



Why Bother Posting on LinkedIn When Nobody Seems to Care?

If you’ve ever thought, “Why am I even posting on LinkedIn? Nobody likes it, nobody comments, and it feels pointless” You’re not alone.

A lot of administrative professionals feel the same way when they start.

Posting on LinkedIn isn’t about going viral. It’s about building trust and visibility over time even if it feels like no one is watching yet.

Why Does Posting Matter?

When you post consistently, you’re creating social proof: evidence that you’re engaged, skilled, and thoughtful about your career.

Social proof helps people, your boss, your future employer, and your network see you as someone credible and capable.

It shows you’re not just saying “I’m good at my job,” but you’re showing it.

Even if a post only gets a few likes, it’s still doing its job by putting your name and your expertise in front of others.

People may not engage publicly, but they’re noticing quietly.



How to Post Without Feeling Like You're Bragging

Here's a simple 3-step structure you can try for your posts:

✓ Start with proof

Share something specific you've achieved or helped with at work. Example:

"I created a new system for tracking office supplies that cut costs by 20%. Here's how I did it..."

✓ Break down the "how"

Briefly explain the steps you took, what you learned, or how it helped others.

✓ End with an invitation

Encourage others to share their thoughts or ask you questions. Example:

"Have you tried a system like this before? I'd love to hear what's worked for you!"

Don't Worry About the Numbers

Most people won't "like" or comment, but that doesn't mean they didn't see it.

People in your network are paying attention quietly, and your consistent presence builds your personal brand over time.

You're not here to chase likes- you're here to be seen as the capable, proactive professional you are.

Keep showing up. You're building a reputation others will trust when it matters.