



## Key Elements:



### Copy Length

Keep posts concise and to the point. Aim for 150-300 characters to capture attention. Long form should be 1,300 – 2,100 characters.



### Frequency & Timing

2-4x per week, ensuring that posts provide value. Publish between 9-5pm on weekdays for higher engagement.



### Hashtags

2 – 4 hashtags per post. Use sparingly, place strategically, keep them short and simple.



### Format Types

Visual content (multi-image, infographics, slideshows), videos, LinkedIn articles and text + image posts.



### KPIs

Measured by reactions, reposts, video view rate, click-through rate, total engagements, engagement rates.



### Mentions & Advocacy

Tag collaborators, partners or individuals mentioned in specific post if he/she/they are active on LinkedIn. Encourage reposts via employee advocacy program.



### Visuals

Visually relevant images, authentic, preferably personalized or infographics, meaningful selfies or featuring people. PDF documents up to 12 slides. Avoid stock images, screenshots or promotional visuals of products and services.



### Community Engagement

Strategic hashtag use, calls to action, LinkedIn Live events, comments on leader and employee posts. Engage with posts during the “golden hour” – first 60 minutes after a post is shared (for a min of 15 min).



### Tone

Tone professional but relatable. Use active voice. Avoid jargon. Encourage exchange of ideas and thoughts; cautiously approach humor. Use empathetic language to help humanize the company. Speak to our community as intellectual peers.



### SEO

Optimize for search engines: use SEO techniques to improve ranking, visibility and traffic. Strategic headlines, engaging content and natural keyword usage are a must.



### Targeting

LinkedIn allows you to target posts to certain audiences and/or geographies. Countries can post on the global page and **use targeting** to reach their specific audience via native posting or Sprinklr.