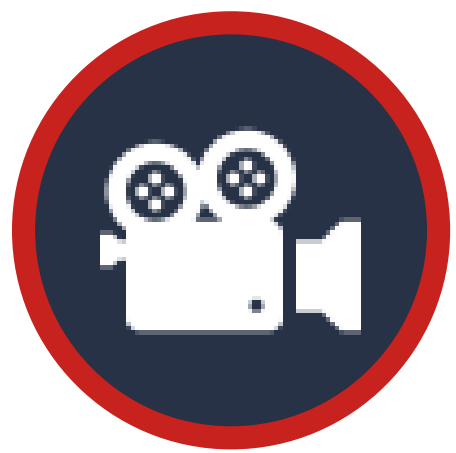# How Linkedin Works

Linkedin really wants to keep people engaged "in-platform" – When you think of it like that, the following points make a lot of sense:
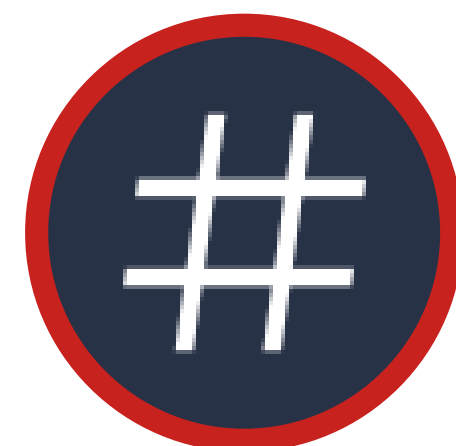
The 'Dos'

- DO share interesting multimedia
  - Use original files MP4s, PDFs, PNGs GIFs etc.
  - More diverse multimedia gets better micro-engagement metrics (clicks, hovers, read more etc.) which in turn lead to more bigger actions — views, likes, comments

- DO tag @yourcompany so people can follow you after they have engaged

- DO tag other people, companies' hashtags, especially those who are active and re-share.
  - Post helpful content that is likely to be re-shared by others.

- DO offer a comment or opinion, preferably one that requires them to hit read more

- DO tell a story
  - Format your message — 3 lines is enough for:
    - a beginning
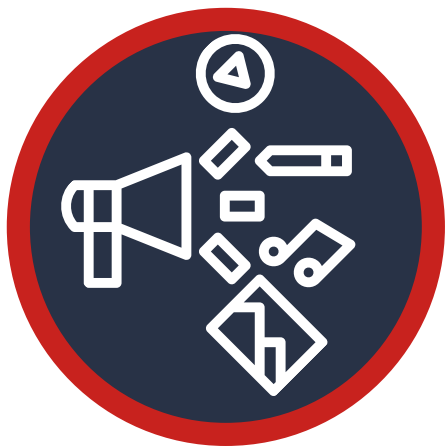   - a middle
    - and an end

How the Algorithm works

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The 'Don'ts'

- DON'T offer a link!
  - Now this is really counter-intuitive however, Linkedin wants to keep people in platform and the algorithm is programmed to promote in-platform engagement. So video clips, slideshares (interactive multimedia) etc. are the engagement metrics we are after.

- DON'T just post product content!

- DON'T be afraid to get it wrong — TIP copy your message so you can always delete a post and redo!

Learn more at
www.AZoNetwork.com

MARKETING SCIENCE