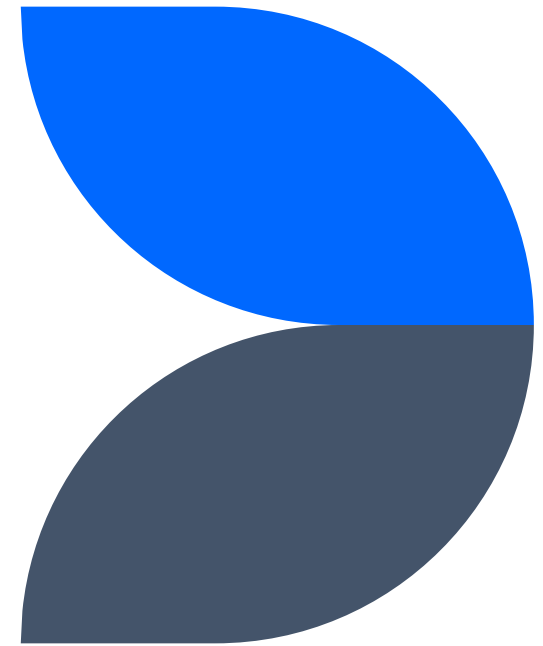


# LinkedIn Showcase Page

Sheri Ascencio

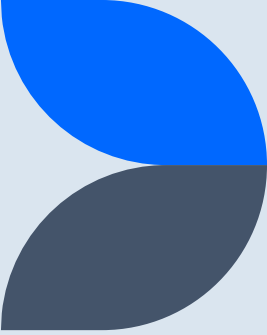
Ideation – June 27, 2023



# Introduction

- I joined Zscaler July 5, 2022
- Launched Public Sector Showcase Page August 1, 2022
- Goal is to grow to ~~2,000~~<sup>2,500</sup> followers by July 31, 2023
- Currently at 2,305
- 100% organic growth

# Plan for growth



1

## Content Curation

- No more than 50% of posts are about the company
- Google alerts
- Newsletters
- PR
- Curate carefully

2

## Start with Employees

- Connect with everyone
- Invite them to follow the page
- Remind them constantly to engage

3

## Promote from Corporate

- Strong initial push – Zscaler has 250K followers
- Regular posts thereafter
- Stay aligned with commercial

4

## Be Consistent

- I've missed a handful of days, otherwise I post 2-6 times a day
- I schedule ahead when I can
- I use templates and design for look and feel

5

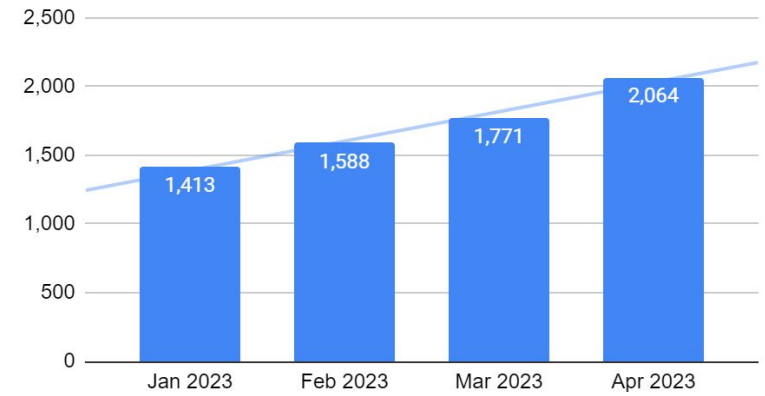
## Other Tips

- Tag everyone – employees, partners, speakers, reporters
- Use LinkedIn Live
- Post images with people – events, awards
- Choose thought leaders

