



Connected Circles

HANIEL

LinkedIn Training
& Recommendations

December 2021



The 4 most important components of LinkedIn

Social Selling Index (SSI)



Profile

Establish your professional brand/
Personal Branding



Content

Create content that is innovative
and inspiring!



Network

Find & connect with the right
people



Relationships / Engagements

Interact with others



Connected Circles

1. Updating your profile

Tell and communicate your story



Step by step

- 01 | Profile picture and banner
- 02 | Headline be recognized & found
- 03 | Biography - tell your story
- 04 | My features
- 05 | Update the professional experience section
- 06 | Add media content to your experience section



Connected Circles

2. Practice session

Actions to take

Profile-Specific Advice



Profile changes to make:

- The exposure on the profile photo is high. Consider updating with a recent high resolution photo with moderate exposure.
- Profile banner is okay but you may want to consider a professional theme image
- Put more description to profile headline
- Add summary
- Add description to current and maybe previous roles.
- Request for recommendation from previous or current colleagues and/or managers

Profile-Specific Advice



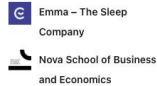
Profile changes to make:

- Profile photo is okay. If this is not recent, you could possibly update it.
- Update profile banner with a personal or professional theme image
- Add more information to your headline
- Add profile summary (bio)
- Add job descriptions to current and previous roles
- Request recommendations from previous or current colleagues and/or managers
- Extra tip: Add connections to extend your network.

Profile-Specific Advice



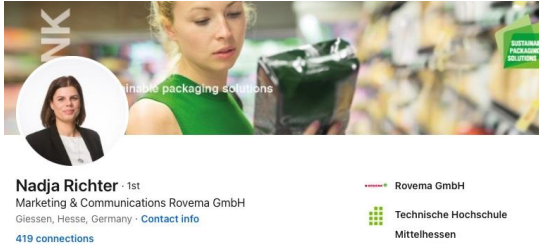
Katharina Staiger · 2nd
PR & Communications Manager bei Emma – The Sleep
Company
Munich, Bavaria, Germany · [Contact info](#)
466 connections



Profile changes to make:

- Profile photo is great
- Add a profile banner
- Put more description to profile headline
- Add a profile summary
- Add description to current role
- Possibly request recommendations from previous or current colleagues and/or managers

Profile-Specific Advice



Profile changes to make:

- Profile photo is good but could be slightly centred
- Banner photo is also good
- Add more information to headline
- Add profile summary (bio)
- Add description to current and previous roles
- Possibly request for recommendations from previous or current colleagues and/or managers

Profile-Specific Advice

enkelfähig: creating value for generations.



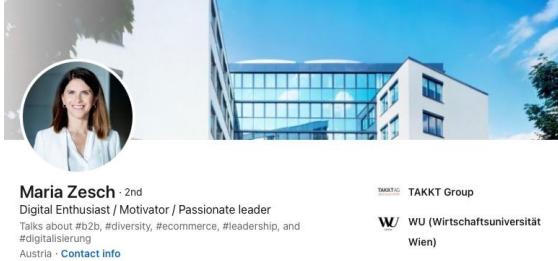
Maximilian am Mihr ^{1st}
Expert History bei Franz Haniel & Cie. GmbH
Essen, North Rhine-Westphalia, Germany · [Contact info](#)

 Museum Folkwang
 Ruhr-Universität Bochum

Profile changes to make:

- Profile photo is okay
- Banner photo is also ok
- Put more description to profile headline
- Add profile summary (bio)
- Add personalized job descriptions to current and previous roles: sometimes unclear distinction between company and your own responsibilities
- Request for recommendation from previous or current colleagues and/or managers
- Extra tip: Add connections to extend your network.

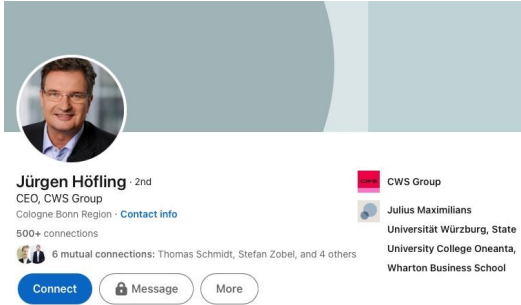
Profile-Specific Advice



Profile changes to make:

- Profile photo is good
- You may want to consider updating your banner photo
- It would be nice to add more description to profile headline
- Profile summary (bio) can be rewritten to become more personal and in a storytelling approach to be more interesting.
- Add job descriptions to current and previous roles (not only links)
- Request recommendations from previous or current colleagues and/or managers

