

## 4 Ways to Build Trust and Influence on LinkedIn

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Do you want to grow your LinkedIn network?

Interested in practical, scalable ways to establish your professional credibility?

LinkedIn is a powerful platform for fostering strategic connections and creating a successful brand.

In this article, you'll **discover four ways to build trust and grow your influence on LinkedIn.**

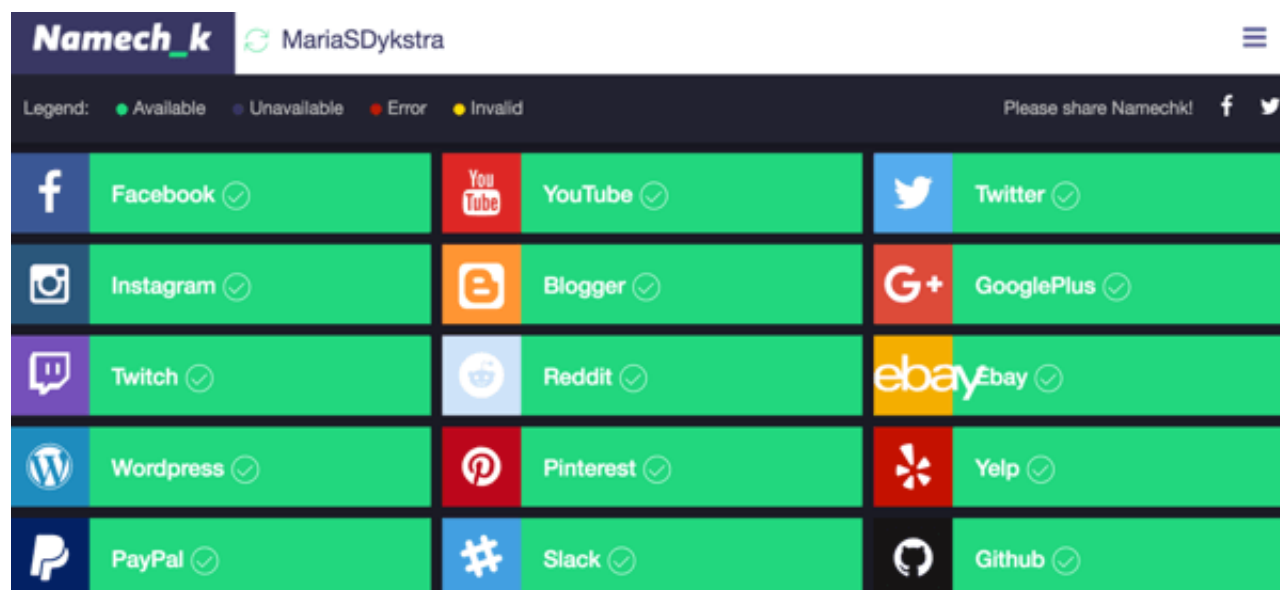
### #1: Optimize Your LinkedIn Profile

Your [LinkedIn profile](#) is your online brand. It represents your business reputation and serves as the critical source of information for people looking to learn more about you. A strong professional LinkedIn profile creates opportunities for meaningful connections and interactions with other professionals.

#### Secure Your Vanity URL

Your vanity URL on LinkedIn is your first step toward establishing your [brand](#). To create the URL, **use a combination of your first and last name**. If you have a common name and your name combination is unavailable, you may choose to add your middle name or initial.

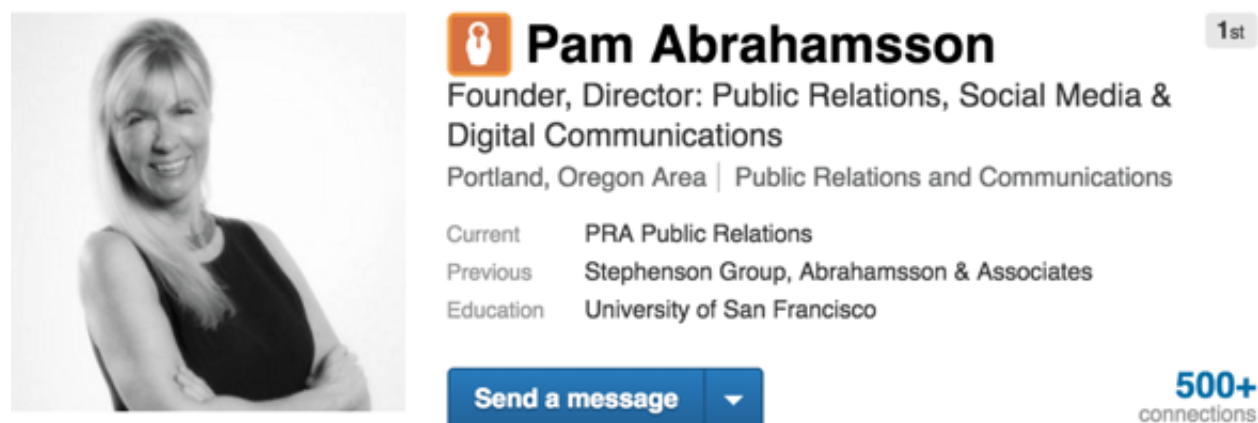
Brand and name consistency across social platforms are critical to your long-term success. Before you finalize your vanity URL, **check if the name combination is available on other social media platforms**. You can use a tool like [Namechk](#) to get this information in just a few minutes.



