



LinkedIn for Business Checklist

Make the most of organic posting on LinkedIn

1. Optimise your company page

- ☐ Compelling 'about us' description
- ☐ Relevant keywords
- ☐ Brand logo
- ☐ Optimise header image
 - ☐ Keywords
 - ☐ Company tagline
 - ☐ New service/product promotion
- ☐ Pin top-performing posts

2. Regularly share valuable content

- ☐ Share a mix of content
 - ☐ Industry news
 - ☐ Thought leadership
 - ☐ Case studies
 - ☐ Company updates
- ☐ Use various formats
 - ☐ Video content
 - ☐ Infographics
 - ☐ Polls
 - ☐ High-quality photographs
- ☐ Clear Call to Action (CTA) in the caption
- ☐ 3 to 5 specific and relevant hashtags

3. Engage with your audience

- ☐ Respond to comments and ask questions to foster discussion
- ☐ Participate in relevant groups to establish your brand as an industry leader

4. Encourage sharing

- ☐ Motivate colleagues to share company updates, job postings, and relevant content on personal profiles
- ☐ Tag individuals and companies where relevant

5. Leverage LinkedIn articles

- ☐ Publish long-form articles
- ☐ Contribute to articles

6. Maintain consistent posting

- ☐ Use the Grey Dog content planner [INSERT LINK]

7. Track performance

- ☐ Track days and times when posts perform best for optimal posting times