Profile-Specific Advice



Jürgen Höfling · 2nd
CEO, CWS Group
Cologne Bonn Region · [Contact info](#)
500+ connections
6 mutual connections: Thomas Schmidt, Stefan Zobel, and 4 others

[Connect](#) [Message](#) [More](#)

CWS Group
Julius Maximilians
Universität Würzburg, State
University College Oneanta,
Wharton Business School

Profile changes to make:

- Profile photo needs to be adjusted slightly, not necessarily changing it.
- Add a profile banner
- Add more information to headline
- Add profile summary (bio)
- Add job descriptions on current role and previous roles
- Request recommendations from previous or current colleagues and/or managers
- Add education one by one and adjust highlights



Connected Circles

3. Your LinkedIn Activity

Content & engagement

Last 11 months

Data displayed between the dates of:

1/1/2021 12/6/2021

JULIA LESSIAK

Global Communications Manager bei TAKKT Group

1289

Followers

36

Average Post Engagement

2

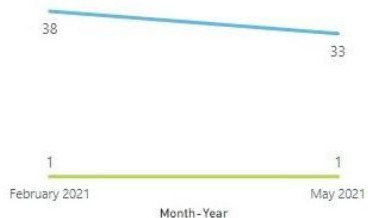
Number of Posts

377

Avg Length of Posts

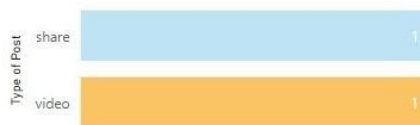
Total Post Engagements per Month

Total Engagement Posts Published



Number of Posts per Type

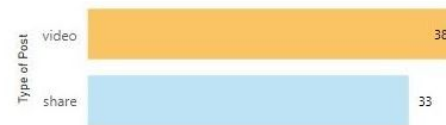
Type of Post



Number of Posts

Avg Engagement by Type of Post

Type of Post



Average Engagement / Post

Most Engaging Posts in Selected Period

Reactions	Comments	Type	URL	Post Text	Post Date
38	0	video		#startups und alle mit innovativen Ideen aufgepasst: Die Einreichung für den Magenta Telekom #TUN wurde verlängert! Wenn ihr eine...	Wednesday, February 10, 2021
33	0	share		#Leadership, #NewWork, #Digitalisierung und #Diversity sind nur ein kleiner Auszug der Themen, denen wir uns im FUTURE MC widm...	Monday, May 10, 2021

Last 7 months

Data displayed between the dates of:

1/1/2021

12/6/2021

MELISA A.

Studentin

86

Followers

3

Average Post Engagement

1

Number of Posts

133

Avg Length of Posts

Total Post Engagements per Month

Total Engagement Posts Published



Number of Posts per Type



Avg Engagement by Type of Post



Most Engaging Posts in Selected Period

Reactions Comments Type URL Post Text

Post Date

3	0	text		Ich nehme an diesem Event teil: Podiumsdiskussion mit ZEIT Campus (Sprecher von BMW, Microsoft uvm.). Wer möchte auch mit dabe...	Thursday, June 10, 2021
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Last 13 months

Data displayed between the dates of:

KATHARINA STAIGER

PR & Communications Manager bei Emma - The Sleep Company

466

Followers

14

Average Post Engagement

1

Number of Posts

293

Avg Length of Posts

Total Post Engagements per Month

Total Engagement Posts Published



Number of Posts per Type



Avg Engagement by Type of Post



Most Engaging Posts in Selected Period

Reactions Comments Type URL Post Text

Post Date

14	0	link		Dear friends,I would be very thankful, if you could answer this questionnaire for my master thesis. My research is about consumer beh...	Thursday, December 10, 2020
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Last 6 months

Data displayed between the dates of:

1/1/2021 12/6/2021

NADJA RICHTER

Marketing & Communications Rovema GmbH

439

Followers

24

Average Post Engagement

26

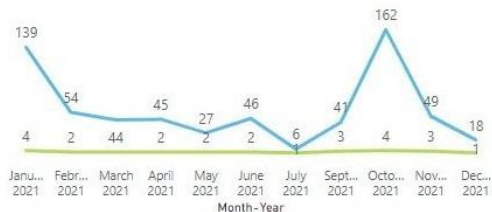
Number of Posts

236

Avg Length of Posts

Total Post Engagements per Month

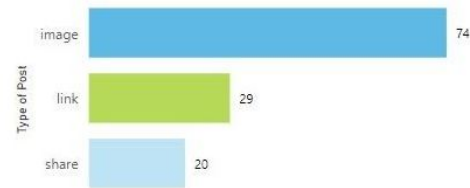
● Total Engagement ● Posts Published



Number of Posts per Type



Avg Engagement by Type of Post



Most Engaging Posts in Selected Period

Reactions	Comments	Type	URL	Post Text	Post Date
71	8	image	🔗	Thank you guys for making this project another success story for ROVEMA: The clients are happy, our machines remain efficiently in pr...	Sunday, January 10, 2021
64	4	image	🔗	Looking forward to seeing you tomorrow!inno-tech Verpackungsmaschinen GmbH and Rovema GmbH share a booth at #fachpack, ha...	Sunday, October 10, 2021
57	1	share	🔗	Proud and happy about a successful tradeshow appearance at #fachpackthank you Sandra Ulsamer for all your support!	Sunday, October 10, 2021
29	0	share	🔗	Meet us online on May 20th! #sustainablepackagingsolutions	Saturday, April 10, 2021
28	3	share	🔗	Welcome to the ROVEMA family! I am looking forward to meeting my new colleagues at Prins and innotechSebastian Klein Franz Hanie...	Wednesday, February 10, 2021
27	2	link	🔗	Es ist immer schön Rovema GmbH Kunden zu treffen - mein letzter Besuch bei Bauck GmbH war besonders schön: DANKE Hannes Öhl...	Thursday, June 10, 2021
27	2	share	🔗	Proud and happy to actively accompany ROVEMA's sustainable transformation! I look forward to communicating our development in ...	Sunday, January 10, 2021
27	1	share	🔗	Always a pleasure to see not only a great packaging machine, but also a sustainable way to use it! Yes, you can switch to recyclable p...	Wednesday, November 10, 2021

Last 6 months

Data displayed between the dates of:

1/1/2021 12/6/2021

MAXIMILIAN AM MIHR

Expert History bei Franz Haniel & Cie. GmbH

84

Followers

4

Average Post Engagement

10

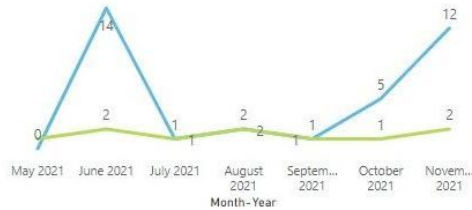
Number of Posts

1K

Avg Length of Posts

Total Post Engagements per Month

Total Engagement Posts Published



Number of Posts per Type



Avg Engagement by Type of Post



Most Engaging Posts in Selected Period

Reactions	Comments	Type	URL	Post Text	Post Date
12	2	share		„Haniel’s rich history has many exciting stories to tell,” says our new colleague Maximilian am Mihr. From archival and museum work t...	Thursday, June 10, 2021
9	0	share		Ortstermin auf Zeche Prosper-Haniel für Julia Heitmann, Christian Sprenger und Maximilian am Mihr aus unserem History Team. Und ...	Wednesday, November 10, 2021
5	0	share		Haniel und den größten Container-Binnenhafen der Welt verbindet ein bedeutendes Ereignis: der Ruhrorter Magistratsbeschluss vom ...	Sunday, October 10, 2021
3	0	share		Vor 116 Jahren wurde Ruhrort in die Stadt Duisburg eingemeindet. Ein Hafenstadtteil mit besonderer Bedeutung für Haniel – als K...	Wednesday, November 10, 2021
1	0	share		Transformation has been a constant companion in more than 265 years of our company history. That’s why today’s #ThrowbackThursd...	Saturday, July 10, 2021
1	0	share		Wie es wohl aussah, als James Watt Jr. im Oktober 1817 mit seinem Dampfschiff Caledonia den Rhein hinauffuhr – und in Ruhrort den ...	Tuesday, August 10, 2021
1	0	share		#HanielHistory	Tuesday, August 10, 2021
1	0	share		Das Ruhrmuseum auf Zollverein in Essen hat sein neues Schaudenst eröffnet – ein hochbares Museumslager mit rund 35.000 Objekt...	Friday, September 10, 2021

Last 6 months

Data displayed between the dates of:

1/1/2021 12/6/2021

JÜRGEN HÖFLING

CEO, CWS Group

748

Followers

74

Average Post Engagement

8

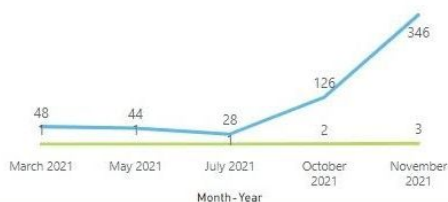
Number of Posts

620

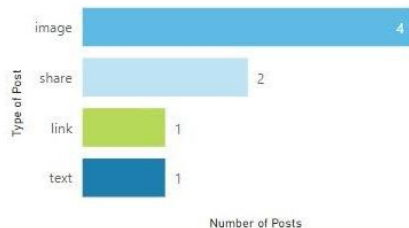
Avg Length of Posts

Total Post Engagements per Month

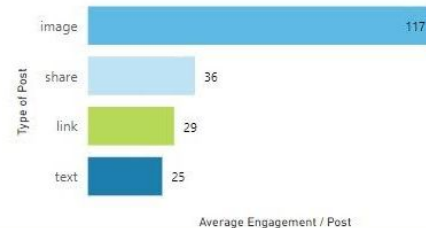
Total Engagement Posts Published



Number of Posts per Type



Avg Engagement by Type of Post



Most Engaging Posts in Selected Period

Reactions	Comments	Type	URL	Post Text	Post Date
188	12	image		What makes CWS so special? It's all about people, their ideas and commitment! Last week, I had the chance to spend an evening with ...	Friday, November 26, 2021
120	1	image		Continuous improvement is essential for progress and success of a company. That's why I'm happy to see "Kaizen at work" within our ...	Wednesday, November 10, 2021
89	8	image		Times change, but the climate crisis remains. We need to act. As companies and private individuals, we must ensure that fewer emissio...	Sunday, October 10, 2021
47	1	image		Today we are celebrating 110th International Women's Day. The day marks a call to action for accelerating gender parity. At CWS, we ...	Wednesday, March 10, 2021
43	1	share		It is almost two years since I took over as CEO of CWS. During this time, I have had the opportunity to work with many different peopl...	Monday, May 10, 2021
27	2	link		At @CWS Group, we stand for a healthy and safe future. That's why we are setting the course for the future today and investing wisely...	Sunday, October 10, 2021
27	1	share		With our circular business model we at CWS help to address the global challenges of resource scarcity and climate change. We summ...	Saturday, July 10, 2021
25	0	text		At CWS, everyone puts their heart and mind into everything they do. I experienced this first-hand at the most recent Kaizen event. To...	Friday, November 26, 2021

Last 6 months

Data displayed between the dates of:

1/1/2021 12/6/2021

MARIA ZESCH

Digital Enthusiast / Motivator / Passionate leader

7600

Followers

152

Average Post Engagement

50

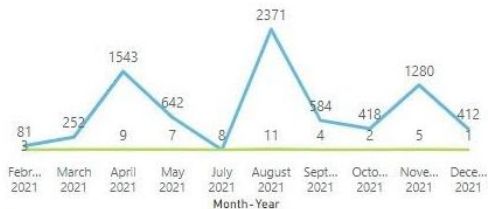
Number of Posts

429

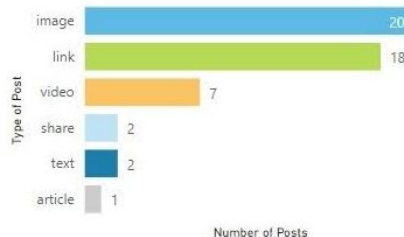
Avg Length of Posts

Total Post Engagements per Month

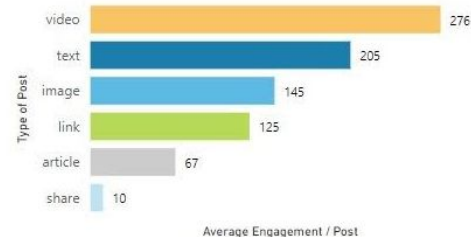
Total Engagement Posts Published



Number of Posts per Type



Avg Engagement by Type of Post



Most Engaging Posts in Selected Period

Reactions	Comments	Type	URL	Post Text	Post Date
893	128	video		Today was my first official day as CEO at TAKKT Group. Together with our outstanding employees, business units, partners and shareh...	Tuesday, August 10, 2021
871	260	link		Eine grosse berufliche Veränderung steht an: Der Aufsichtsrat der TAKKT Group hat mich heute zur neuen Vorstandsvorsitzenden des ...	Saturday, April 10, 2021
462	18	link		For a long-time I was sceptical if there is a real need for a #womensquota. But I changed my perspective: In business-context, we mea...	Wednesday, November 10, 2021
391	21	image		Is it the best time to travel? Due to Corona, due to Omikron? NO. Is it necessary to travel, to meet colleagues in person - despite Coro...	Saturday, December 04, 2021
359	14	text		100 days ago, I started my role as CEO of #TAKKTgroup. It has been an exciting and intense journey so far: I toured around the globe t...	Friday, November 19, 2021
312	5	image		Beim heutigen digital #Tbreakfast mit Bundesminister Martin Kocher haben Andreas Bierwirth Werner Kraus und ich die Zukunft unser...	Monday, May 10, 2021
302	10	video		After one month as CEO of TAKKT Group I am pleased to give you a short review: I visited nine of our companies in Europe and the US...	Friday, September 10, 2021
250	10	image		On our way to Oberstaufen to our TAKKT Group leadership conference - Sören & Cora - our moderators - and myself - Looking for...	Sunday, October 10, 2021



Connected Circles

4. Writing a post

Principles & Strategies



Core pillars

Value creation

Great content is all about providing value to others through discussion, education, inspiration, or entertainment.