Before finalizing your LinkedIn vanity URL, see if the name is available on other social media platforms.

## Select the Right Profile Image

Many people do online research on people they're about to meet. Your LinkedIn profile, along with the profile image, will be the top search result in a Google search for you. **Choose a profile image that's friendly and reflects your professional style.** Select a recent photo with your face taking up 40-60% of your profile image.



Use a professional yet friendly profile image.

## Use Industry Keywords in Your Headline, Job Title, and Summary

LinkedIn is one of the largest databases of professional contacts in the world. Similar to how people discover you on Google, LinkedIn relies on keywords to rank your profile.

The keywords you list in the Professional Headline field will have the most impact on your ranking among similar professionals on LinkedIn. You have 120 characters available to make an impact.

So if you have a generic headline like “Founder, ABC Company,” **consider switching to a more specific headline**, like this:

Founder, Revenue Growth, Business Development Strategies, Big Data Marketing Technology, Lean Startup

Another highly ranked field is job title. Make sure to **include a more specific description for your job title**. For example, change “Board Member” to “Board Member – Social Media and Communications.”



The screenshot shows a portion of a LinkedIn profile with three fields: 'Company Name' with the value 'Women in Wireless' and links to 'Change Company' and 'Edit Display Name'; 'Title' with the value 'Board Member - Social Media and Communications'; and 'Location' with the value 'Greater Seattle Area'.

<b>Company Name *</b> Women in Wireless <a href="#">Change Company</a>   <a href="#">Edit Display Name</a>
<b>Title *</b> Board Member - Social Media and Communications
<b>Location</b> Greater Seattle Area

Add specific keywords to your title descriptions.

While not as highly indexed by LinkedIn, the Summary section is still one of the most important parts of your LinkedIn profile. **Write short, keyword-rich sentences that showcase your achievements.**

“As founder and CEO, I’ve created trust among customers that led to capturing 7% of the

market share for our product ... I've raised 2 rounds of funding totaling \$22 million and established partnerships resulting in a 135% increase in revenue. I love the challenge of growing a startup from the ground up via lean marketing and sales procedures."

**Limit or avoid commonly used buzzwords** like motivated, creative, enthusiastic, track record, successful, passionate, driven, leadership, and strategic. These words don't add value and only hurt your authenticity.

### Add Top Publications, Presentations, and Projects

Original content is the foundation of your influence. As a thought leader, you already create multiple pieces of content. Make it a habit to upload your original presentations, publications, and articles to your LinkedIn profile.

To do this, **click one of the Add Media options** in the Summary section. Then **type in a URL or upload a file directly**.



The screenshot shows the LinkedIn 'Summary' section. At the top, the word 'Summary' is displayed in a large, light blue font. To its right are two icons: a blue square with a white document icon and a grey square with a double-headed vertical arrow. Below this is a light grey box titled 'Add to Summary:'. Inside this box, there is a text input field containing 'http://', followed by the word 'or' and a blue button labeled 'Upload a file'. Below the input field, the text 'Supported Providers' is visible. At the bottom of the box are two buttons: a blue 'Continue' button and a grey 'Cancel' button.

Upload important projects, presentations, and publications.

### Ask for Recommendations and Endorsements

People trust recommendations. A well-written recommendation with specifics about your performance will have a greater impact than all other factors combined. LinkedIn recommendations are a specific and tangible way to add social proof to your profile.

In addition to the quality and quantity of recommendations, pay attention to who they're from. Recommendations from senior leaders and people directly connected to your work carry more weight in establishing you as an influencer.

To request a recommendation, **hover over your profile image** in the upper-right corner of the screen and **choose Privacy and Settings** from the drop-down menu. Then **go to Manage Your Recommendations**. (You may find it easier to switch to the older version of the user interface.)

For each position or project, **identify the most senior person on the team**. Then **follow the prompts to request a recommendation**. Make it easy for your contacts to recommend you by sending a personalized request. **Provide some background on your request** by stating your goals and reminding them of your key achievements.

