



5 Steps to Conversations on LinkedIn

**Easily Engage in
Meaningful Conversations**



5 Easy Steps to Get Conversations Started

#1 Follow 3 Companies

#2 Follow 3 Influencers

#3 Follow 3 Hashtags

#4 3-2-1, Engage!

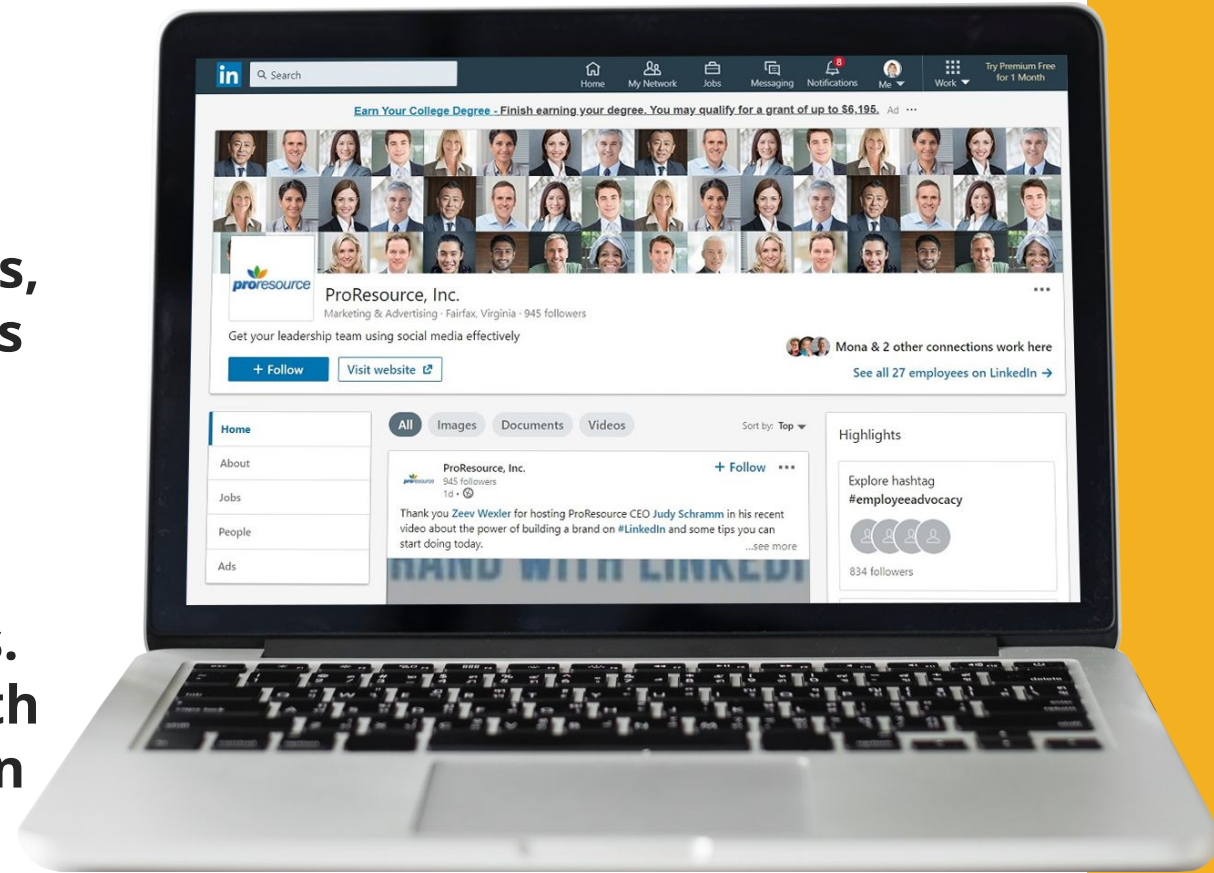
#5 Start Your Own Conversation



Step 1: Follow 3 Companies

Your LinkedIn news feed is comprised of posts from your connections plus the companies, schools, influencers, and groups you follow.

Curate your news feed by following three new companies. If you haven't already, start with the company you work for, then add cutting-edge companies in your field and organizations you want to do business with.





Step 2: Follow 3 Influencers

LinkedIn designates 500+ significant thought leaders as Influencers. These people are active social media users, who are committed to using LinkedIn to share their perspectives.

