



# 5 Ways to Engage on LinkedIn

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*helping you look good in words*

# 5 Ways to Engage on LinkedIn

Here are five ways you can easily engage with people on LinkedIn to grow your network, increase your visibility, and build relationships that may lead to business.

- 1. Follow**
- 2. Like, Comment, or Share**
- 3. Ask to Connect**
- 4. Endorse for Skills**
- 5. Offer a Recommendation**

These are listed in ascending order of time and/or effort. You don't need to be a LinkedIn expert to use these ideas. Try one, you may get hooked!

**Note:** this is not a "how to use" LinkedIn tutorial. I presume that you have an account and have some experience using LinkedIn. If you are new, please enjoy this report to get an overall sense of the possibilities, then check out my [free resources](#) to help you get started.

## 1. Follow

Simply find a person who you would like to Follow—which means having access to their posts and articles in your newsfeed—and click on "Follow."



**Pros:**

No waiting time for the person to accept you.

You will see their activity (if any) in your newsfeed.

They may receive a notification that you have followed them.

Their number of followers increases by 1, which is always welcomed.

**Cons:**

You will not have access to their list of Connections.

If you are spying or stalking someone, your cover will be blown. 😏

**Potential reciprocity:**

They may send you a message thanking you for following them.

They may ask you to Connect.

They may automatically Connect with you.

## 2. Like, Comment, or Share

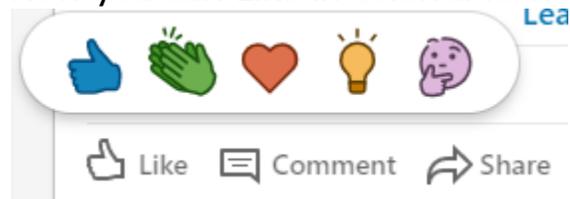
As with many social media platforms, you can Like, Comment, or Share what someone has posted. Each of these ways is quite simple.

An overall benefit of this activity is that the person posting an article will see that you have Liked, Commented, or Shared. They will be happy.

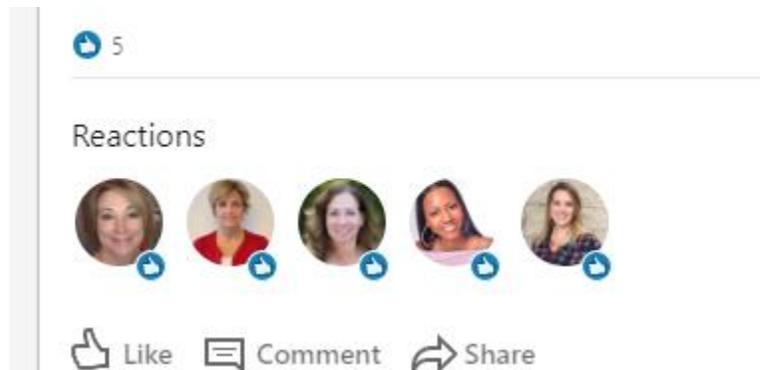
Beyond that, they may look you up and offer to Connect or they may reciprocate by engaging with something that you have posted.

- **Like**

Now you can Like in colorful icons!



When you Like what someone has posted, it causes the count to increase under their post. Your smiling face shows up beneath the post that you have Liked, and people can click on the photo to see who you are!



*It also shows up in your activity list, so be thoughtful and discerning in what you Like!*

## • Comment

Be helpful to the original poster by saying something beyond “Great article!” It takes a little more time, but it shows that you’ve been more engaged in what they posted.

Try to add meaningful information if you have any, or comment on how this made you think differently about the topic. You can even tag a colleague who would find this interesting, thereby creating a wider network of people.



Anita Hampl • You

LinkedIn Coach | LinkedIn Explainer | Rewrites | Makeovers | Helping you ...

2w ...

So many profiles are “Set It & Forget It!” [Nancy Gamble](#) you illustrate what they may be missing out on ... (edited)

 · 1 Like | 

Bonus: When you Comment on a post, your headshot and headline are displayed right there, thereby increasing your exposure.

Your Comment also displays on your own profile page and on your activity list.