The screenshot shows a LinkedIn recommendation request form. At the top, there are two dropdown menus. The first is labeled "What's your relationship?" and the second is labeled "What was Lucy's position at the time?". Below these is a blue circle with the number "4" and the heading "Write your message". Under "Write your message", there is a "Subject:" label and a text input field containing "Can you recommend me?". Below the subject field is a large text area for the message. The message text is: "Hi Lucy, I'm working to improve my professional credibility and [insert your short or long-term goals as a result of this recommendation]. Thank you for being willing to write a LinkedIn recommendation for me. I am hoping you will highlight my [insert specific skills or abilities]. I'm using my LinkedIn Profile to help me become known as an expert, so if you feel comfortable saying something like [insert idea call to action here]". There is a green circular icon with a white 'G' in the bottom right corner of the message text area. At the bottom of the form are two buttons: "Send" (blue) and "Cancel" (gray).

What's your relationship?

Choose...

What was Lucy's position at the time?

Choose...

**4** Write your message

Subject:

Can you recommend me?

Hi Lucy,  
I'm working to improve my professional credibility and [insert your short or long-term goals as a result of this recommendation]. Thank you for being willing to write a LinkedIn recommendation for me. I am hoping you will highlight my [insert specific skills or abilities]. I'm using my LinkedIn Profile to help me become known as an expert, so if you feel comfortable saying something like [insert idea call to action here]"

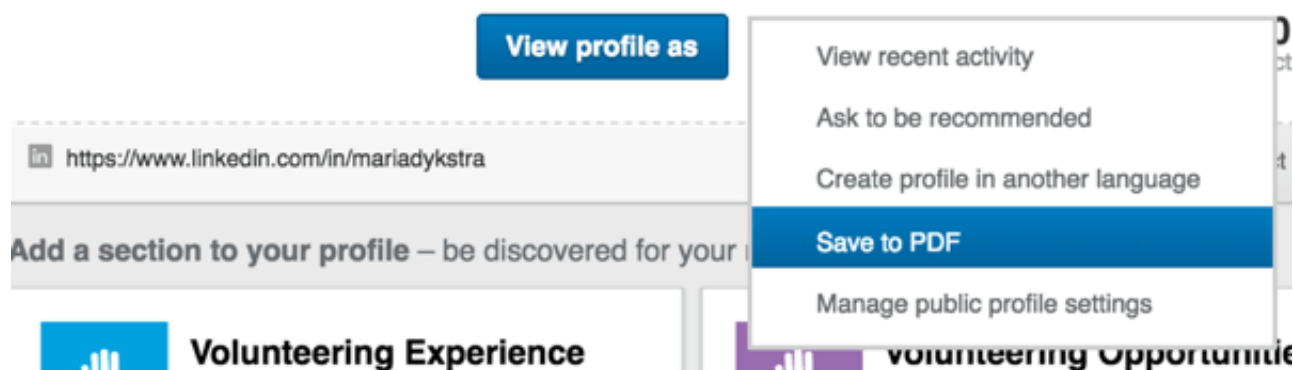
Send Cancel

Make it easy to give you recommendations by stating your goals and including suggestions.

LinkedIn endorsements are essentially virtual thumbs up. While not as valuable as recommendations, these still contribute to your social proof. The most direct way to secure endorsements is by giving them first.

### View Your Profile as Others See It

Always check how other people see your profile. **Click Edit Profile and View Profile As to download your profile information as a PDF.** From here, you can **review your summaries, titles, and descriptions** for accuracy and completeness.



Use the View Profile As feature to review your updates and changes.

### Manage Your Profile Edit Notifications

Every time you make a profile change, your audience will receive a notification. So before making changes, temporarily turn off notifications. To do this, **hover over your profile picture** in the top-right corner and **choose Manage under Privacy & Settings**. Then **select No in the Sharing Profile Edits section**.

**Remember to turn notifications back on when you're done** optimizing your profile. Keeping your network apprised of changes and updates is an important part of growing your influence.

Choose whether or not to be included in this feature

Privacy

Communications

Yes

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Yes

Sharing profile edits

Close

Choose whether your network is notified about profile changes

No

Should we let people know when you change your profile, make recommendations, or follow companies?

No

Profile viewing options

Change

Choose whether you're visible or viewing in private mode

Full profile

Turn off change notifications until your changes are complete.

## #2: Proactively Grow Your LinkedIn Audience

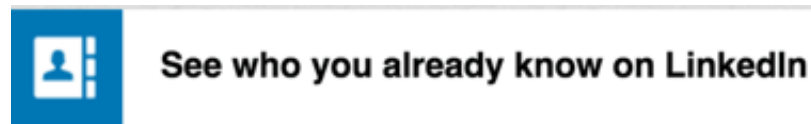
People frequently equate the size of a [LinkedIn network](#) with the scope of a person's influence. If you want to grow your LinkedIn audience quickly, you can't sit on the sidelines waiting for people to notice you.

