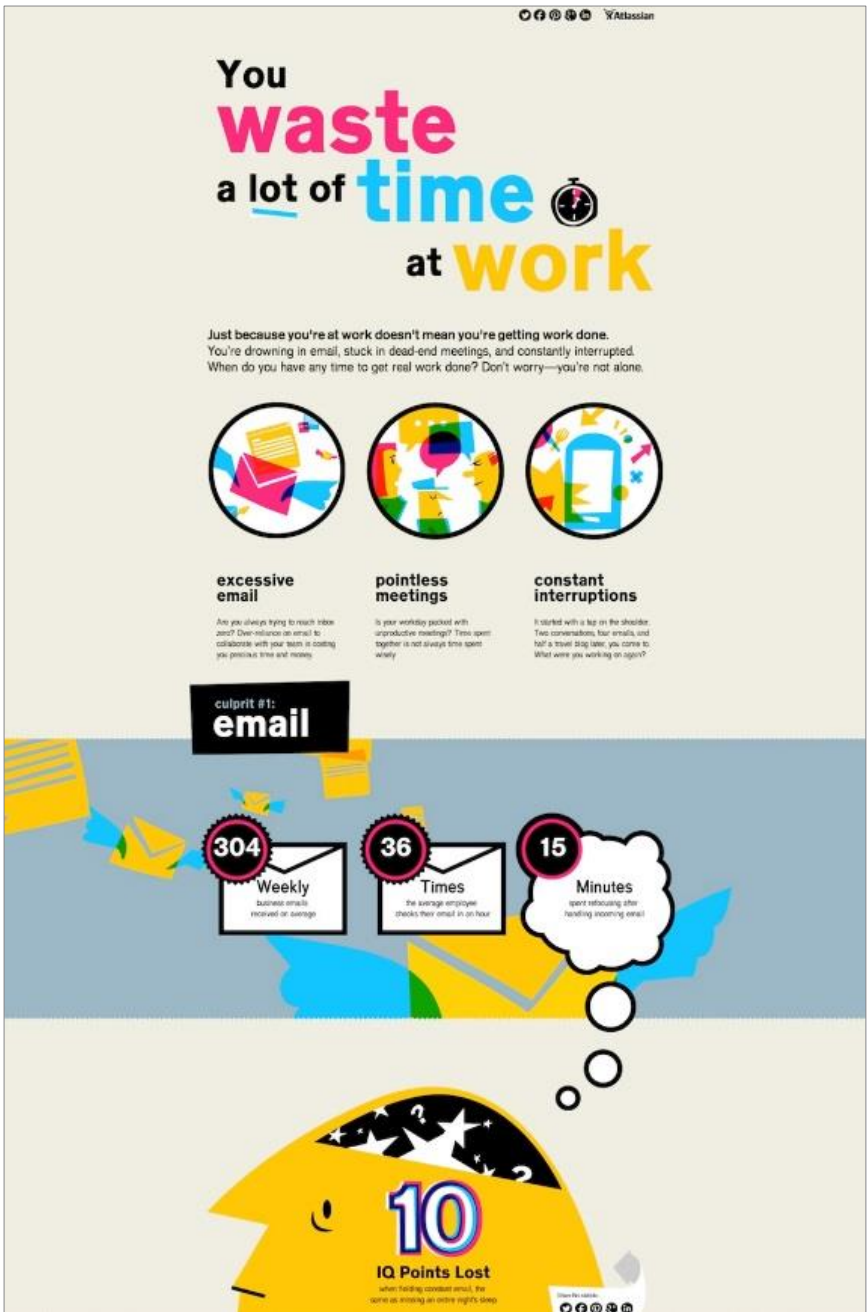
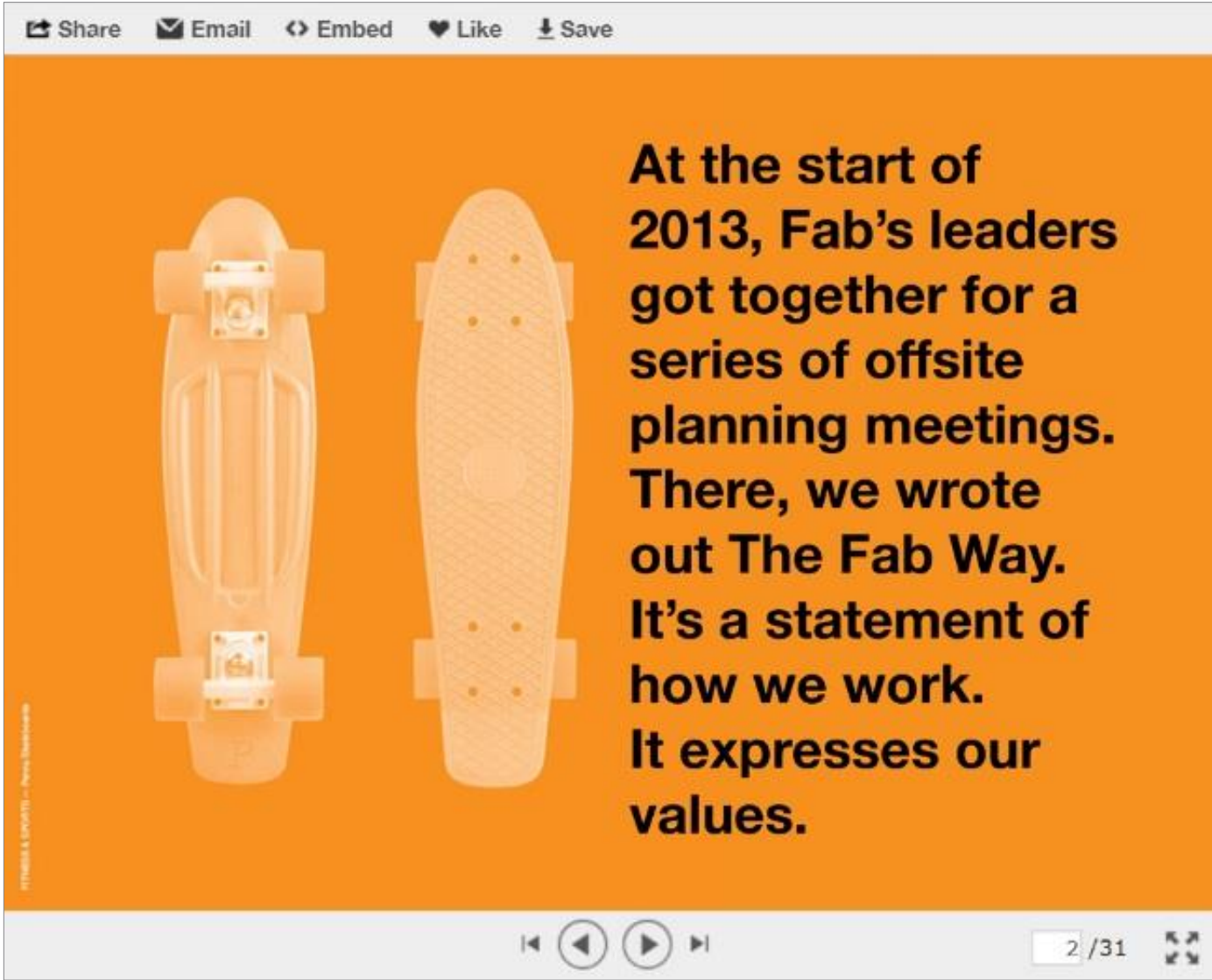
Resolution

