

The Expert Guide to Personal Branding on LinkedIn

Your step-by-step handbook to building
a powerful online presence on the world's
largest professional social network.

Table of Contents

<u>Introduction</u>	1
<u>How to Set Up Your LinkedIn Profile?</u>	2
<u>How to Use LinkedIn Statistics?</u>	6
<u>How to Post on LinkedIn?</u>	8
<u>How to Approach Networking on LinkedIn?</u>	16
<u>Final Thoughts</u>	20



Introduction

LinkedIn is a powerful social platform for connecting with people, showcasing your skills, and building your personal brand.

Whether you're a professional looking to enhance your career or an entrepreneur looking to expand your business, LinkedIn will be the perfect place for you.

This guide will help you set up and optimize your LinkedIn profile, post content that engages your audience, and network effectively.

Let's start!



How to Set Up Your LinkedIn Profile?

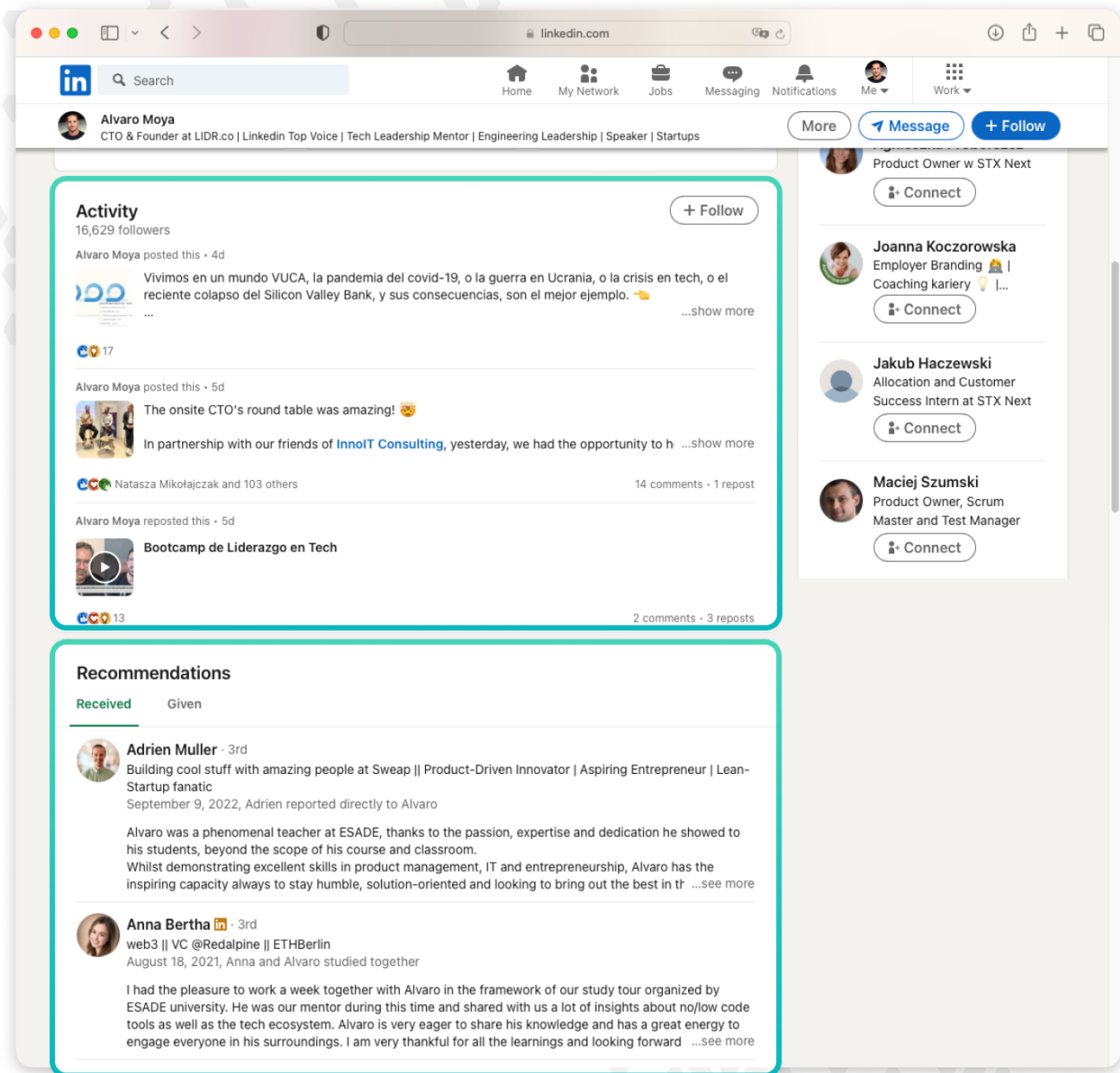
You probably already have your personal LinkedIn profile set up. If not, there are plenty of guides on how to do that on the web, but we will also quickly cover the basics here.

To make it easier for you, we've prepared a checklist of the most important steps for creating a great profile:

- Choose the right profile picture**
Your profile picture is the first thing that people will see when they visit your profile, so make sure it's professional and represents your brand well.
- Upload a banner**
A banner image is a great way to showcase your brand or highlight your skills and accomplishments.
- Make sure your profile is 100% filled**
A complete profile gives off a better impression and makes it easier for people to find you and understand what you do. Use keywords in your profile to help people find you when they search for specific topics or skills.
- Enable creator mode**
This feature gives you more creative control over your profile and allows you to showcase your work and expertise in a visually appealing way.
- Write a catchy tagline**
Your tagline is a brief description of who you are and what you do. Make sure it's attention-grabbing and reflects your brand.