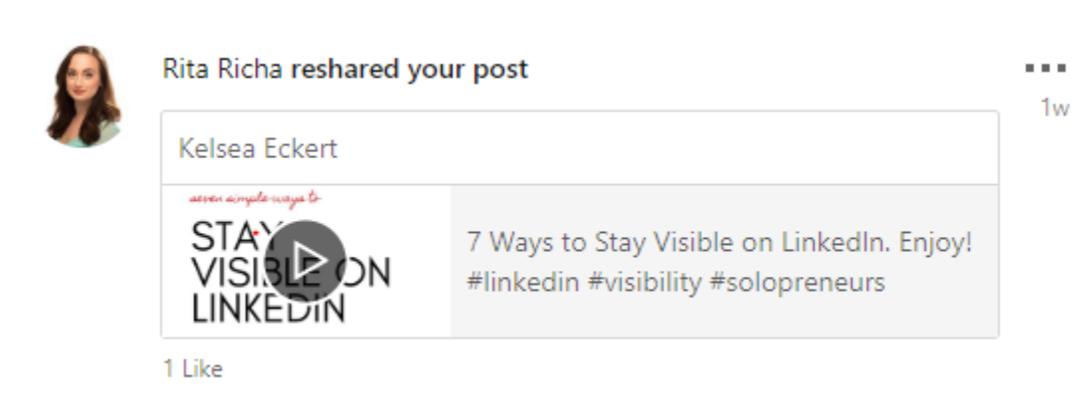
So many profiles are "Set It & Forget It!" Nancy Gamble you illustrate wha...

Anita commented

*Look for opportunities to be among the first to Comment on a post, for greater visibility.*

## • Share

When you Share someone's work, you are honoring them. You are potentially spreading their observations or writing to a whole new group of people (YOUR network).



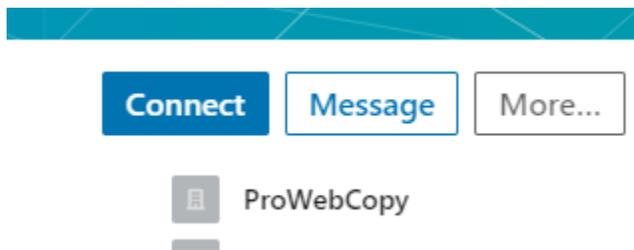
*You are putting this onto your own newsfeed, so aim for something that is meaningful and would be interesting to your network/audience.*

### 3. Ask to Connect

At its core, this is just like Friending someone on Facebook. One person invites and the other must accept before the Connection is made.

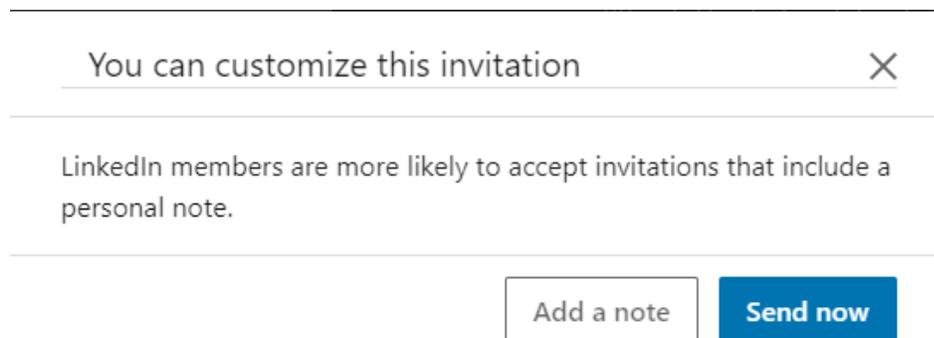
A direct Connection on LinkedIn is known as a first-level connection.

A blue "Connect" button displays on most people's profile pages. Simply click it. You will receive a notification if and when they accept your invite.