Many people follow and engage with these Influencers, giving you the opportunity to get into interesting conversations. You can also learn by watching what they do on LinkedIn.

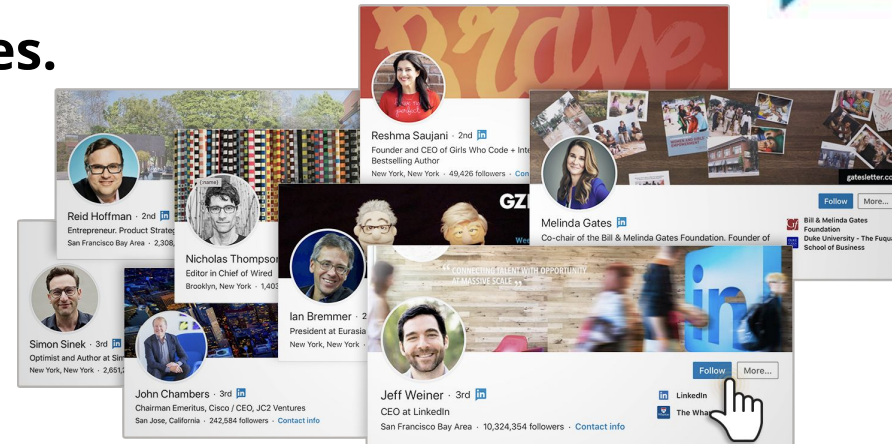
You'll know an Influencer by this icon next to their name:



Here are some of our favorites.

You can find a more comprehensive list here:

[LinkedIn Influencers.](#)

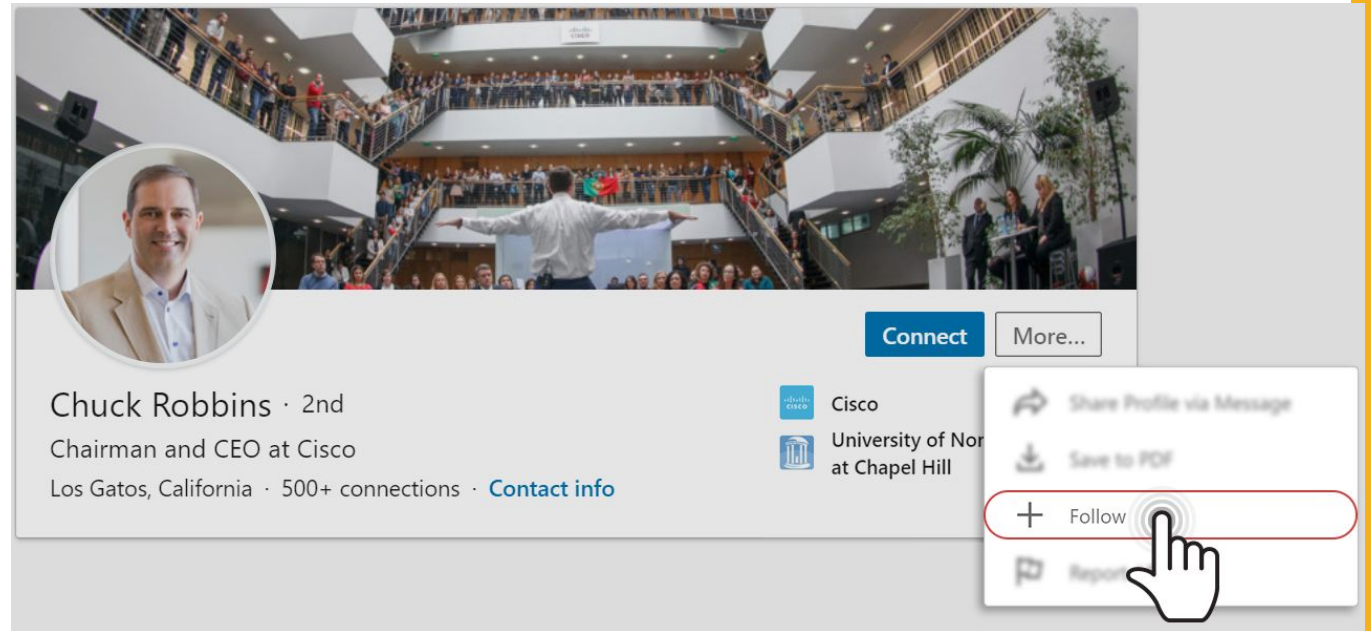




Step 2: Follow 3 Influencers

You can also follow other people you respect. Consider following:

- Senior leaders at your company
- Industry leaders
- Peers
- Bloggers
- Journalists
- Anyone you look to for inspiration





Step 3: Follow 3 Hashtags


Hashtags on LinkedIn function differently from those on other social media platforms. On LinkedIn, hashtags are topics (rather than comments). When you follow a hashtag, posts with this tag go into your news feed.