- Claim your custom URL**
Customizing your LinkedIn URL makes it easier for people to find you and makes your profile look more professional.
- Add highlights and your best posts to the top of your profile page**
Highlighting your best posts and adding them to the top of your profile page helps people see your best work first and makes a great first impression.
- Leverage your network**
Leverage your connections by asking for endorsements and recommendations. This can help boost your credibility and establish you as an expert in your field.

The screenshot shows Alvaro Moya's LinkedIn profile. The browser address bar displays <https://www.linkedin.com/in/alvaromoya/>. The profile header features a banner for 'IGNITE' with the text 'El programa online que te prepara para ser un gran líder en tech en 10 semanas' and a link to lidr.co/ignite. A red box highlights the profile picture and the name 'Alvaro Moya' along with his title 'CTO & Founder at LIDR.co | LinkedIn Top Voice | Tech Leadership Mentor | Engineering Leadership | Speaker | Startups'. Another red box highlights the 'Highlights' section, which includes a post titled 'Tech leaders vs. uncertainty, recession, and AI [Roundtable]'. A third red box highlights the 'People also viewed' section on the right, listing profiles for Pedro Omedas, Pau Garcia-Milà, Carlos Azaustre, and Jesus Hijas. The profile also shows '16,629 followers' and 'Providing services' in training and leadership development.

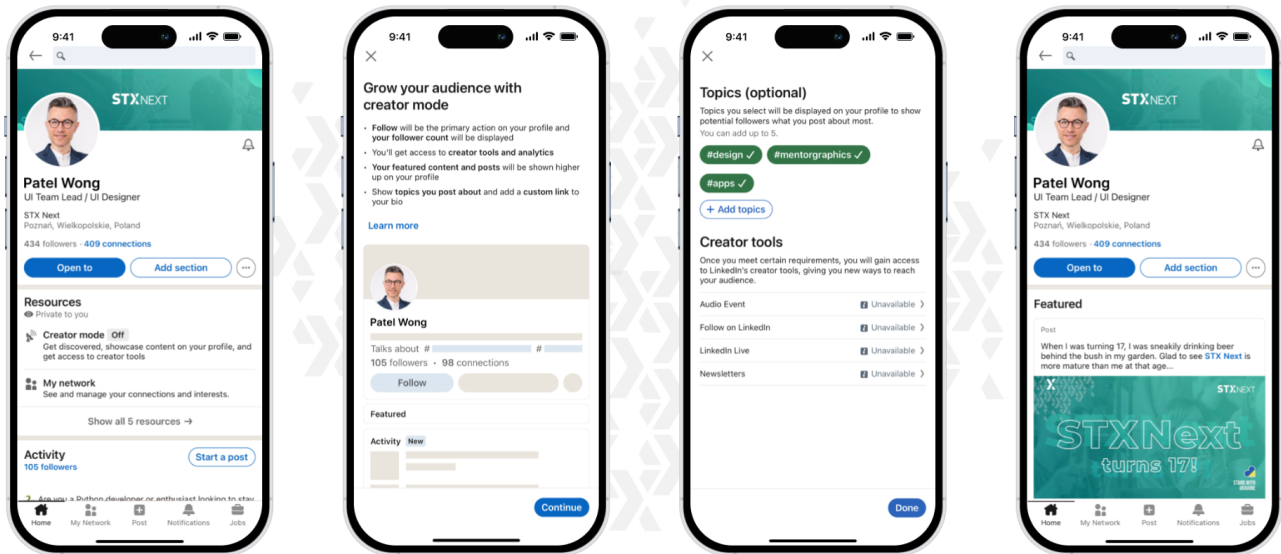


Most of these steps, such as uploading a good picture and filling out your profile, are pretty basic and self-explanatory, and you've probably done them already. What you might not have done yet, though, is switch your profile into creator mode.

What is creator mode?

Creator mode on LinkedIn is a setting that allows you to create and publish content in a variety of formats, with a focus on boosting its performance and building a following.

As a LinkedIn creator, you can share the topics you regularly post about and highlight your top-performing posts, making it easier for other users to find and follow your content.



Creator mode also lets you add more information about yourself, including links to websites and social media accounts. You can even include samples of your work if they're relevant to your career goals. This can give the people in your network a better idea of who you are as a professional and what makes you stand out.