Make an effort to increase the quality and quantity of your connections.

### Invite Your Existing Contacts

Many of your existing contacts are already on LinkedIn, so invite them to connect with you digitally. You can **manually search** for their names on LinkedIn or **check for bulk connections by importing your address book**.

To do this, **go to My Network, choose Add Contacts**, and then **enter your email address** to import your contacts and check for connections.



Get started by adding your email address or  
choosing a service provider

Email

tredigital@gmail.com

Continue

We'll import your address book to suggest connections and help you  
manage your contacts. [Learn more](#)

Discover potential contacts by adding your email address.

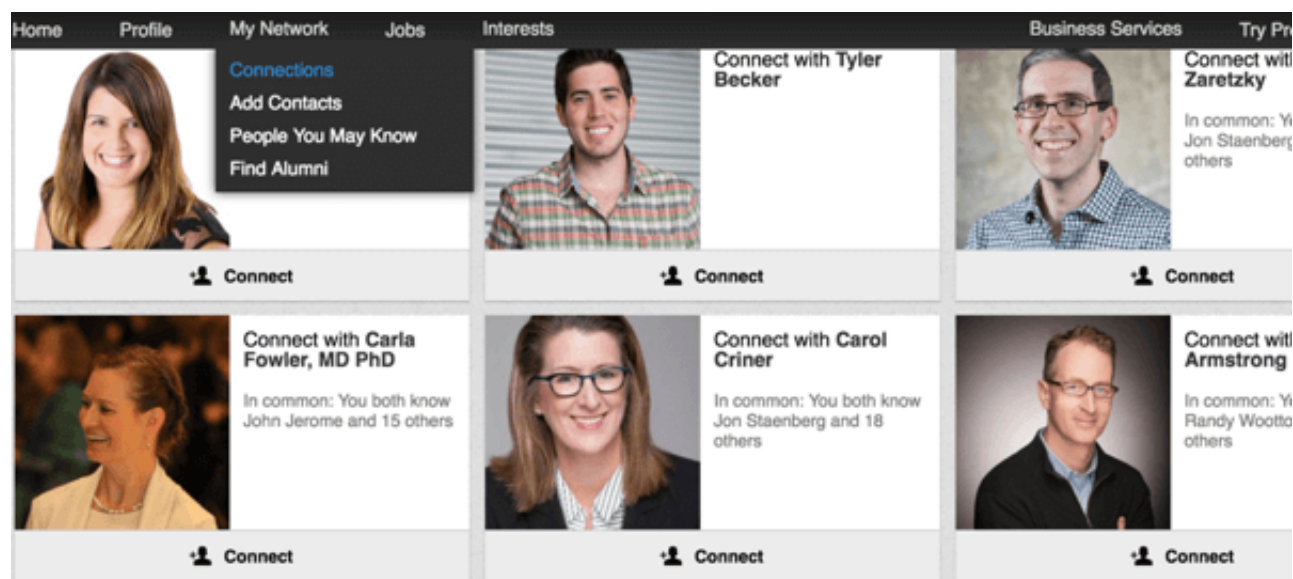
Once you import your contacts, they'll show up in the People You May Know section.

### Invite Potential Contacts

Your daily interactions put you in front of hundreds of new connections every month.

**Click My Network** in the top navigation bar and **choose Connections to see potential contacts** you may have interacted with directly or indirectly.

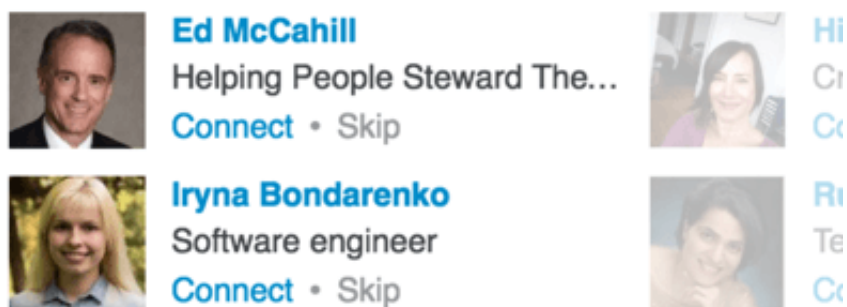




Discover more contacts by exploring potential connections.

You can also **access the People You May Know page** via the My Networks tab or directly from the homepage.

### People you may know



Use the People You May Know feature to build your network.

