

TOP 5 RULES

FOR CREATING IMPACTFUL LINKEDIN CONTENT

***Your guide to posting with purpose,
growing engagement, and building
connections.***

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Whether you're building your brand, generating leads, or simply learning to show up more consistently, these five rules will help you make LinkedIn work harder and smarter for you.

Rule 1: Lead with Value

Good content starts with a clear purpose.

Ask yourself: *Why am I sharing this?*

The goal is to offer something useful, thoughtful, or inspiring to your audience.

Here's how to create value-led content:

- **Share insights**, lessons, or reflections that educate, inspire or relate to your audience.
- **Start conversations**, not just broadcasts.
- **Think** about what your audience might be Googling. Can you answer that question for them?
- **Help** them make better decisions by sharing what they need to know before they invest, choose, or take the next step.

Rule 2: Mix Up Your Content Formats

LinkedIn gives you a range of features.

Use them to keep things interesting and reach more people in different ways.

Try incorporating a mix of:

- Native videos (uploaded directly to LinkedIn, not YouTube)
- Live videos or live sessions
- LinkedIn Events (great for webinars, masterclasses or challenges)
- Polls
- Articles and Collaborative Articles
- Newsletters
- Text-only posts
- Reposts with added context
- Image + text posts (both short and long form)
- Carousel posts (swipeable, visual storytelling)

Rule 3: Keep Your Audience on LinkedIn

LinkedIn prefers when users stay on the platform.

If you're always linking out to other sites, your post may not get shown to as many people.

Here's how to keep visibility high:

- Avoid external links in your main post copy
- If you must share a link, place it in the comments, your featured section, or newsletter
- Save your strongest links for direct messages or within native LinkedIn content.

Rule 4: Focus on Engagement First

The algorithm rewards conversations, not just clicks.

If you want to grow your visibility, aim for content that invites engagement and gets people talking.

Ways to boost engagement:

- Open with a strong hook that stops the scroll
- Always include a clear call to action (see Rule 5)
- Tag relevant people or companies to join the discussion
- Use carousel posts to share bite-sized lessons or visuals
- Make sure your network includes the right people, those you genuinely want to connect and engage with.

Rule 5: Always Include a Clear CTA

Every post should make it easy for your audience to know what to do next. Whether it's joining the conversation, connecting, or simply reflecting.

Here are some call-to-action ideas:

- Like or share this post
- Save this post for later
- Share your thoughts or experience
- Do you agree or disagree?
- DM me to learn more
- Download the free resource
- Tag someone who needs to see this
- RSVP to my event
- Subscribe to my newsletter.

How to Know if You're on the Right Track

A great way to check your progress is to track your LinkedIn SSI Score (Social Selling Index).

It's a free tool that shows how well you're building your brand, connecting, and engaging on the platform.

To view your score, log into LinkedIn and visit:

<https://linkedin.com/sales/ssi>

Your LinkedIn Content Game Plan

Creating content on LinkedIn doesn't have to feel overwhelming.

When you **lead with value**, **show up consistently**, and **stay focused** on building genuine connections, your presence will start to gain momentum naturally.

Use these five rules as your guide to post with purpose, invite engagement, and grow your visibility over time.

It's not about being perfect, it's about being real, relevant, and intentional.

Keep showing up. Your next opportunity could be one post away.