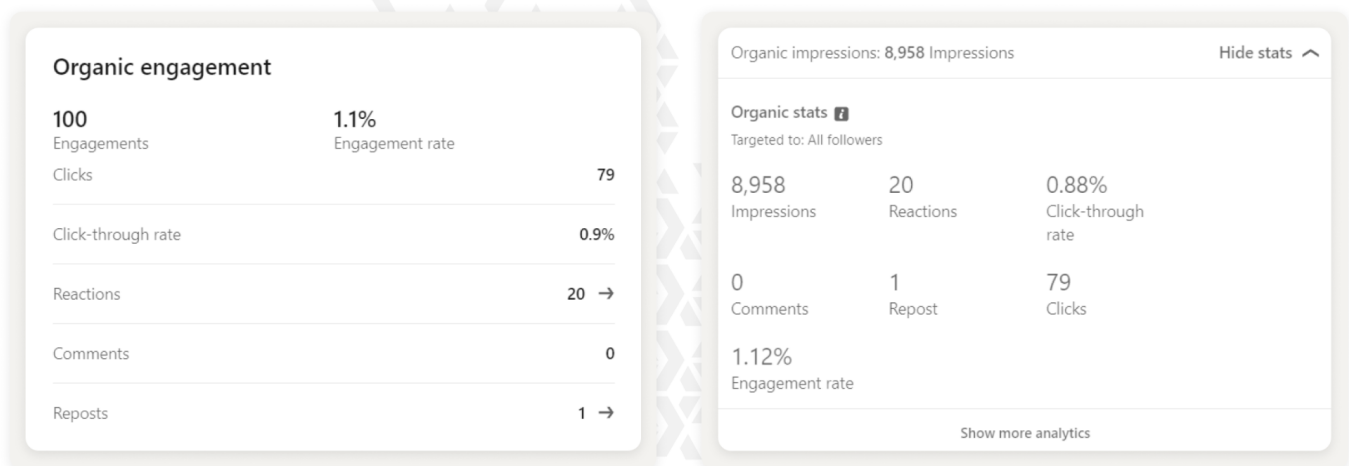
Additionally, this setting will allow you to gather more insights and data about how your posts are performing. **According to JustConnecting's 2022 research, this feature on average provides 15–35% more reach on your posts.**



How to Use LinkedIn Statistics?

Data collection about the performance of your posts will be an important step in your personal branding strategy. It'll help you assess what works and what doesn't, what resonates with your audience, and which experiments are worth repeating.

Thanks to creator mode, you can easily access LinkedIn's built-in analytics for the content performance feature.



It'll allow you to track impressions and engagement on your posts up to a year prior. You can also analyze which demographics view your content most frequently using filters such as industry or location. You can even check which companies' employees engage with and view your content the most.

These statistics are most likely everything you'll need in the beginning; however, the more seriously you approach your personal branding on LinkedIn, the more data you'll need. Luckily, there are plenty of tools you may use for additional data scraping.

Depending on what you want to track, there is most likely an automated solution for it available already. Some data might still need to be gathered manually, though, especially in the beginning. If you're wondering what to track in addition to the basic stats provided by LinkedIn, comments and non-company likes are great for the early stages of your personal branding journey.

LinkedIn provides a wealth of data and statistics that can help you understand your audience and improve your engagement on the platform. **By analyzing this data, you can learn more about your followers, track your post performance, and make data-driven decisions to improve your personal brand.**

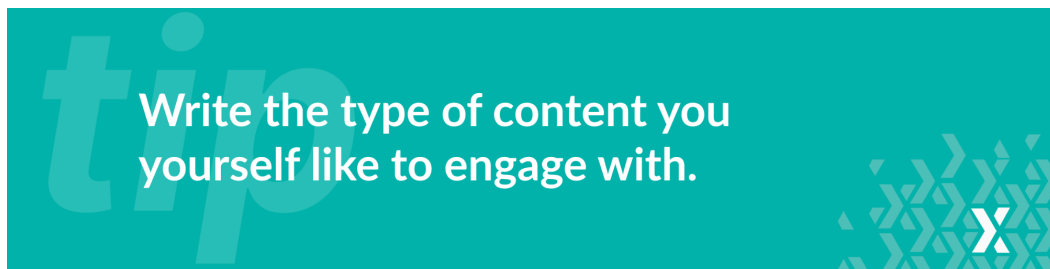


How to Post on LinkedIn?

Content ideas

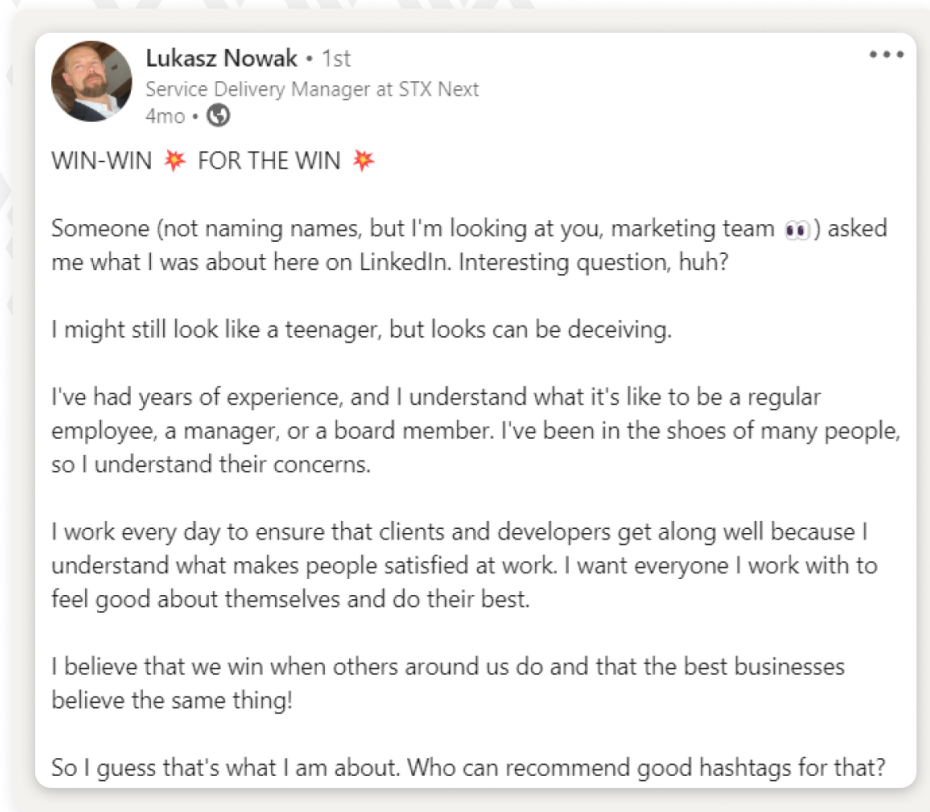
Creating content is an important part of building your personal brand on LinkedIn. Knowing where to start may be difficult, but the good news is that there are many topics you can write about that'll resonate with your audience.