## Extend In-person Networking via LinkedIn

LinkedIn is a great way to **continue relationships with people you meet at [live networking events](#)**. Every time you exchange a business card at an event, take the extra step to look the

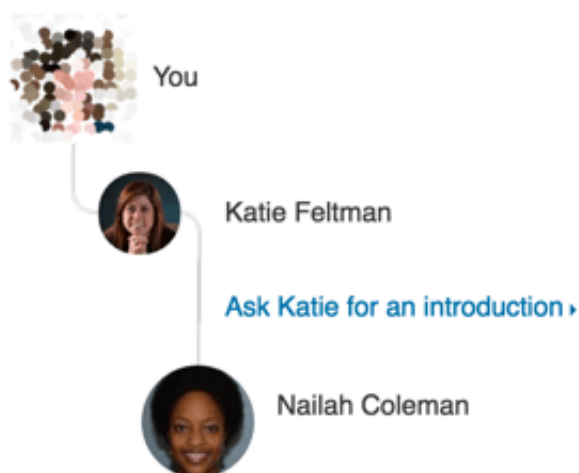
person up and **send a connection request via the [LinkedIn mobile app](#)**.

You can also use a free version of the [ScanBizCards](#) app to connect with your contacts after the event.

## Ask for Introductions

The true power of LinkedIn is connecting with people you may not know directly. Contacts with common LinkedIn connections are referred to as the second-degree connections. Others in your network can introduce you to them.

### How You're Connected



Look for common connections who can introduce you to the right person.

When asking for an introduction, **replace the generic LinkedIn message with a personal request**. Clearly state your intent and the goal of the introduction.

## Personalize Your Connection Requests

Every time you send a connection request on LinkedIn, think about ways to add a personal note. **Include a unique subject line, use your contact name, and be clear about your intent** for the connection.

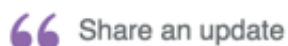
This is especially true if you're sending a "cold" invite to a person you don't already know.

## #3: Publish Content on LinkedIn

Sharing content on LinkedIn helps you stay top of mind with your core network. It positions you as an influencer who constantly delivers value with high-quality, engaging content.

## Share Updates Daily

Sharing regular updates is the easiest way to get started with a LinkedIn content strategy.



Sharing updates and publishing posts are the most popular ways to distribute content on LinkedIn.

To share an update, **upload a link to someone else's article** or **add your commentary on the topic shared by others**. Strive to post one update per day. However, consistency and quality are more important than frequency. If you can't maintain a daily update schedule, choose a frequency that works for you.

Another way to be consistent is to **schedule daily updates with a tool like [Hootsuite](#) or [Buffer](#)**. These tools help you avoid a last-minute scheduling rush and gaps in your posts. Hootsuite allows you to schedule images with their Bulk Upload feature, which saves time.

LinkedIn shows your updates to all of your contacts in their news feed, similar to how Facebook and Twitter show updates to their users. Your contacts will have a chance to interact with and respond to your updates.

**3 people like your update, "The future of media is..." How the media will rise...** 22h

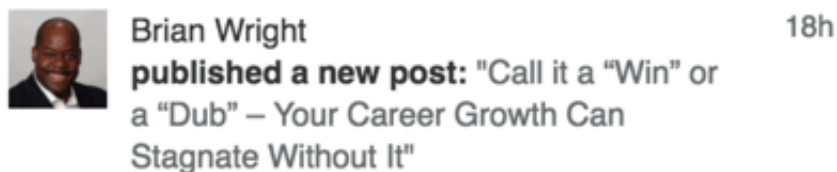


Carey Homan, CPA, Sesil Pir, and Dorota Margarido

Your network will see your updates in their news feeds and will have a chance to engage with you.

## Publish at Least One Article per Month

Publishing an article on [LinkedIn Publisher](#) has a distinct advantage. All of your contacts will see a notification that you published a post. This will increase the chances of multiple people seeing your content.

