



# HOW TO *ENGAGE* WITH YOUR AUDIENCE

SWIPE FOR MORE



TIP #1

# ***SPARK*** **CONVERSATIONS**

Prompt and attentive responses are key when someone initiates a conversation with you. Demonstrate genuine interest in their message to foster a meaningful dialogue.

Get curious about those interacting with you, even if it's just a small interaction. Take the initiative to learn more about them and engage with their content by liking posts that resonate with you. Building these connections can lead to valuable professional relationships.

@CHARLIEVANDERVEN



TIP #2

# OFFER *VALUABLE* CONTENT

Remember, valuable content on LinkedIn is about providing genuine value to your audience. It should inform, inspire, or entertain, catering to the interests and needs of your professional network.

By consistently delivering valuable content, you can significantly enhance your LinkedIn presence and grow your professional influence.

@CHARLIEVANDERVEN



# 8 VALUABLE CONTENT IDEAS

- **Educational Posts:** Share informative content that educates your audience about your industry, best practices, and emerging trends.
- **Thoughtful Articles:** Write or curate articles that provide in-depth analysis, research, and valuable insights on relevant topics.
- **Engaging Visuals:** Use eye-catching images, infographics, or videos to convey information in a visually appealing manner.
- **Personal Stories:** Share personal experiences, challenges, and lessons learned that can inspire and resonate with your audience.
- **Industry News and Updates:** Keep your network informed about the latest news and developments in your field.
- **Solutions to Problems:** Offer solutions to common challenges your audience may face, demonstrating your problem-solving skills.
- **Curated Content:** Share and comment on valuable content from other experts in your industry, showcasing your awareness of the broader field.
- **Ask Thought-Provoking Questions:** Pose questions that encourage discussion and prompt others to share their perspectives.

TIP #3

# ENCOURAGE *USER* PARTICIPATION

Inspire your audience to generate content!  
When users actively create and share their own posts, it not only increases engagement but also cultivates a strong sense of community and brand advocacy.

Let your audience be a driving force in shaping the conversation around your brand!

@CHARLIEVANDERVEN



# CONTENT



- **Pose Questions:** Ask open-ended questions to prompt responses and discussions.
- **Run Polls:** Use LinkedIn's polling feature to gather opinions on industry topics.
- **Respond Promptly:** Engage with comments and keep the conversation alive.
- **Use Visuals:** Utilize images, infographics, and videos to capture attention.
- **Tag Relevant Connections:** Mention individuals or companies to increase post visibility.
- **Participate in Groups:** Engage actively in LinkedIn groups related to your field.
- **Share Personal Stories:** Humanize your brand and encourage others to share their experiences.
- **Host LinkedIn Live Sessions:** Conduct webinars or Q&A sessions to interact in real time.
- **Encourage Sharing:** Include a call to action to motivate sharing among your audience.

TIP #4

# GET *PERSONAL*

Strive to address your audience individually, making them feel seen and valued. Respond to comments and messages regularly to show genuine attentiveness and foster meaningful connections. Real people respond to REAL PEOPLE.

Your responsiveness will strengthen relationships and build a loyal community.

@CHARLIEVANDERVEN