To get started, think about the types of LinkedIn posts you enjoy reading the most. Is it super technical content or articles written by tech leaders with decades of experience? Since you enjoy them, it's likely others will, too.



A helpful tip for generating content ideas is to write about topics you'd like to see in your own feed. This'll help you stay true to your interests and values, which is essential for building a genuine personal brand. If you're still unsure about what to write, we've compiled a list of topics for you to consider:

- Your motivations
- Your personal life and relatable thoughts
- Your successes and joys
- Your failures and lessons you've learned
- Your professional challenges and how you overcame them



Remember, the key to successful personal branding on LinkedIn is authenticity. Don't be afraid to share your unique perspective and the topics that are important to you. Over time, you'll be able to recognize which topics perform best within your network and adjust your content.

Writing your post

Writing engaging content that resonates with your audience can be a challenging task. After all, there are people who make an entire career out of it! Luckily, there are a few simple steps you can take to make the process easier and more effective.

By following the framework below, you'll be able to organize your thoughts and ideas into a cohesive and valuable post that'll help build your personal brand and attract new connections and opportunities.

The PASTOR framework:

1) Problem

Start by highlighting the problem your post will address. This should be a pain point or challenge your audience is likely facing.

2) Amplify

Amplify the problem by going into more detail and providing examples. This'll help your audience understand the severity of the issue and how it might be impacting them.

3) Story

Share a story that illustrates how you or someone else has faced this problem in the past. This should be a personal story that helps humanize the issue and make it more relatable.

4) Transformation

Describe the transformation that occurred as a result of facing the problem. This should be a positive outcome or lesson learned that'll inspire your audience.

5) Offer

Provide an offer or solution to help your audience overcome the problem. This could be a product or service you offer, or simply a piece of advice or tip they can apply in their own lives.

6) Response

Encourage your audience to respond by asking a question, inviting them to share their own experiences, or providing a call to action.

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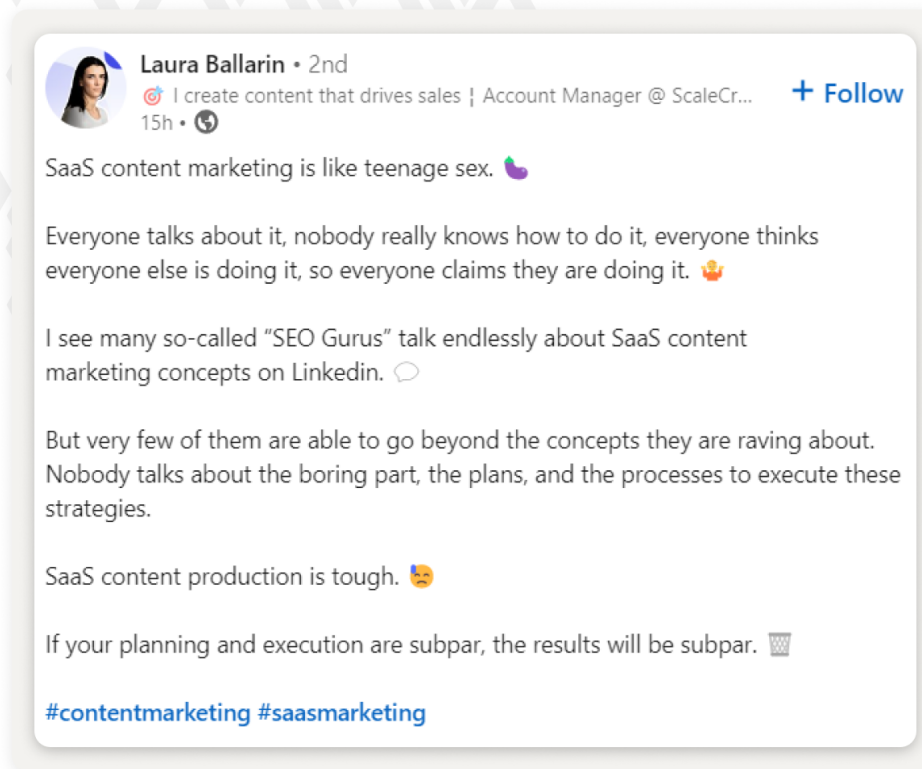
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Response

Encourage your audience to respond by asking a question, inviting them to share their own experiences, or providing a call to action.