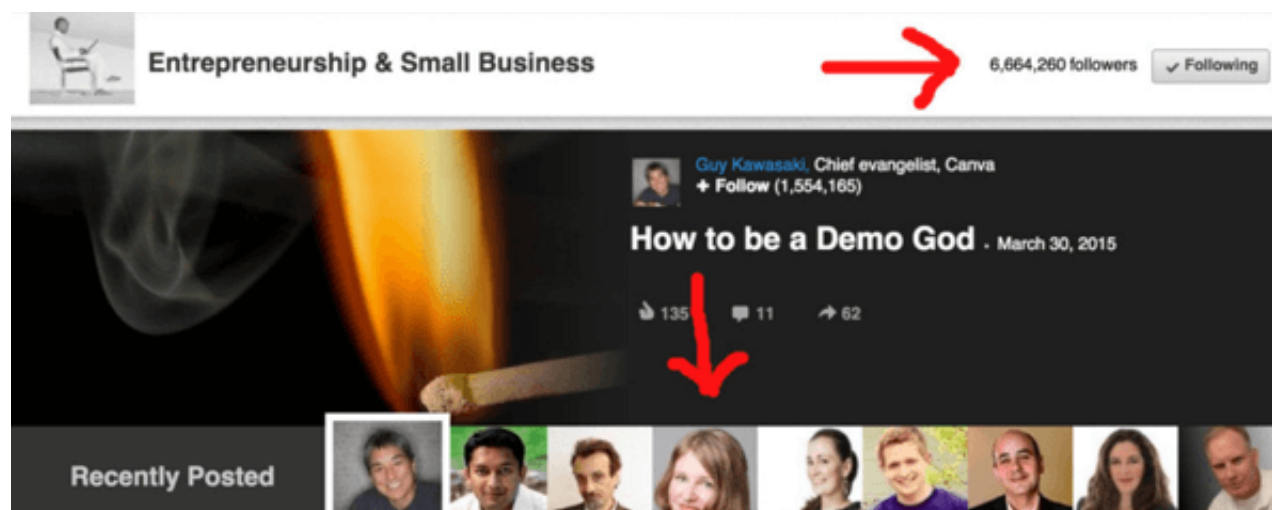


Every time you publish a post, an alert is visible to your entire network.

**Spend time researching categories and tags** used by influencers in your field. Experiment with adding them to your content.

LinkedIn promotes popular content via [Pulse](#). If your article receives a lot of views and shares, it may be included in the LinkedIn recommended content that appears to many people outside of your immediate network.

Publish at least one original LinkedIn article per month, but two or four articles would be ideal. Similar to updates, **determine the frequency that works for you** and be consistent with your posts.



When your content is selected as a featured article, it's shown to a much broader network.

## Find the Right Content Mix for LinkedIn

According to [LinkedIn](#), 60% of members are interested in industry insights. Therefore, your goal as a thought leader is to **deliver your unique perspective on the top industry topics**.

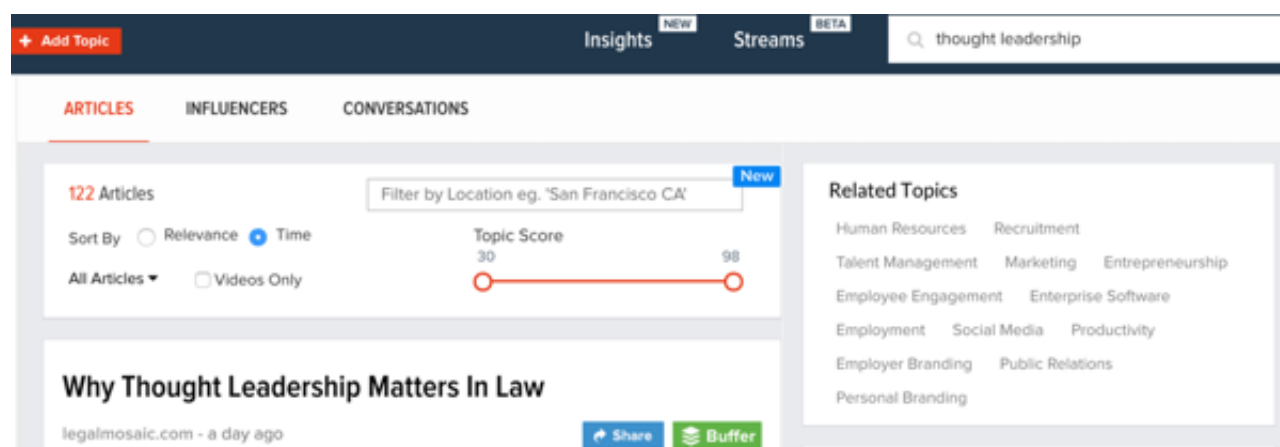
Designate 60% of your posts to share content created by other leaders in your field. Aim to **engage, share an opinion on top issues**, and provide in-depth insights on those topics. **Share your blog posts and news about your company** 30% of the time. No more than 10% of your updates can be promotional topics, including direct calls to action.

When publishing content on LinkedIn, be mindful of the blog format. Well-researched posts, posts with lists, and links to supporting materials do well on LinkedIn. The typical length of a LinkedIn article is 800-900 words. Note: extremely short blog posts or overly promotional materials may hurt your credibility on LinkedIn.

## Use Tools to Find and Schedule Content

Discovering high-quality content to share can be a daunting task. Luckily, there are several tools to help you find remarkable content.

