

# Elevating your brand on LinkedIn

How to improve your content strategy, grow your engagement and followers on LinkedIn and how to be a Mac Eng Ambassador.



ENGINEERING



# PRESENTER



**Ciara McCann**

Digital Marketing and  
Communications Strategist

# TOPICS TO COVER

- Content strategy
- Types of content
- Tips and tricks
- Be a brand ambassador

# WHY LINKED IN?

- 700M active users
- 40% of monthly active users use LinkedIn daily
- 61M LinkedIn users are senior level influencers and 40 million are in decision-making positions.
- Was a career networking and job search tool and now it's one of the top social media platforms.



# WHAT ARE YOUR PERSONAL LINKEDIN GOALS?



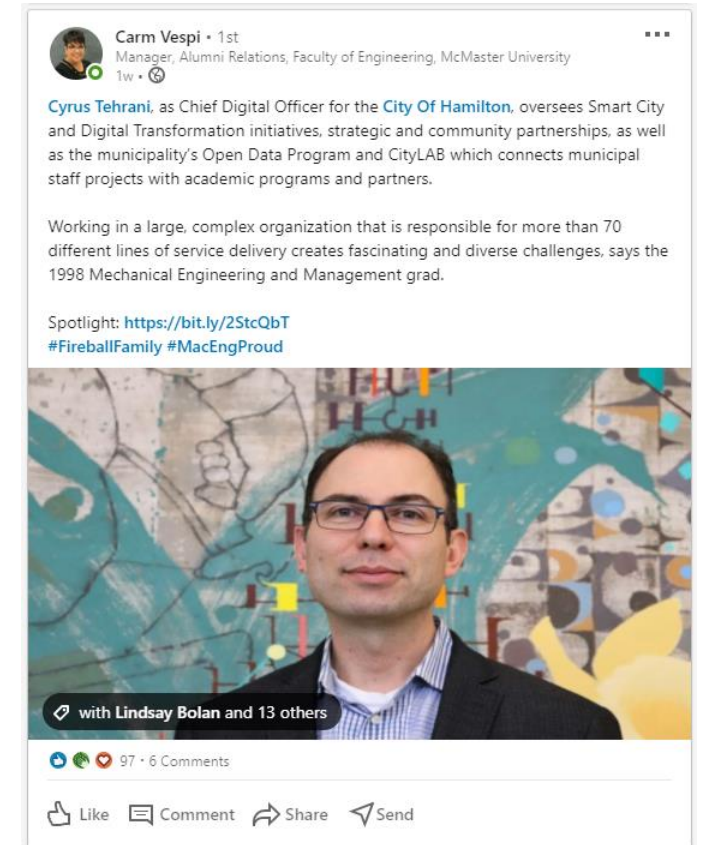
- Connect to a community and/or network
- Create awareness of your personal or professional brand
- Establish engagement
- Become an industry influencer/expert
- Drive traffic to your website

# FREQUENCY

## Be consistent! The industry standard for LinkedIn in 1-2 posts per day.

If you don't have the time or resources to meet this standard:

- ✓ Make a content plan that fits with your schedule and stick to it.
- ✓ Plan content ahead using your Outlook calendar or a project management tool like Trello to make sharing content even easier.



# TIMING

## For McMaster Engineering:

- News stories perform better in the morning and earlier in the week.
- Light-hearted and feel-good posts are often reserved for nights, later in the week and on weekends.
- Test your posts to see when you receive the most engagement

## According to HootSuite:

- The best time to post on LinkedIn is 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST.
- The best day for brands to post on LinkedIn is Wednesday (followed by Tuesday).
- The best days for brands to post on LinkedIn are Monday and Wednesday

# A PERFECT LINKEDIN POST

- Compelling topic
- Strong headline
  - Simplify
  - Be clear, concise and direct
  - Know your audience
  - Add value: what's in it for your audience?
- Tag organizations and people to amplify views
- Post a good quality photo, graphic or video
- Links to more information
- Include relevant hashtags
- Be a brand ambassador