By following the PASTOR framework, you can create LinkedIn posts that are informative, impactful, and inspiring.

You don't need to follow a framework for each post you write, but it's good to keep a few general tips in mind. For example, you should always try to begin your post with an attention-grabbing statement or question, a.k.a. **the hook**. The goal is to hook your audience and make them want to keep reading.



No matter what, make sure your post provides value to your audience. Whether it's a helpful tip or a thought-provoking idea, your audience should feel like they've gained something from reading your post.

Personal branding is all about your point of view, so don't be afraid to share your thoughts and opinions on a given topic. Don't try to be someone you're not and offer insights in your own voice. One tried-and-tested approach here is to provide a fresh take on a common issue.

If you'd like to know more about creating your own persona with a unique voice, read our [Introduction to Personal Branding for Tech Leaders](#) article. It'll explain how to go about creating a unified brand identity for yourself.



**Write with your audience in mind.
Don't try to address everyone in your posts.
Write as if you're addressing just one
person—your target persona.
If it helps, give it a name!**

Each post you write should end with a **CTA**—a **call to action**. The CTA could be anything, from asking your audience to share their thoughts in the comments section to inviting them to connect with you.

LinkedIn best practices

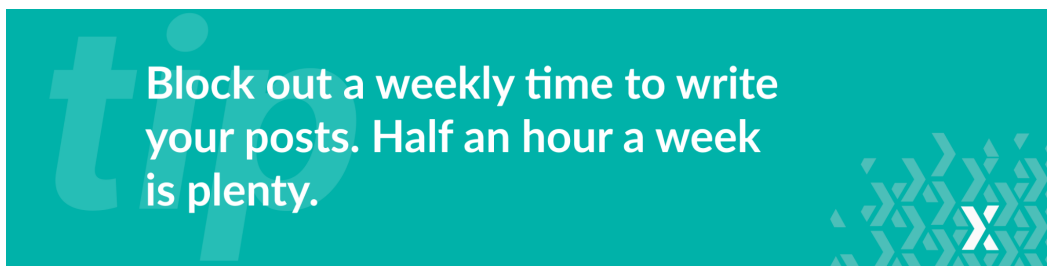
LinkedIn, like any other social media platform, has its own set of rules and best practices. So, what should you avoid and what should you do? Here are some general insights into what works and what doesn't when it comes to LinkedIn posting, based on our experience as well as JustConnecting's 2022 research.

- **Keep it short**
LinkedIn posts are meant to be short and to the point. Use short paragraphs, bullet points, and subheadings to make your post more scannable. Try to aim for 1,000–1,500 characters.
- **Use visuals**
Posts with photos tend to have a better reach than text posts, so try incorporating different graphics. Text-only posts are good, too, but using visuals like images, infographics, or videos can make your post more engaging and memorable.
- **Avoid too many links**
Don't post too many external links—LinkedIn doesn't like its users leaving the site. If you often post links, try putting them in the comments. Additionally, it's a good practice to shorten your URLs.

- **Tagging**
If you're talking about a person or company, tag them to boost reach, but avoid tagging people you don't know. Also, never tag more than 15 people at once.
- **Sharing is caring**
Sharing posts by other people tends to have low engagement, so don't rely on this for the main part of your content. Reposts and shares do bring additional audience to the original posts, though, so it's a great way to support your favorite creators.
- **Use hashtags**
At the end of each post you write, try to use around 5 hashtags to help potential readers find your content. Don't use fewer than 3 and more than 10. You can also check what hashtags are trending to make sure you use the best ones.
- **Don't post too much**
Spamming with content isn't going to get you anywhere. 1 post per day and 3 posts per week are ideal.
- **Watch out for emojis**
Using emojis can really help with the readability of your post; however, LinkedIn can penalize posts that contain too many of them. Try to stay below 10.

Posting frequency

The frequency of your posts depends on you, but consistency is key. Try picking a specific day and time (e.g. once a week, on Wednesdays at 12 p.m.) so that people who follow you get used to seeing your posts regularly.



If you feel like it, you can also post more frequently, even daily, but make sure your posts always feel fresh and non-repetitive. Try creating a schedule with a different topic for each day. [Here is a sample schedule of one of LinkedIn's top creators:](#)



Greg Burgoyne

Online Course Specialist / Helping coaches achieve impact, leverage and lifes...

I planned 3 months of engaging content for LinkedIn yesterday 🤖

Here's how I did it, so you can too.