Calls to action...



# Content Creation

## Make it visual





# Employee-generated content

There are no more impactful brand ambassadors for your company than your employees. Encourage them to tell their stories through original content posts.





**Tip:** Share themes and ideas with your employees, make it a contest and honor the winners.



# When creating great content keep these tips in mind

Be conversational

Keep it short

Be visual

Offer snackable tips

Include a call to action

# Sharing Content



Headline says it all!

Clear social sharing icons

Links in content to drive traffic to other areas of site

Conversion point

Conversion point







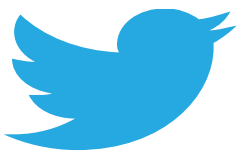



Images drive up engagement by about 30% and reduce bounce rates

Conversion point

Rich media help to increase conversions on landing pages by up to 80%



# When, where and how often to post

Platform		Peak activity	Suggested frequency
	 	7-9am 5-6pm	Start with 2-3 times/week. Work up to once per day.
	 	6-8am 1-4pm	Start with 2-3 times/week. Work up to once per day.
		1-3pm	2-5 times per day.
		Tue and Wed, 24hrs/day	2-3 a month.

# When, where and how often to post

Platform		Peak activity	Suggested frequency
		12-1pm	2 a month or more if you have the resources.
	 	2-4pm 8pm-1am	A few times a week.
		Daytime	2-3 times a week.
		9-11am	A few times a week to once a day.

# Some useful social sharing stats



Including a link can drive **twice** the engagement compared to posts without links.



Posts with images generate **98% higher** comment rate than posts without.



Links to YouTube videos can play directly in your social media feed and generate **75% higher** share rate.



# 5 tips for sharing content on social sites

Post at peak activity times

Post frequently

Lead with a catchy first line

Be responsive

Reciprocate

# Measuring Content

# Measuring Content Marketing

Views



Actions



Outcomes





# How to know if your content is working on LinkedIn



## Key Metrics

**Impressions:** number of times this update was seen

**Clicks:** number of times a member clicked on the update

**Interactions:** of likes, shares or comments received on this update

**Engagement:** interactions divided by impressions



**To Know:** Average online engagement is between 0.3% - 0.8%.

# Experiment & Get Creative



**Test call to actions:** Always have a clear call to action



**Test thumbnail images:** Choose compelling, attention grabbing images (colorful, includes recognizable leaders)



**Test your tone:** Tap into an emotion, use humor. What resonates with your audience?

Questions?