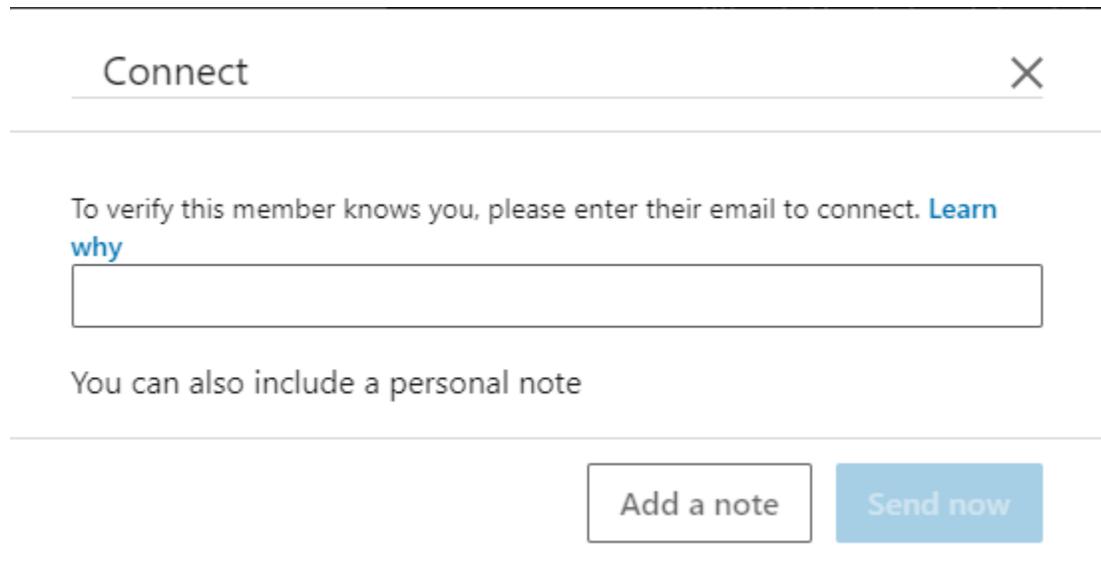
If you search in LinkedIn, the resulting list will include "Connect" buttons which are blue on white. They work as instant requests to connect.

Sometimes, you have an option to include a personal (customized) message when inviting a person to connect. This window will open:



*The jury is still out on whether including a customized message—to a stranger—enhances the likelihood that your invitation will be accepted.*

**Rare but be aware:** LinkedIn allows people to require a personal message before a request is even **sent** to them. You will see this mostly among celebrities or people with huge followings.



Connect ✕

To verify this member knows you, please enter their email to connect. [Learn why](#)

You can also include a personal note

Add a note

Send now

Benefits to becoming first-level Connections with people:

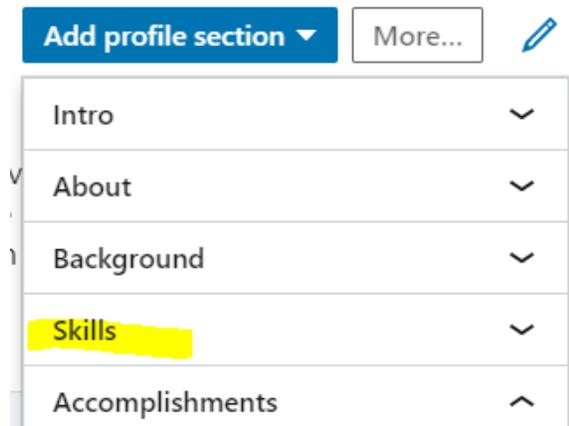
- Send free messages through LinkedIn.
- Grow your own network exponentially.
- Give and receive Endorsements for Skills and Recommendations.
- Access their networks.
- See who knows whom.
- Be visible to their connections/network.

Also, the **top-secret LinkedIn search algorithm** is said to favor profiles that have at least 500 first-level connections. That alone is a good reason to aim for 500 connections. (It takes time but it's easier than you may think!)

## 4. Endorse for Skills

The Skills section on your LinkedIn profile is ideally a list of your keywords, the attributes that you want searchers to find you for.

You may show up to 50 Skills on your profile. If you have not added any yet, go to "Add profile section" near the top of your profile to start.



Rank your Skills in the order of importance to you. Choose the Top 3 Skills to appear at the top. The default is numerical, based on Endorsements.

### Skills & Endorsements

#### Fire Management · 67



Endorsed by David W Heathcote L.I.O.N - SPN and 4 others who are highly skilled at this

#### Investigation · 56



Endorsed by Luis Velazco and 7 others who are highly skilled at this

#### Private Investigations · 51



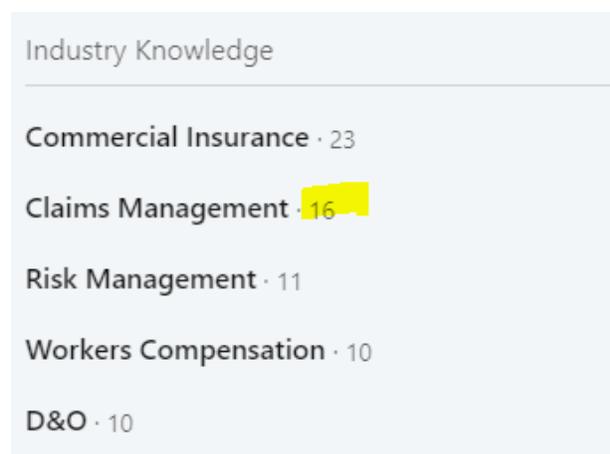
Endorsed by Luis Velazco and 4 others who are highly skilled at this

You may “Endorse” first-level connections for Skills by simply clicking on them. It doesn’t require much effort or commitment.