1. CREATE A WEEKLY RHYTHM FOR POSTING

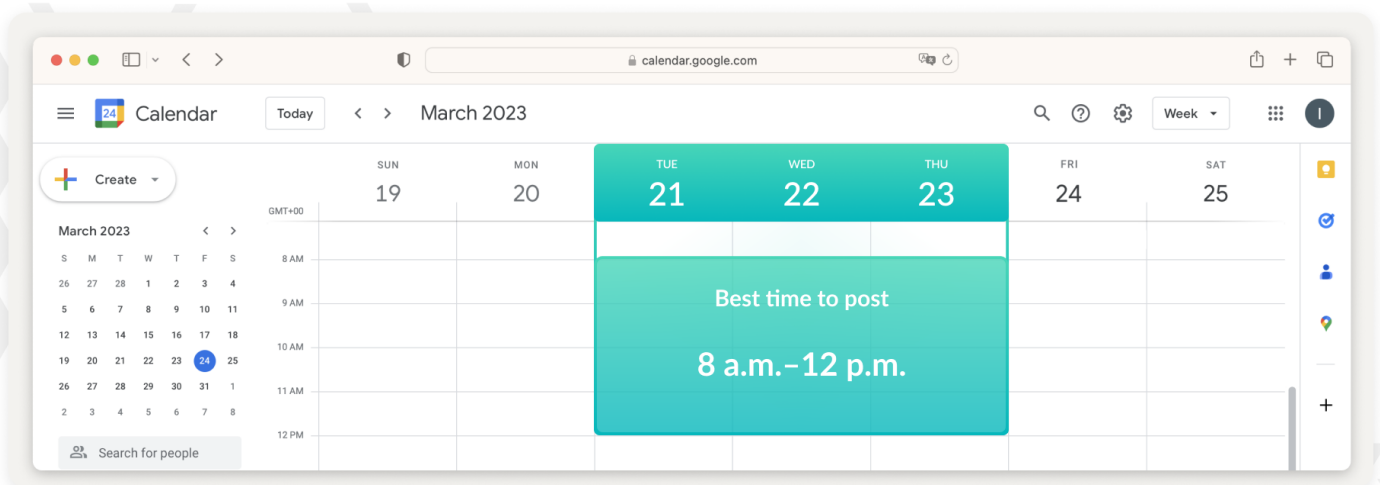
Find one that suits you.

Mine is going to be:

- Monday Motivation 😊
- Top Tip Tuesday ✅
- Work With Me Wednesday 🚀
- Think Hard Thursday 😬
- Feel Good Friday 🎉

Best time to post

According to available data, the best time to post on LinkedIn is between 8 a.m. and 12 p.m. on Tuesdays, Wednesdays, and Thursdays. But remember, it's more important to post at all rather than to post during particular hours!





How to Approach Networking on LinkedIn?

Networking is important in any field, and especially important when it comes to developing your personal brand.

LinkedIn appreciates it when we connect with others; after all, that's what it's for! When you interact with other people's posts, your own content is more likely to gain traction.

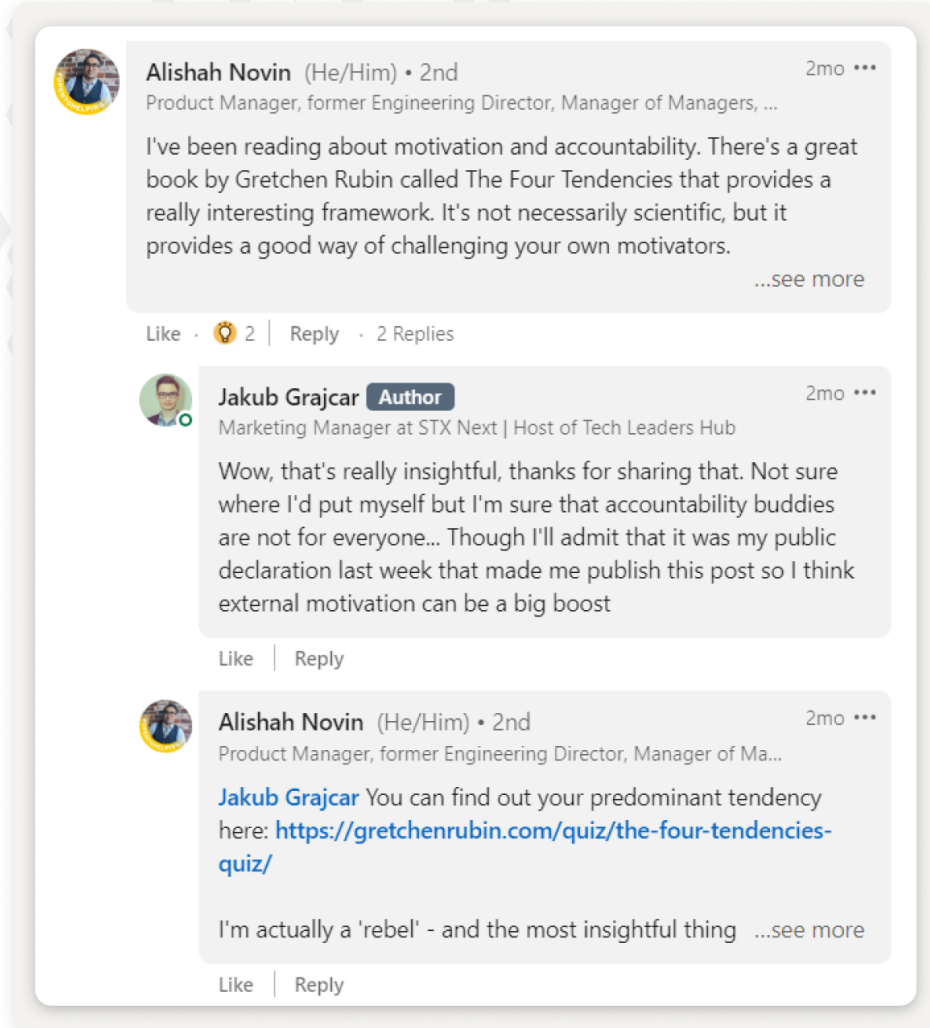
According to Richard van der Bloom, engaging with other people's posts can increase the reach of your own posts by around 20%. So, after you've published a post, make sure to check out your feed and interact with what's there.

