

# 5-Tips to Build a Presence on LinkedIn

(without turning people against you)



by: Roger Hall on LinkedIn  
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## Post Almost Every Day

To be successful on LinkedIn, people have to see you. Posting regularly helps build your audience

## Video posts Work Best



Video gets attention in the LinkedIn newsfeed, much easier than text or even images. My favorite sources are; Reddit, YouTube & BuzzVideo. Always give credit for video & other content

## Post Engaging Content



We can't bore people into following us. Post engaging content & help people. Seek to entertain, motivate, trigger emotions & more

## Don't Sell

If people feel they're being sold-to on LinkedIn, you just lost them.

Avoid triggering this reaction with posts that build your audience & communicate, without selling

## Keep it Short



Short videos (15-seconds to 2-minutes) are what work best. People are busy. Keep it snack-sized so they can take it in rapidly

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