[Right Relevance](#) is one such tool. **Type your main topic in the search field**. Then **explore relevant topics, articles, and influencers** in the search results.



Right Relevance helps you discover influencers and engaging content.

You can also **find top articles and stories directly on LinkedIn Pulse**. **Follow top thought leaders, publishers, and categories** to see their content. Also, the [Hootlet](#) browser extension makes it easy to schedule interesting articles directly from your browser.

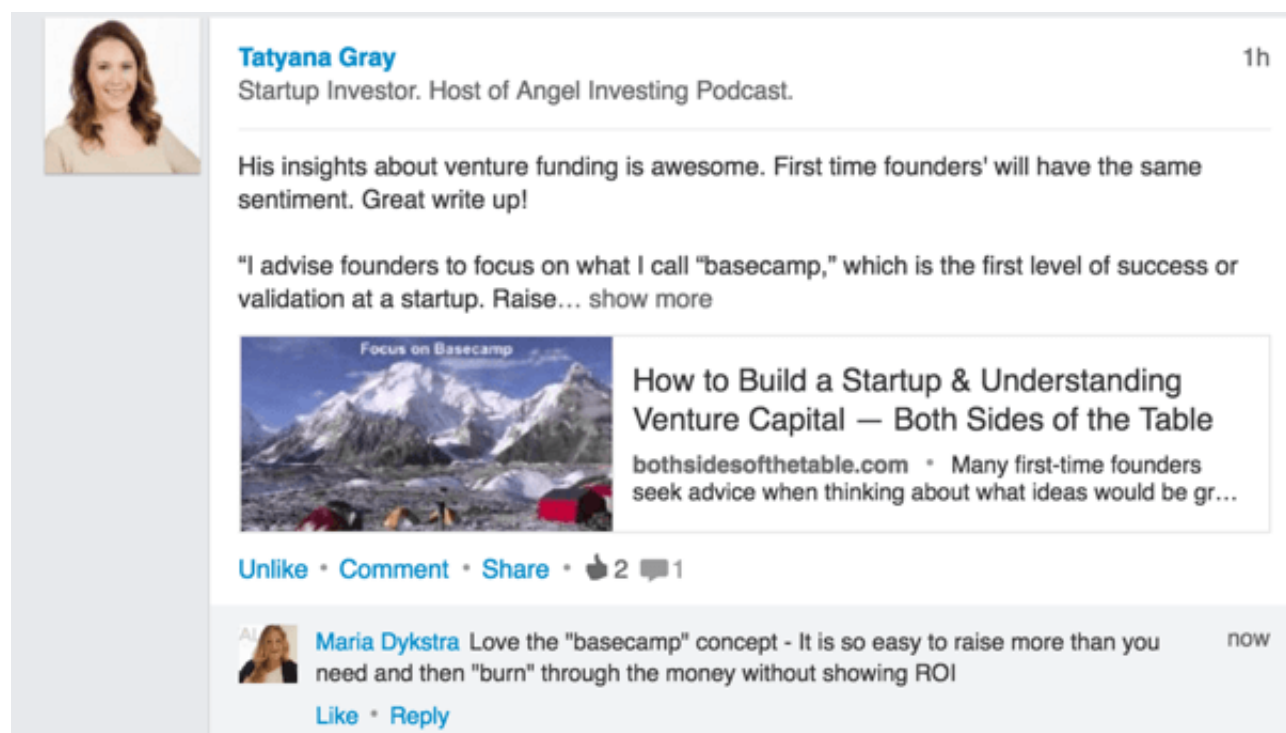
## #4: Foster Your Community

Simply growing your network on LinkedIn isn't enough. While more connections mean better social proof, gaining real trust requires an ongoing relationship-building effort.

## Give Before You Ask

Many people on LinkedIn are working on the similar goal of building an engaged network. Become an active supporter of their goals and apply a "give-before-you-ask" strategy. By being authentic and straightforward in your interactions, you'll **build reciprocal relationships**.

One of the easiest ways to "give" is to **engage with the posts your network is sharing**. Like posts in your news feed or LinkedIn Pulse and add your unique perspective to relevant issues with a comment.



The screenshot shows a LinkedIn post by Tatyana Gray, a Startup Investor and Host of Angel Investing Podcast. The post is 1 hour old. It features a comment about venture funding and a link to an article titled "How to Build a Startup & Understanding Venture Capital — Both Sides of the Table" from bothsidesofthetable.com. The article snippet mentions that many first-time founders seek advice when thinking about what ideas would be great. Below the post, there are interaction buttons: Unlike, Comment, Share, and a thumbs up icon with a count of 2. A reply from Maria Dykstra is also visible, stating she loves the "basecamp" concept and that it is so easy to raise more than you need and then "burn" through the money without showing ROI. The reply has a Like button and a Reply button.