Not only should you post yourself, but you should also comment on others' posts and respond to comments left under yours.

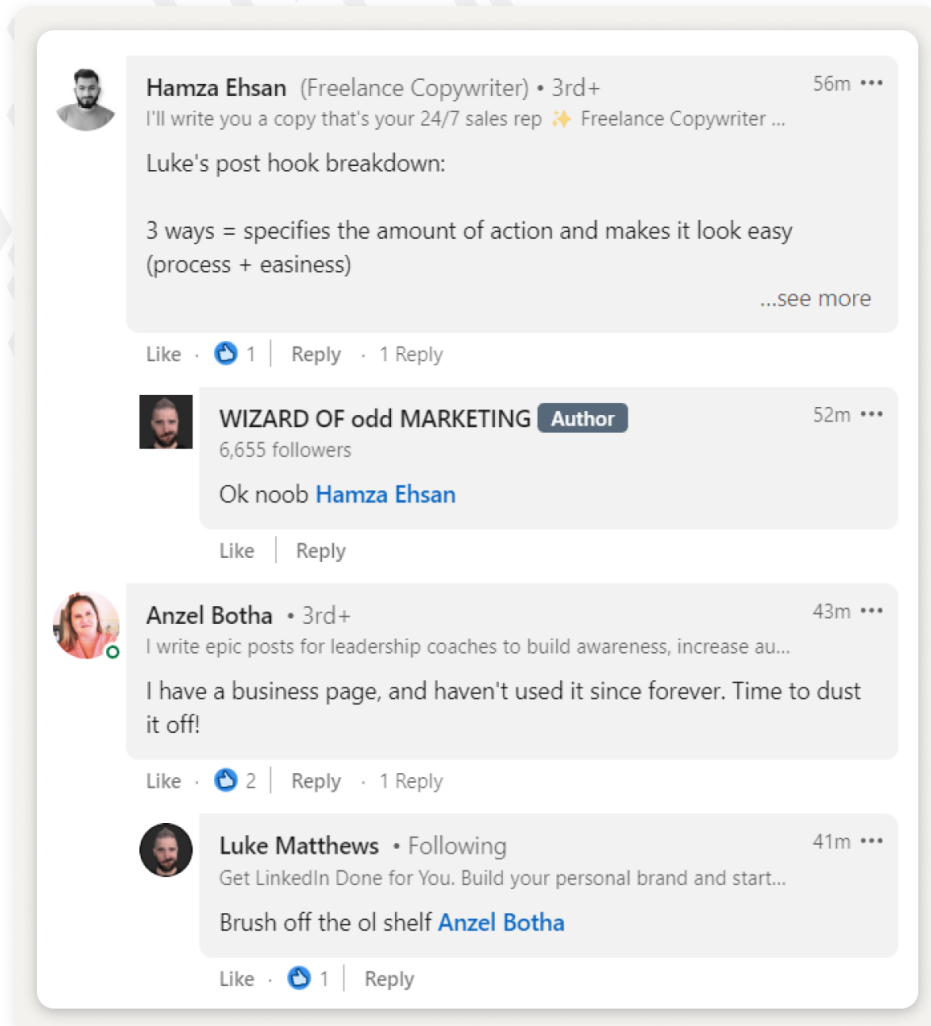
Comments are extremely important because they're one of the primary determinants of how valuable LinkedIn considers your post after X amount of time has passed.

When commenting on a post, ensure that your comments are relevant to the topic. Engage in discussion with other commenters and the post's author.

Ask questions, provide thoughtful insights, and contribute to the conversation. This will help you establish yourself as an expert in your field and build credibility.

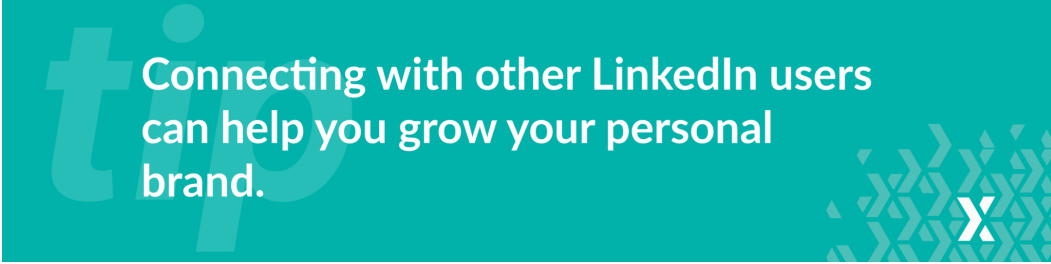


It's also very important to respond to the comments left under your own content. Try to recognize every person who took the time out of their busy schedule to read what you posted and leave their own thoughts. You might even establish some meaningful connections this way.



When sending a connection request, personalize your message. Mention why you're interested in connecting and how you think it could be of mutual benefit.

Once someone accepts your connection request, thank them for connecting with another message. This is an excellent opportunity to strike up a conversation and build a relationship.



tip Connecting with other LinkedIn users
can help you grow your personal
brand.

And what if no one in your network is posting about the topics that matter to you? Don't worry. You can use LinkedIn's search function to find people who are relevant to your industry or interests. Look for people who have similar backgrounds or work in related fields.