# A PERFECT LINKEDIN STORY

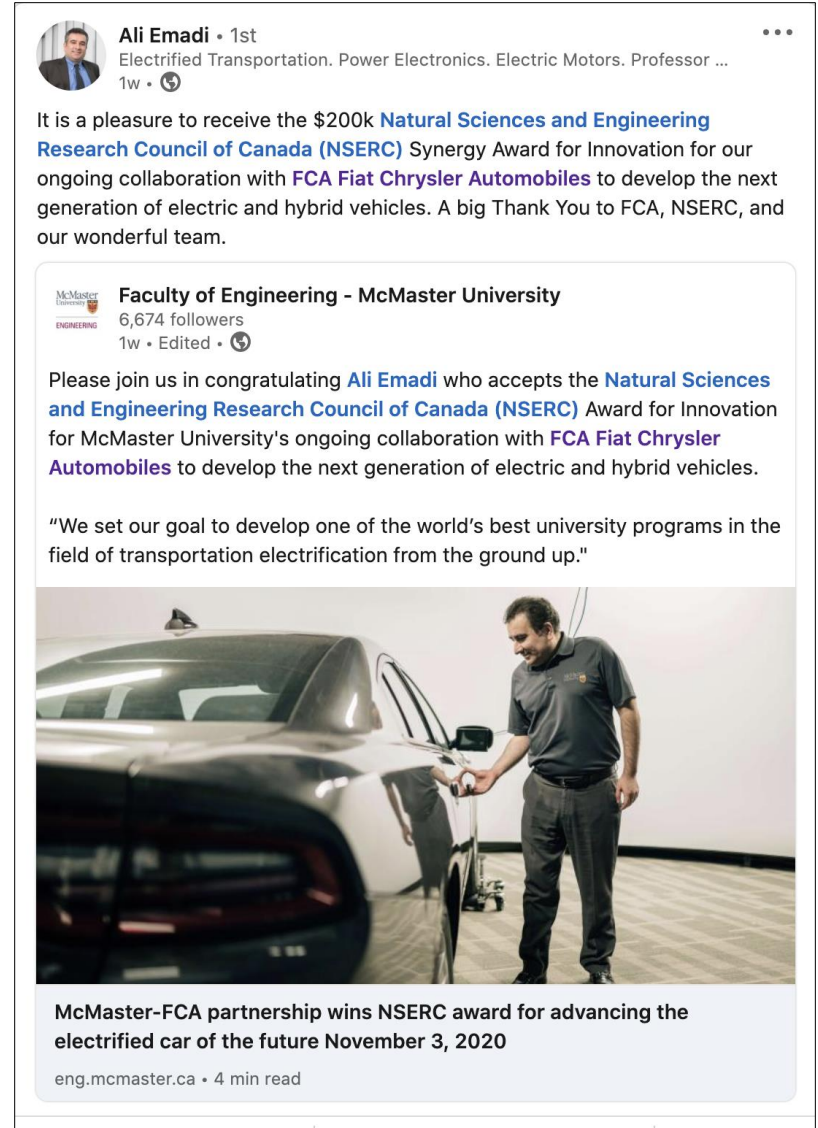
- Share a variety of visual content: videos, boomerangs and photos.
- Ensure you use text to describe the context of your video (not everyone has sound on).
- Use GIFs and emojis to enhance not to overtake.
- Use hashtags and tag relevant people and organizations
- Use stickers (when they become available)



# TYPES OF CONTENT

- Industry topics/questions/advice
- Seasonal or Recognition Days/Weeks or Months (ex. International Women's Day)
- Trendy: relating to something timely in pop culture, in your industry, current events or popular hashtags: ex. #ThrowbackThursday, #MotivationMonday
- Achievements
- Statistics
- How-Tos
- FAQs

**BRIGHTER WORLD**




**Ali Emadi** • 1st  
Electrified Transportation. Power Electronics. Electric Motors. Professor ...  
1w • 🌐

It is a pleasure to receive the \$200k [Natural Sciences and Engineering Research Council of Canada \(NSERC\)](#) Synergy Award for Innovation for our ongoing collaboration with [FCA Fiat Chrysler Automobiles](#) to develop the next generation of electric and hybrid vehicles. A big Thank You to FCA, NSERC, and our wonderful team.

**Faculty of Engineering - McMaster University**  
6,674 followers  
1w • Edited • 🌐

Please join us in congratulating [Ali Emadi](#) who accepts the [Natural Sciences and Engineering Research Council of Canada \(NSERC\)](#) Award for Innovation for McMaster University's ongoing collaboration with [FCA Fiat Chrysler Automobiles](#) to develop the next generation of electric and hybrid vehicles.

"We set our goal to develop one of the world's best university programs in the field of transportation electrification from the ground up."



**McMaster-FCA partnership wins NSERC award for advancing the electrified car of the future November 3, 2020**  
eng.mcmaster.ca • 4 min read

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# TYPES OF CONTENT

- Long-form article/blog post
- Human story of career success or failure
- Spotlights ex. student researcher, alumni, co-op student, startup, etc.
- Event Promotions/Live Event Coverage
- Behind-the-scenes
- Ask a Question!