**Tatyana Gray** 1h  
Startup Investor. Host of Angel Investing Podcast.

His insights about venture funding is awesome. First time founders' will have the same sentiment. Great write up!

"I advise founders to focus on what I call "basecamp," which is the first level of success or validation at a startup. Raise... show more

**Focus on Basecamp**

**How to Build a Startup & Understanding Venture Capital — Both Sides of the Table**  
bothsidesofthetable.com • Many first-time founders seek advice when thinking about what ideas would be gr...

Unlike • Comment • Share • 2 1

**Maria Dykstra** now  
Love the "basecamp" concept - It is so easy to raise more than you need and then "burn" through the money without showing ROI  
Like • Reply

Like and comment on updates to stay in touch with your contacts.

You'll be surprised to learn that most people in your network are spectators while only a few people engage with content. If you **comment on a post published on LinkedIn**, the author will likely respond to your comment. It's a great way to **start a dialogue with another thought leader whom you don't yet know well**.



**Maria Dykstra**

Entrepreneur | Startup Mentor | Digital Marketing Evangelist | Business Growth Advisor

... 1mo

I find Pokemon Go mildly entertaining primarily for the fact that they are one of the first AR games to make a big splash. I also am interested in the new ways it can be used to accelerate local marketing.

Like Reply | 1



**Von Chucwuemeca**

Owner @ Sambuno Marketing & Advertising

... 1mo

Local marketing is precisely how the platform is appealing to business. Every business is local to an extent and attracting customers to your local area is where PokemonGo platform excels. Plant some lures and "they" will come. Also sponsored locations are currently in the horizon: <https://goo.gl/Gm8NLk>

Like Reply | 1

Commenting on a published post will likely spark a dialogue with the author.

## Endorse Your Contacts

When you first log into LinkedIn, you'll see a list of recommended endorsements for your network. Endorsing your contacts is a great way to reconnect and stay in touch. Note: you should only endorse people if you have direct knowledge of their skills and abilities.

## Keeps Tabs on Your Network With the Keep in Touch Feature

Keep in Touch is an excellent, low-effort feature to connect with your network. **Like and comment on anniversaries, new jobs, birthdays, etc.** Take a moment to **add a personal note** when engaging via Keep in Touch.



## 1 way to keep in touch



**Cliff Vroonland** has a new job.  
Director Project Management and  
Integration - HSV at ExoAnalytic  
Solutions

Like

Message

Skip

Use the Keep in Touch feature for low-effort relationship-building.

## Participate in Groups

LinkedIn allows you to join up to 50 different groups. When deciding which groups to join, **consider groups that highlight your passions, interests, and charitable activities.** Group membership shows that you're a well-rounded person with interests that extend beyond your main professional focus.


To start your search for [groups](#), use specific keywords for each of the categories.



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805 results for **thought leadership**

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**CEO Blogs..Guest Blogging, Thought Leadership, Content Curation, Podcasting and Social Selling tips.**


Welcome to the CEO's Group. A great place to promote your blog, see about guest blogging. It also includes tips for ...

5,812 members

[Similar](#)

[Join](#)

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**Thought Leadership Best Practices**


Join the **Thought Leadership** Best Practices Group to explore best-of-breed techniques being deployed in organizations today...

1,485 members

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[Join](#)

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**Merritt Hawkins' Thought Leadership Forum**

Merritt Hawkins is the nation's premier permanent physician search and consulting firm. Our mission is to create ...

1,695 members

[Similar](#)

[Join](#)

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Use keywords in different categories to search for groups. Look for groups that will also highlight you as a person.

When selecting a group to join or participate in, look at the number of members, their activity levels, and the quality of the discussions. **Select two or three groups as your main focus** of engagement. **Introduce yourself** and **become an active member** by participating in the discussions.

**Avoid self-promotion.** Posting your own content exclusively may get you banned from the group.

## Conclusion

LinkedIn is an excellent platform for establishing influence and thought leadership, but building influence doesn't happen overnight. It takes time and effort to expand your network. Many people give up before they achieve significant progress.

To maximize your time and achieve results, create a scalable engagement process:

- Block 15 minutes on your calendar every day to engage with your network.

- Designate each day of the week for a specific action.

For example, you could use Mondays for liking and commenting, Tuesdays for group conversations, Wednesdays or Thursdays for publishing posts, Fridays for Keep in Touch activity and inviting new contacts, and Saturdays and Sundays for “slow” days, where you can take a break as fewer people are online.

By creating meaningful connections, sharing remarkable content, and actively engaging with your contacts, you’ll build a large audience and earn the trust of your network.

*This article first appeared in [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)*