Step 3: Follow 3 Hashtags

Hashtags with a large following deliver a wide range of posts on that topic. Very specific hashtags have a narrower focus, and give you a good way to monitor what experts on this topic are saying.

**#technology**
26,090,858 followers
[Follow](#)

**#devops**
594,835 followers
[Follow](#)

**#aiops**
769 followers
[Follow](#)



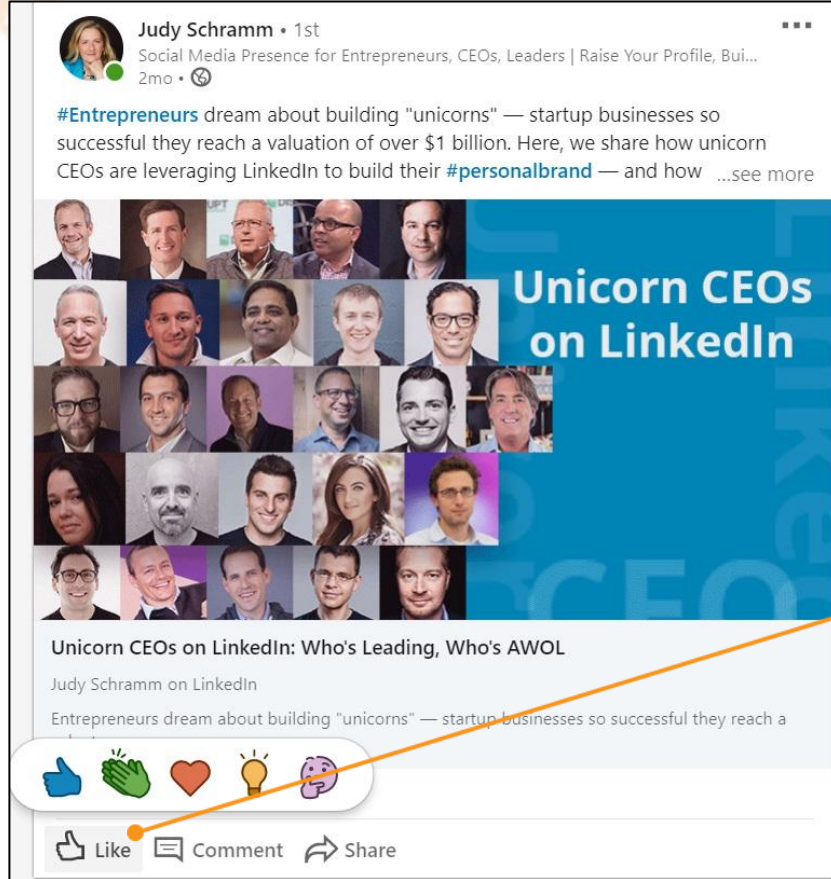
Step 4: 3-2-1, Engage!

Now that you have all of this useful information appearing in your news feed, put it to work! Engage in the conversations other people have started. Each time you check your news feed, follow the 3-2-1 rule.



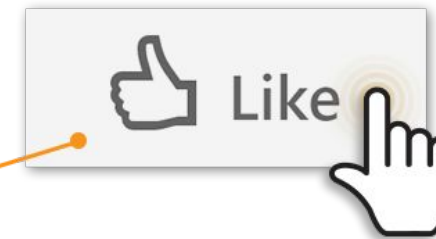
- 3** Choose 3 posts to Like (to respond to)
- 2** Comment on 2 posts
- 1** Share someone else's post

Step 4: 3-2-1, Engage!



