

Schools Get LinkedIn

Leicester and Leicestershire Enterprise Partnership hosted
by Anita Baldwin & Anna Geary of Get Savvy Club

LinkedIn Personal Profiles

Your LinkedIn profile is a professional landing page for you to manage your own, personal brand. It's a great way for people to get to know, like & trust you. You can be clear who you'd like to connect with and why. You can showcase who you are and what you do by including your professional experiences and achievements.

LinkedIn Company Profiles

Company Pages are designed to highlight all of your business information about your company. LinkedIn Personal Profiles can be connected to the LinkedIn Company Page.

LinkedIn Groups

LinkedIn Groups are hubs on LinkedIn which provide a place for professionals in the same industry or with similar interests to share content.

Savvy Tips on writing posts on LinkedIn

- Before you post warm up the algorithm
- Don't write huge amounts of text. Space it out
- Only tag connections who are relevant to the post & use tagging sparingly
- Use minimal & relevant hashtags (Max 3)!
- Use video & photos where you can to make your post stand out
- Ask questions to make it easy for the reader to engage
- Try to be informative, entertaining or ideally both!
- Post regularly to build, know, like and trust
- Don't be scared to add a call to action

GET
SAVVY
CLUB



ANITA BALDWIN
Marketing Expert



ANNA GEARY
Social Media Expert

info@getsavvyclub.co.uk

www.getsavvyclub.co.uk



/getsavvyclub



/getsavvyclub



/company/get-savvy-club/