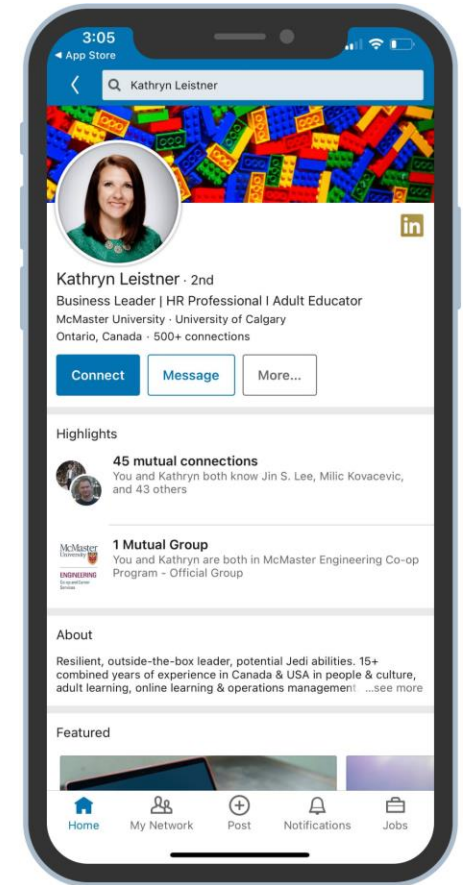
# RESOURCES TO HELP YOU CREATE QUALITY CONTENT

- **Animoto.com:** Videos
- **Video Leap:** Videos
- **Easil.com:** Timeline or story graphics
- **PicMonkey.com:** Photo collages, Facebook Cover Photos
- **PiktoChart.com:** Infographics
- **Bensounds.com:** Free copyright music
- **Alternatives to Adobe Creative Suite:** [link](#)



# TIPS & TRICKS

- Ensure your profile description is up to date and your headline includes relevant keywords, shows your expertise and reflects your McMaster identity.
- Set your LinkedIn profile to Follow first to easily grow the # of people who follow you.
- Use hashtags strategically and ensure you're on brand ([#maceng](#) [#brighterworld](#) [#fireballfamily](#)).
- LinkedIn rewards you for staying on their platform. [Post a video directly to the platform](#), [write an article](#) or [share a link in the comments](#).



# TIPS & TRICKS

## IS YOUR RESUME SCARING RECRUITERS?

Don't miss out on interviews this season because your resume reads like a horror story.



Is your resume scaring recruiters?

Published on October 21, 2020

# TIPS & TRICKS



- Respond to people who comment and share your posts and engage with their content too. LinkedIn rewards you for this!
- Have a budget for advertising? Experiment with LinkedIn ads
- Join groups related to your industry and see what questions people are asking. Create a post answering these questions.
- Connect and follow people in your industry and tag them in posts relevant to them.
- Follow hashtags
- Post 6+ photos at once.

# TIPS & TRICKS



**Andrew Aslanidis** • 1st

Design Studio Teaching Assistant at Faculty of Engineering - McMaster U...  
4d • Edited •

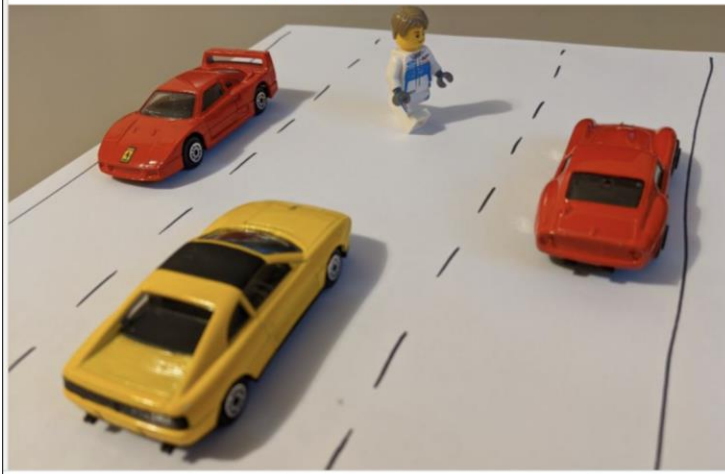
Last weekend, I had the pleasure to compete in the [McMaster Engineering Competition!](#) As a competitor in the Communications event with the theme of ethical engineering, I created a presentation describing the many ethical dilemmas and challenges that come with the creation of autonomous or self-driving vehicles. I had a lot of fun creating videos of different hypothetical scenarios, representing cars with Matchbox Ferraris and using LEGO people for pedestrians!

I am happy to say that I finished in first place, although all the competitors were strong! I look forward to seeing what the [Ontario Engineering Competition 2021](#) comes up with for January.

A big thanks to everyone who was involved and made the competition work virtually for this year! Speaks volumes about the resilience and ingenuity of students in the [Faculty of Engineering - McMaster University](#).

Maybe I will have to post the video I created sometime... Stay tuned

[#autonomousvehicles](#) [#engineering](#) [#LEGO](#)



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# Be a McMaster Engineering Brand Ambassador!

1. Follow us on LinkedIn:  
@FacultyofEngineering –McMaster University
2. Share our content on your page, like, or comment on our posts.
3. Tag us in your content (if it's related to McMaster Engineering) and we will share, like or comment
4. Join our **NEW** MS Teams Mac Eng LinkedIn Group where we will share best practices, questions and content!

# QUESTIONS FOR YOU

What's working for you on LinkedIn?

What's not working for you?

Do you have any success stories?

# CONTACT INFO



Remember to follow @FacultyofEngineering–McMaster University on LinkedIn and tag us in your posts!

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