**Before publishing, ask yourself:
Why should anyone care?**

Authenticity

Real connection happens on a human level. The best performing content is authentic - about your real thoughts, emotions, struggles, lessons. Sharing your personal story does not mean being unprofessional.

**Before publishing, ask yourself:
How well does this reflect me?**

Know who you are talking to

- Before writing, make it clear who are talking to.
- It's okay to have different audiences for different posts.
- Tailor content to that audience.
- Make your content relatable (emotionally or rationally).
- Respect the intelligence of your audience (i.e. over explaining vs. under explaining)



Potential lead



Customer



People in the industry



Colleague



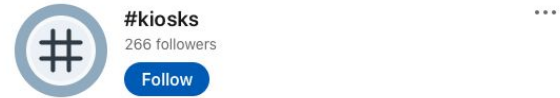
Connected Circles

4.1. Content Optimization

*Getting the best from the
LinkedIn Algorithm*

Why it matters ?

- The #s segment content into more specific topics, making them easier to find.
- People who follow specific #s are exposed to content listed under that # by LinkedIn
- The # should increase the chances of reaching people interested in the topic, both inside and outside your network
- Always 1 general # and 2 niche or subject specific #s



Relevant # ideas

- For your industry
- Your company
- The values you want to convey

#transformation

#creatingvalue

#circulareconomy

#enkelfähig

#genderequality

#diversity

#CWS

#drivingtransformation

#purposedriven

#socialresponsibility

#companyname



5 min.

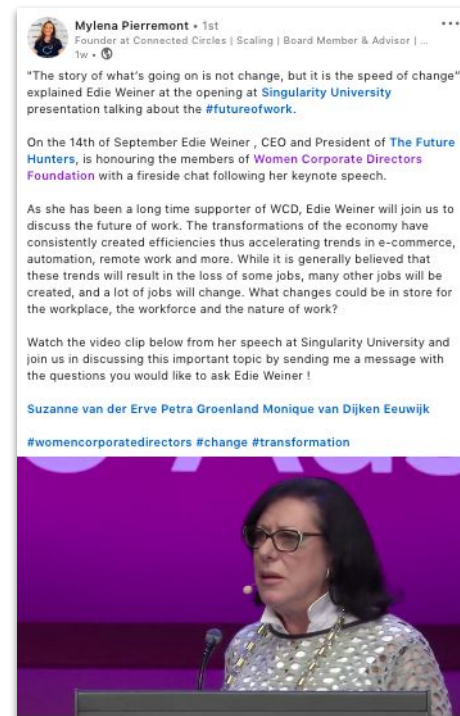
Tagging : why is it useful ?

why and how ?

It can be useful to mention other users in order to attract their attention and make them react quickly to your publication.
 ==> thus increasing the interaction rate and the visibility of the publication

You tag people by adding the **@ symbol** in your message + typing their name.

- A small window appears as you type, allowing you to select the correct profile to tag.
- A full tag is the person's full name, including their last name. If you know the person well and prefer to use only their first name, you can make a full tag and remove the last name. The text of the tag will remain in black and bold.



- A newsletter is a set of regularly published articles on LinkedIn, typically about a specific topic.
- Currently rolled out to those who have **creator mode** turned on and you meet the **newsletter access criteria**.
- To create a newsletter, click **Write an article** at the top of the homepage. This takes you to the publishing tool. If you have access, you'll see the **Create a newsletter** option here.
- You can leverage newsletters on LinkedIn to talk about a professional topic you're passionate about on a regular basis. LinkedIn members can subscribe to your newsletter to be notified about new articles you publish, allowing you to build and grow a regularly engaged audience.

