

LinkedIn Engagement Strategy

Build visibility through useful professional conversations

Build a presence that reflects the work you want to do and the people you want to learn from. LinkedIn distinguishes following people from connecting with them and supports engagement through comments and sharing. [1] The routine below is a suggested starting plan, not an algorithm rule or a promise of reach. Call it a good start 😊

Choose a professional focus

Identify one target field and two or three topics you can discuss credibly. Choose people and organisations connected to those topics: alumni, lecturers, employers, professional bodies and peers working on relevant projects.

Add something useful to a conversation

- Refer to a specific point, then add an example, a respectful question or a relevant source.
- Keep comments clear and courteous. Read the linked material before responding to it.
- Recognise others' contributions accurately. Tag people only when their involvement is relevant.
- When disagreeing, address the idea and explain your reasoning rather than attacking the person.

Illustrative comment

“Your point about assigning a task owner matches what we found in a student event project. We added an owner and a review date to each task, which made follow-up clearer. How do you handle tasks that depend on two teams?”

A manageable weekly routine

Monday: Spend 10 minutes reading updates from target organisations and save one useful resource.

Wednesday: Spend 10 minutes writing two thoughtful comments or replying to an existing conversation.

Friday: Spend 15 minutes sharing a genuine learning point or preparing a project post, and contact one relevant person if there is a clear reason.

As needed: Respond to messages, thank people for advice, and follow through on promised actions.

Adjust the routine to your workload. Sharing one useful post every week or two is a starting option; consistency and relevance matter more than meeting a quota.

Review what your engagement is achieving

A four week starting plan

Week 1 - Clarify your profile direction and follow a small set of relevant organisations.

Week 2 - Join useful discussions and reconnect with people you know.

Week 3 - Share one project or learning example and respond to comments.

Week 4 - Review the conversations and opportunities for learning, then adjust your focus.

Look beyond likes

- Which conversations helped you understand a field or role?
- Did relevant people respond or offer useful advice?
- Have you followed through on an introduction or professional commitment?
- What profile views or post analytics are available, and are they attracting the audience you intended?

Treat analytics as clues, not proof that a particular action caused an outcome. Do not use automated comments, engagement exchanges or indiscriminate connection requests to inflate activity.

Your engagement plan

My target field and two topics

People or organisations I will learn from

My weekly time allowance

A useful comment or post idea

A measure of progress and review date

Your presentation connects visibility with trust. Carry that into your activity: write clearly, respect boundaries, make realistic commitments and follow through.