



# **10 LINKEDIN PROJECTS YOUR ASSISTANT CAN HANDLE FOR YOU**



01

# Create Content Calendar

- Work with your assistant to define a flexible editorial calendar
- Identify a core theme for each month.
- Or rotate across topics you want to cover.



02

## Curate Content

- Get your assistant to identify quality content that can be shared.
- Provide a list of sources you trust, such as: local business journal, industry publications/portals, the Wall Street Journal, Harvard Business Review, McKinsey Quarterly.



03

## Create New Content

- Have your assistant look for new content opportunities.
- Take pictures/videos of you or your team in action.
- Get photos at speaking engagements or volunteer projects.
- Use Canva to create images that include your favorite quotes.



04

## Create Evergreen Posts

- Identify quality content from your website that can be shared at any time.
- Your assistant can pull items from this content library when you don't have anything else going on.



05

## Nurture Relationships

- Monitor posts from clients, partners, employees, your leadership team, and other stakeholders.
- Your assistant can like these posts and bring anything important to your attention.



06

## Monitor Competitors

- Your assistant can keep an eye on what your competitors are doing and let you know when they find anything relevant.
- Suggest that they use anonymous mode and view content while signed in to their own account.





07

## Build Lists

- Tell your assistant what types of people make good prospects or referral sources.
- They can research and identify people who meet those criteria and build a list in a spreadsheet.
- You can review the list and decide how you want to approach them.





08

## Research Hashtags

- Your assistant can look for new hashtags to use in your posts.
- Following these hashtags may also provide good sources of quality content and interesting people you may want to meet.



09

## Find What's Trending

- Identify hot topics and posts that are going viral. This gives you the opportunity to join in interesting conversations and raise your visibility.
- These trends can also inform the content your assistant creates for you.



10

## Track Metrics

- Your assistant can track KPIs and report back to you each month.
- Ask them to share information about what worked best as well as recommendations for the coming month.





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