



WRITE TO *WOW*

# LinkedIn Content: 15 Secrets You Need to Know

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1



Engage  
Pre & Post:  
Interact 5-10 mins  
before posting

2



## Consistency Wins:


Weekly posting = 4x  
more profile views

3



Post Natively:  
Write directly on  
LinkedIn (no links)

4

 Use a  
Strong Hook:  
First 2 lines must  
grab attention

5



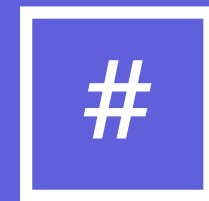
Use Visuals:  
Images or videos  
beat text-only posts

6



Avoid  
Salesy Content:  
Promotional posts  
are deprioritized

7



Use Smart  
Hashtags:

Use 3–5 relevant  
hashtags to expand  
reach



8



Comments Rule:  
Top driver of post  
reach

9



Tag Strategically:

Only tag people  
likely to engage

10



Drop links  
in the Comments:  
Plays nice with the  
algorithm

11



## Early Engagement Matters:

First 60–90 mins are critical for comments

12



Post at  
Peak Times:

Weekday mornings  
(Tu–Th, 8–10 AM)

13



Dwell Time:

Longer read time =  
more reach (even  
without likes)

14



Reciprocity  
Matters:

Comment & repost  
to build your visibility

15



Premium Boost:  
Premium profiles  
may show up higher



# Ready to Write to Wow?



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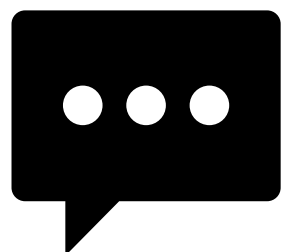
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Reflect: Which 3 secrets are you ready to try first?

# Let's Connect!

Barb Potter  
LinkedIn



Virtual Training Pros  
LinkedIn - Free Resources!



[virtualtrainingpros.com](https://virtualtrainingpros.com)  
Website - Free Resources!