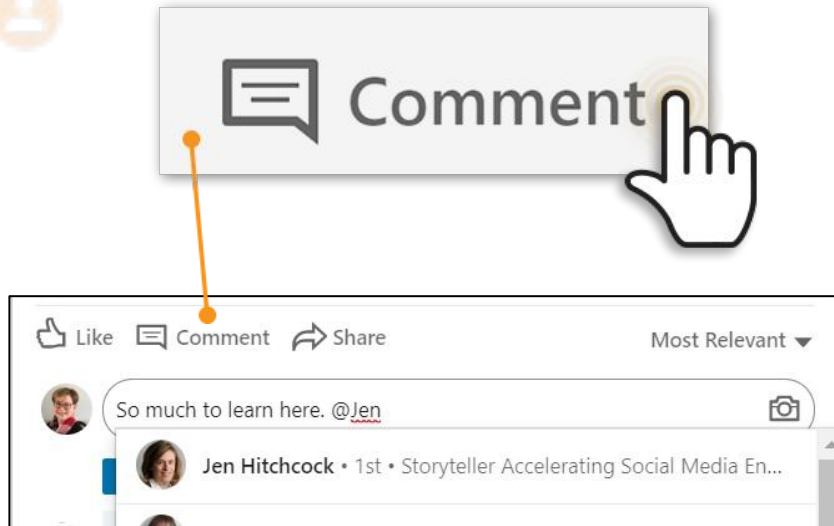
3 To Like:

Hover the cursor over the Like icon. Click on the pop-up emoji of your choice. (Hover over each emoji to see their intended response, too.)





Step 4: 3-2-1, Engage!



2 To Comment:

Click the Comment icon and type your thoughts.

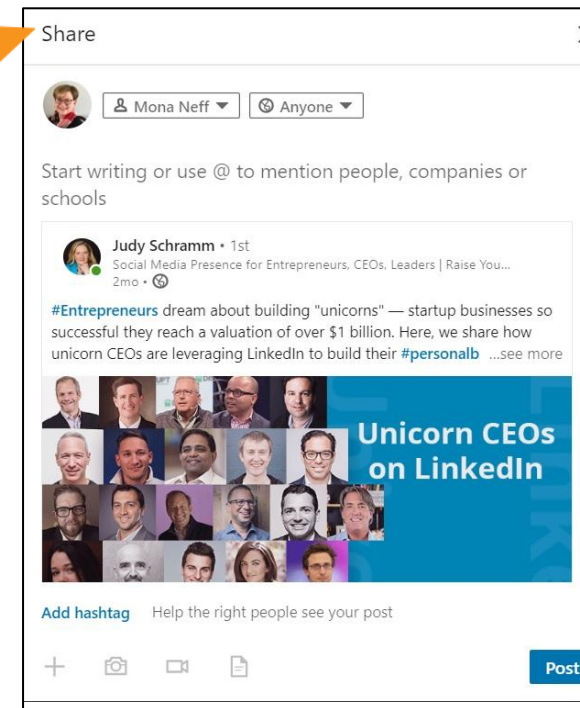
You can also tag someone, which will bring the post to their attention, too. To tag, type @ and begin typing the person's name. LinkedIn will show names of people you may tag.

Step 4: 3-2-1, Engage!



1 To Share:

Click the Share icon, which pops up a preview of your share. Add a comment about why you're sharing the post.





Step 5: Start Your Own Conversation

You've engaged in conversations, now it's time to start your own.

Create a post

Mona Neff

Anyone

Are you camera shy--webcam shy? I can be. But this article by Judy Schramm inspired me to try harder because the benefits are worth it.
<https://www.proresource.com/2019/12/camera-shy-why-you-should-leave-your-webcam-on/> #linkedin #connections

Add hashtag #marketing #digitalmarketing #socialmedia #seo

Post

Share an article from outside of LinkedIn, add your own comment and ask a question.

- Tag people who you want to engage with you.
- Use hashtags to categorize the conversation.
- Respond to all relevant comments. Even if you don't agree with what they say, stay polite.



SUCCESS METRICS

There are a number of ways to measure success. Track the basic metrics below, but also factor in the quality of your new connections and conversations.



Number of Followers



Profile Views



Engagement with Posts



Number of Connect
Requests Received



How did this 5-step plan work for you?

We'd love to hear from you! Email us at social@proresource.com.

We invite you to use the resources, examples, and blogs on [our website](#).

If you'd like a Social Action Plan customized to your specific goals, visit [SocialVelocity Coaching](#).