Once you find 3-5 big-name accounts in your niche, click the notification bell for their content. When you get notified of their posts, leave a thoughtful, meaningful comment. You'll notice that most of the big accounts try to reply to every comment, but being one of the first people to leave one will be most likely to turn into an actual conversation.



Final Thoughts

As you conclude your journey through this *Expert Guide to Personal Branding on LinkedIn*, we hope you feel empowered to leverage the platform to build your brand and achieve your professional goals.

You should now have a better understanding of how to optimize your profile, create engaging content, and effectively network with others. However, it's important to remember that LinkedIn is a dynamic platform, and there's always more to learn. Keep exploring, growing, and experimenting—it's bound to pay off.

Personal branding is an ongoing process, and it takes time and effort to build a strong online presence. Continuously monitor your progress and make adjustments as necessary. By consistently showing up on the platform and sharing your unique perspective, you'll build a community of like-minded individuals and expand your professional network.

We encourage you to put the tips and strategies outlined in this guide into practice and continue to experiment and learn as you build and refine your personal brand on LinkedIn. Feel free to share your progress with us via [social media](#). Remember that you can always [reach out to us](#) in case you have any questions.

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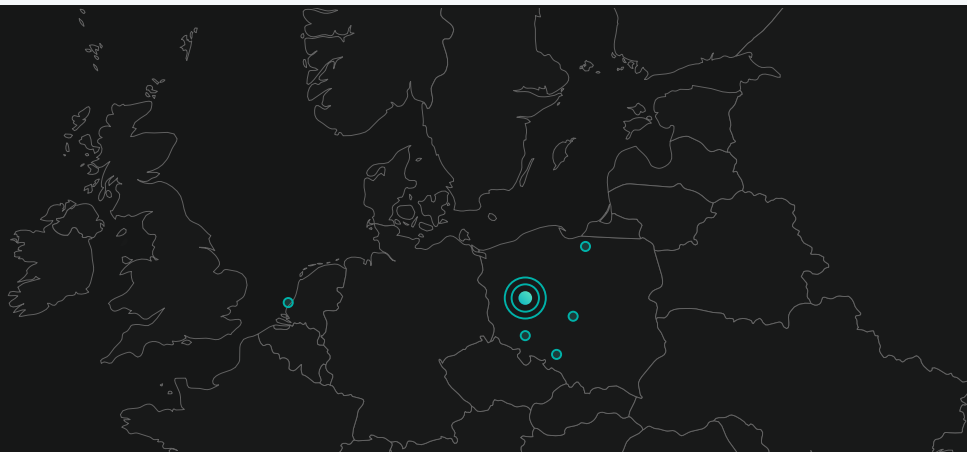
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Locations

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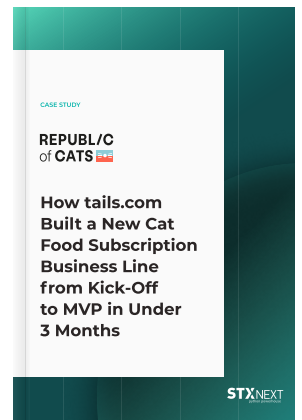
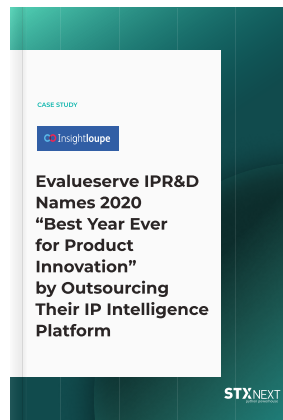
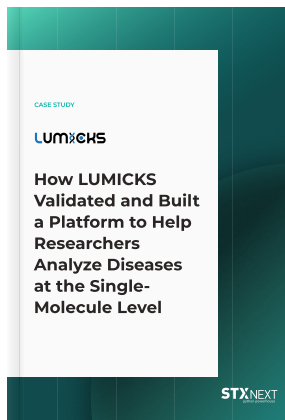
- Wrocław
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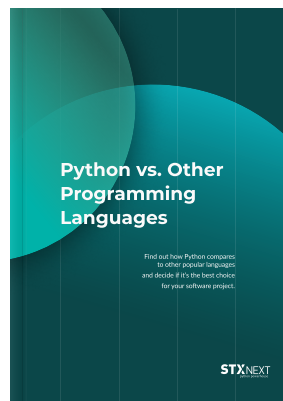
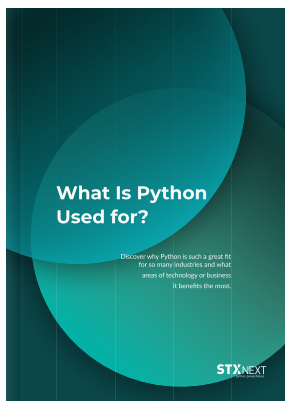
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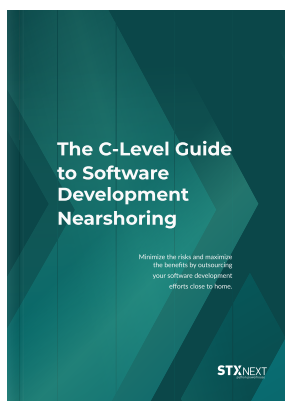
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