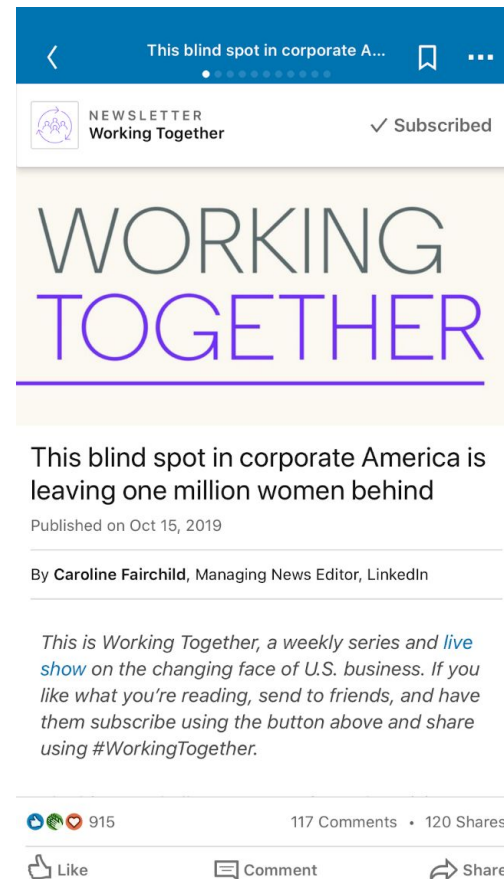
Links

<https://www.linkedin.com/help/linkedin/answer/111414>

<https://www.linkedin.com/help/linkedin/answer/134850>

<https://www.linkedin.com/help/linkedin/answer/111882>

<https://www.linkedin.com/help/linkedin/answer/97500>



Connected Circles

All you need to know about LinkedIn hashtags

>>
1/9

Algorithm Cheats 1/7

How often should I post on LinkedIn?

Connected Circles

Algorithm Cheats 1/9

WHY YOU SHOULD STOP SHARING OTHERS' LINKEDIN POSTS

Connected Circles

Connected Circles

LinkedIn Algorithm CHEAT SHEET

>>
1/8

Connected Circles 1/9

6 REASONS WHY CEO'S SHOULD BE VISIBLE ONLINE

Connected Circles

Algorithm Cheats 1/8

TO TAG OR NOT TO TAG?

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Never stop learning

Follow Connected Circles on LinkedIn



Connected Circles

05. Practice session

Actions to take

Profile-Specific Advice



Julia Lessiak · 2nd
Global Communications Manager bei TAKKT Group
Austria · [Contact info](#)



Julia Lessiak · 2nd
Global Communications Manager bei TAKKT Group
7mo · Edited ·

#Leadership, #NewWork, #Digitalisierung und #Diversity sind nur ein kleiner Auszug der Themen, denen wir uns im FUTURE MC widmen. Ich freue mich auf spannende Events, Diskussionen und die Zusammenarbeit: ...see more

[See translation](#)



Wir stellen vor und laden ein: Die Leader von Morgen - Der [#FutureManagementClub](#)
Wir sind eine Gruppe von Expert:innen und jungen Führungskr...see more

[See translation](#)



with [Natascha Glanzner-Fuerst](#) and 23 others

Feedback on previous posts:

- Consider reflecting more thought leadership on your posts to showcase expertise on your professional topics.
- Avoid resharing from either a personal or corporate page. Rather make an original post with the content.
- In some situations, it might be better to avoid sharing links. Best to pick a relevant image from the article (if available) and use that for your post. The link to the article can be added at the end of the post or in the comments for readers to visit.

Content assignment :

Make a LinkedIn post of about 2-4 paragraphs on communication and sustainability engagement in 2022 or responsible environmental marketing communications. You can get insights from these articles ([LINK](#), [LINK](#)).

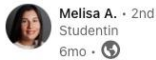
Remember to include the **#Enkelfähig** hashtag

Profile-Specific Advice



Melisa A. · 2nd Studentin
Stuttgart Region · [Contact info](#)
86 connections

TAKKT Group
Universität Hohenheim



Ich nehme an diesem Event teil: Podiumsdiskussion mit ZEIT Campus (Sprecher von BMW, Microsoft uvm.). Wer möchte auch mit dabei sein?

[See translation](#)

Podiumsdiskussion mit ZEIT Campus 15.06.2021 | 18 Uhr

„Berufsweg in die Wirtschaft - Welcher Job passt zu mir?“
auf dem Podium
Hoy, BMW und weiter

Tue, Jun 15, 6:00 PM - 8:00 PM CEST [View event](#)

Podiumsdiskussion mit ZEIT Campus (Sprecher von BMW, Microsoft uvm.)
Event by MTP - Marketing zwischen Theorie und Praxis e.V.

Online
21 attendees

Feedback on previous posts:

- Considering the strength of your profile, it would be advisable to start with personal posts / content to boost engagement.
- In some situations, it might be better to avoid sharing links. Best to pick a relevant image from the article (if available) and use that for your post. The link to the article can be added at the end of the post or in the comments for readers to visit.
- Give more personal context to your posts.
- Challenge yourself to start posting regularly to boost the visibility of your profile.

Content assignment :

Make a LinkedIn post of about 2-4 paragraphs on a project or class assignment you have worked on, either alone or as part of a group. Even better if it is part of a group and linked to sustainability. Add relevant photos and tag the people in the photo.