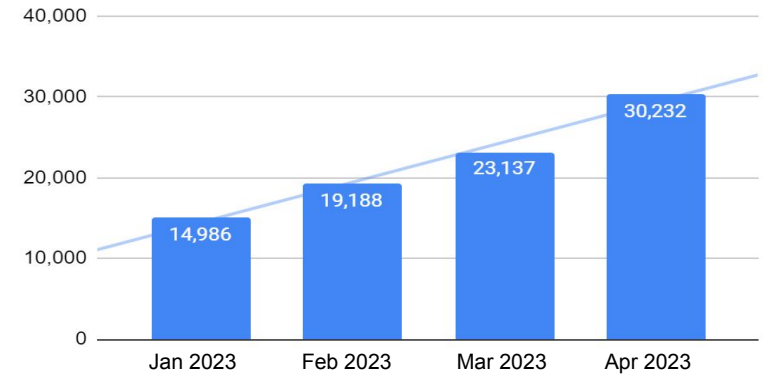
# Track and Learn

<b>Theme/Solution</b>	Thought Leadership
<b>City, State</b>	U.S.
<b>Location</b>	Digital - <a href="https://www.linkedin.com/showcase/zscaler-public-sector">https://www.linkedin.com/showcase/zscaler-public-sector</a>
<b>Objective</b>	<ul style="list-style-type: none"><li>• Build community to 2,500 followers by end of FY2023</li><li>• Increase awareness through reach</li><li>• Increase engagement</li><li>• Drive traffic to blogs - primary distribution channel for blogs</li></ul>
<b>Target Audience</b>	Public sector - all segments (except healthcare) and all levels
<b>Target Metrics:</b>	2,500 followers by end of FY2023
<b>Outcomes:</b>	
<b>Top Performing Posts</b>	
<b>Insights/Learnings</b>	

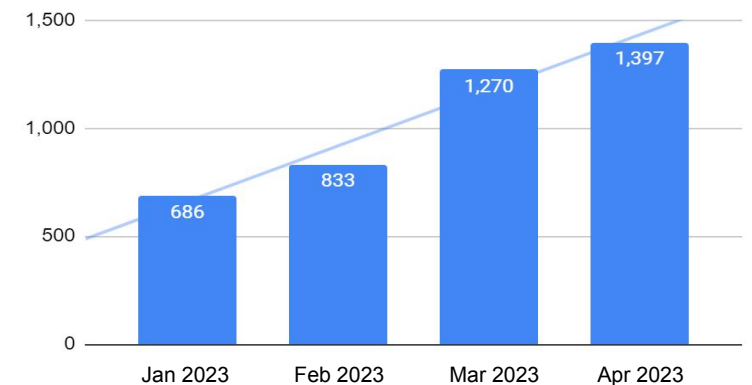
Public Sector Showcase Page - Followers



Public Sector Showcase Page - Impressions



Public Sector Showcase Page - Engagement



Reactions, Comments and Reposts

# My rules

- No politics or religion
- No personal opinions
- Strike a balance in tone between professional and friendly
- Be respectful to the market – including competitors
- Use good imagery
- Pin things that are important to the top for a few days
- Keep posts short – I generally want the link above the fold
- Use hashtags consistently
- Don't over promote – if I do promote, I usually tie it into a piece of curated content
- We are here to help solve problems and provide valuable information – period!
- Study competitors and partners – always be looking for good ideas



# What's next

- Newsletter
- More LinkedIn Live
- Better mix of formats
- Increase driving traffic to website

POSTING is **NOT** enough!

Nurture your post after publishing & stick around to engage with other posts

Engage with at least **3** posts from your network → **+ 20% reach**

Respond to comments within **1** hour → **+ 20% growth**

No penalty anymore for commenting first on your own post #Engagement

Short comments have **half the impact** of comments that contain more than **12** words

Every comment you receive will increase the reach of your post  
→ **+ 4%** in your own network  
→ **+ 3%** in the network of the person that commented

Aim for **1200-1600** characters per post

**@** Use **TAGS** wisely!

Any tagged person or company that does **not engage** slows down the growth of the post

Use **more than 3** and **less than 10** hashtags **#** + Create a **personal hashtag** (still relevant!)

CONSISTENCY is **KEY**

If you post regularly (minimum 2 posts a week) and you **stop** posting for more than a month, the **first 4-5 posts** will receive about **30% less reach** than before.

# TAKEAWAYS FROM THE LINKEDIN ALGORITHM REPORT

Late 2022 Edition

by **Richard van der Blom & Just Connecting**

**Edit penalty gone!**

You don't need to wait 10 minutes anymore

**SELFIES** deliver...

▷ **3x** more engagement  
▷ up to **2.5x** more reach

LinkedIn analyses the type of content you are consuming and shows you more of it (videos, polls, document posts...)

**INFLUENCE YOUR FEED**

You will see all **new posts** from **new connections** for the first **two weeks**

**Liking a post** increases the chance of seeing the next post from this author **by 30%**

**Commenting on a post** increases the chance of seeing the next post from the same author **by 70%** (80% for shares)

Drawn by **Katrin Wietek**

IG: katrin.kristin