Having a good number of endorsements for Skills that are important to a recruiter or client can help round out a person’s profile, and set them higher than competition who has few. It’s a kind of crowdsourcing but in a professional sense.

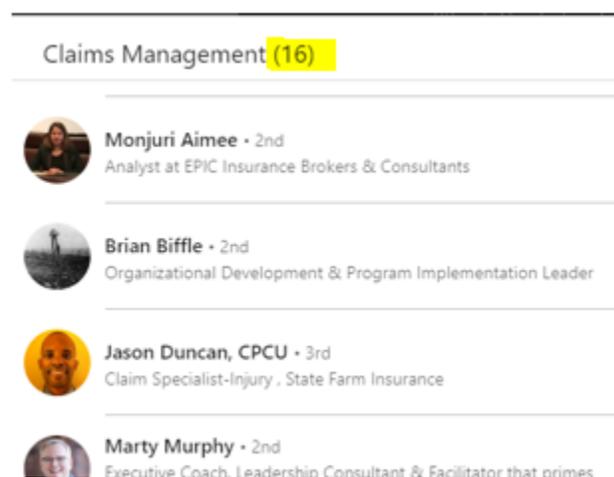
A kind thing to do, which takes little effort, is to pull up profiles of colleagues, past co-workers, vendors, or customers, and Endorse them for a few Skills. They’ll appreciate it and as always, may reciprocate by Endorsing you for some Skills.

And, your photo and name will display when anyone clicks on the number next to a Skill, increasing your visibility and potential for invitations.



Industry Knowledge

- Commercial Insurance · 23
- Claims Management · 16
- Risk Management · 11
- Workers Compensation · 10
- D&O · 10



Claims Management (16)

-  **Monjuri Aimee** · 2nd  
Analyst at EPIC Insurance Brokers & Consultants
-  **Brian Biffle** · 2nd  
Organizational Development & Program Implementation Leader
-  **Jason Duncan, CPCU** · 3rd  
Claim Specialist-Injury, State Farm Insurance
-  **Marty Murphy** · 2nd  
Executive Coach, Leadership Consultant & Facilitator that primes

## 5. Offer a Recommendation

This is last on my list because it is the most time-and-thought consuming of the ways you can engage on LinkedIn. However, it is one of the more powerful ways one can engage.

Recommendations are like testimonials. But LinkedIn requires that they be approved by the recipient before publishing them, so they must be created and approved with LinkedIn's system.

You cannot just cut and paste from Facebook or a website or from a customer survey. This is good for both parties and it's good for the viewers, also. It reduces the potential for fraud or cheating.

Because it takes effort to compose a good Rec, most people don't do it often. So you can shine by offering to write a Rec for someone:

- It makes them look good.
- They will appreciate you.
- It makes you look generous for going to the trouble to write.
- It enhances your reputation by being associated with that person.
- People viewing their Rec may click to see who **you** are.
- It's a way for you to spotlight work that you do or have done. "*As the chief architect on the remodel of the Grand Hyatt, I relied upon Bob for ...*"

If you would like to learn more about Recommendations on LinkedIn, get my FREE short report, ["Give Good Recommendations on LinkedIn."](#)

### In Conclusion

An overall attitude of genuinely wanting to help others look good on LinkedIn, will spill over to raise YOUR visibility.

I invite you to [Connect with me on LinkedIn](#). If you can, mention that you

found me through Kat Sturtz!

And if you are new to LinkedIn or just want to refresh your presence, check out these free lists [on this page.](#)

- Checklist for Reviving or Updating a LinkedIn Profile
- Cheatsheet for Adding New Connections on LinkedIn
- Cheatsheet for Updating Skills on LinkedIn

Best wishes as you grow your business through engaging on LinkedIn!

*Anita Hampl*

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