Remember to include the **#Enkelfähig** hashtag

Profile-Specific Advice




Katharina Staiger · 2nd
PR & Communications Manager bei Emma – The Sleep Company
Munich, Bavaria, Germany · [Contact info](#)
466 connections

 Emma – The Sleep Company

 Nova School of Business and Economics



Katharina Staiger · 2nd
PR & Communications Manager bei Emma – The Sleep Comp...
3mo · 



PR & Communications Intern
Job by Emma – The Sleep Company
Frankfurt am Main, Hesse, Germany

[View job](#)

  13



Feedback on previous posts:

- Give more personal context to your posts.
- Start by posting more personal content to boost engagement.
- From there, you can elevate your posts by sharing thought leadership content.
- In some situations, it might be better to avoid sharing links. Best to pick a relevant image from the article (if available) and use that for your post. The link to the article can be added at the end of the post or in the comments for readers to visit.

Content assignment :

Make a LinkedIn post of about 2-4 paragraphs on supply chain sustainability and stability. You can get insights from this article ([LINK](#)).

Remember to include the **#Enkelfähig** hashtag

Profile-Specific Advice

The image shows a LinkedIn profile for Nadja Richter, who works at Rovema GmbH. Her profile picture is a circular portrait of her. The header image of her profile shows her in a green top looking at a product in a store. Below the profile information, there is a post from Rovema GmbH. The post text reads: "Ist schon toll, wenn man die Booster Impfung an der Arbeit machen kann;-) Danke #rovema! #GemeinsamGegenCorona". Below the text is a translation link and a preview of a Rovema GmbH post. The preview shows the Rovema logo and the text: "Passion for ~~packaging~~ sustainable vaccination" and "#ZusammenGegenCorona".

Feedback on previous posts:

- Consider including some personal content to your posts to balance the corporate / industry posts you share.
- Add more context to your posts.
- Avoid resharing from either a personal or corporate page. Rather make an original post with the content.
- In some situations, it might be better to avoid sharing links. Best to pick a relevant image from the article (if available) and use that for your post. The link to the article can be added at the end of the post or in the comments for readers to visit.

Content assignment :

Make a LinkedIn post of about 2-4 paragraphs on packaging shortages in 2022 and related sustainability aspects. You can get insights from these articles ([LINK 1](#), [LINK 2](#)).

Remember to include the **#Enkelfähig** hashtag

Profile-Specific Advice

enkelfähig: creating value for generations.



Maximilian am Mihr · 1st
Expert History bei Franz Haniel & Cie. GmbH
Essen, North Rhine-Westphalia, Germany · [Contact info](#)

Museum Folkwang
Ruhr-Universität Bochum

Maximilian am Mihr · 1st
Expert History bei Franz Haniel & Cie. GmbH
Tmo · 

Haniel
6,435 followers
Tmo · 

Ortstermin auf Zeche Prosper-Haniel für Julia Heitmann, Christian Sprenger und Maximilian am Mihr aus unserem History Team. Und das zu einem besonderen Jubiläum – denn vor 100 Jahren begannen ...see more

[See translation](#)



Feedback on previous posts:

- Considering the strength of your profile, it would be advisable to start with personal posts / content to boost engagement.
- Rather than reshare posts from personal or corporate pages, you could use the material to make an original post for yourself.
- Always add personal context to your posts.

Content assignment :

Make a LinkedIn post of about 2-4 paragraphs on sustainability and transformation of the Ruhr region. You can get insights from this article ([LINK](#)). Also interesting: Nat Geo recommends visiting the Ruhr region in 2022 ([LINK](#)).

Remember to include the **#Enkelfähig** hashtag

Profile-Specific Advice



Maria Zesch · 2nd
Digital Enthusiast / Motivator / Passionate leader
Talks about #b2b, #diversity, #ecommerce, #leadership, and #digitalisierung
Austria · [Contact Info](#)

TAKKT Group

WU (Wirtschaftsuniversität
Wien)

Maria Zesch · 2nd
Digital Enthusiast / Motivator / Passionate le...
is + Follow ...
Is it the best time to travel? Due to Corona, due to Omikron? NO, is it necessary to travel, to meet colleagues in person - despite Corona, despite Omikron? I truly believe YES - to enable #change (but with all ... see more



Wolfgang Spohn Haniel and 391 others · 21 comments

Feedback on previous posts:

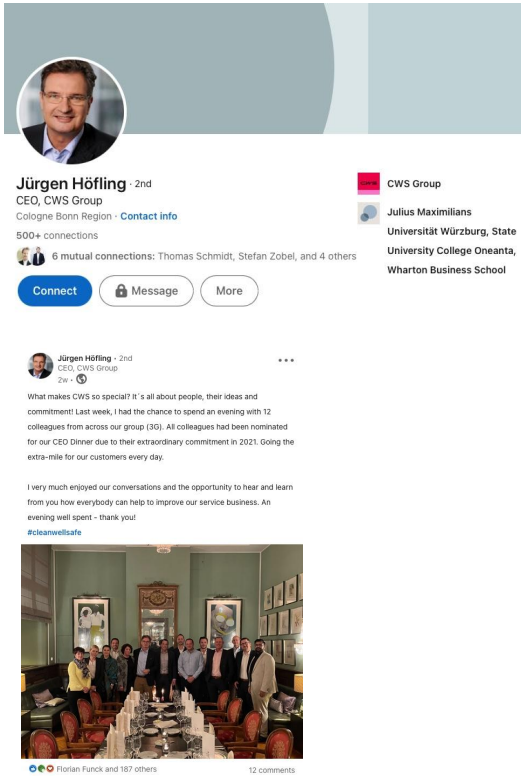
- Posts already very good: personal, good text, good visuals, regular posting times.
- Considering spacing your texts into paragraphs to make it much easier to read. (some posts already have this).
- Since you already post frequently, you can consider developing a content strategy, e.g., making a post series on digital topics, leadership or motivational content.
- You could consider starting a LinkedIn newsletter to reflect thought leadership on a topic you are very passionate about.

Content assignment :

Make a LinkedIn post of about 2-4 paragraphs on sustainability and digitalization. You can get insights from this article ([LINK](#)).

Remember to include the **#Enkelfähig** hashtag

Profile-Specific Advice



The screenshot shows the LinkedIn profile of Jürgen Höfling, CEO of CWS Group. The profile includes a circular profile picture, his name and title, location (Cologne Bonn Region), and a 'Contact info' link. It also shows 500+ connections and a list of mutual connections: Thomas Schmidt, Stefan Zobel, and 4 others. There are buttons for 'Connect', 'Message', and 'More'. Below the profile is a post from Jürgen Höfling, dated 2 weeks ago. The post text reads: 'What makes CWS so special? It's all about people, their ideas and commitment! Last week, I had the chance to spend an evening with 12 colleagues from across our group (30). All colleagues had been nominated for our CEO Dinner due to their extraordinary commitment in 2021. Going the extra-mile for our customers every day. I very much enjoyed our conversations and the opportunity to hear and learn from you how everybody can help to improve our service business. An evening well spent - thank you! #cleanwellsafe'. The post includes a photo of a group of people at a dinner table and shows 12 comments and 187 other likes.

Feedback on previous posts:

- Good that you post regularly and with personal context.
- Add more hashtags and tags to posts.
- Since you already post regularly, you can consider developing a content strategy to establish your voice and build an audience.
- Avoid sharing links to articles. Best to pick an image from the article and use that for your post. The link to the article can be added in the comments for readers to visit.

Content assignment :

Make a LinkedIn post of about 2-4 paragraphs on the role of business in moving from linear to circular economies. You can get insights from this article ([LINK](#)).

Remember to include the **#Enkelfähig** hashtag



Connected Circles

6. Measuring your progress

Social Media Metrics to track

- 01 | Post views / impressions
- 02 | Post engagements
- 03 | Click-Through Rate (CTR)
- 04 | Conversions
- 05 | Followers / Connections
- 06 | Profile / Page views





Connected Circles

7. Building your network

Targeted invitations



People you know

- Current or previous colleagues at work
- Current or ex school mates and professors
- Current or previous customers / partners
- People you met at events or social gatherings



People you don't know

- Find people you will attend events with
- Find people through groups
- Find people through targeted search
- Find people with mutual connections
- Always add an invite message



Connected Circles

08. Commenting & Engaging

Building relationships



Interactions

- The purpose of social networks is to create interactions between you and other members
- Developing your network means interacting with other users
- Think about replying to comments, liking, sending private messages to your existing network but also to your targets and peers!
- Algorithms particularly appreciate high interactions and favor the diffusion of your publications



Your network, your company and the algorithm will appreciate it!

Build relationships

- The distribution of your post is over, it's all about meaningful conversations
- Commenting on others' posts is the best proactive way to be seen by the people who matter
- A great way to get the attention of your prospects.

Increasing the reach of content

- The success of your content's reach depends on your activity score.
- Higher activity score = greater content reach = better results
- Commenting on other people's content increases your activity score
- It also increases your chances of being seen by those people the next time you post.



Questions & debriefing

CONNECT WITH US



Timon TETE

Social Media Director | Trainer & Masterclass Instructor | Helping leaders, brands & teams leverage social media



Dona Azizi

Stakeholder Manager | Sustainability Professional | Utrecht University



Never stop learning

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Connected Circles

Thank you!