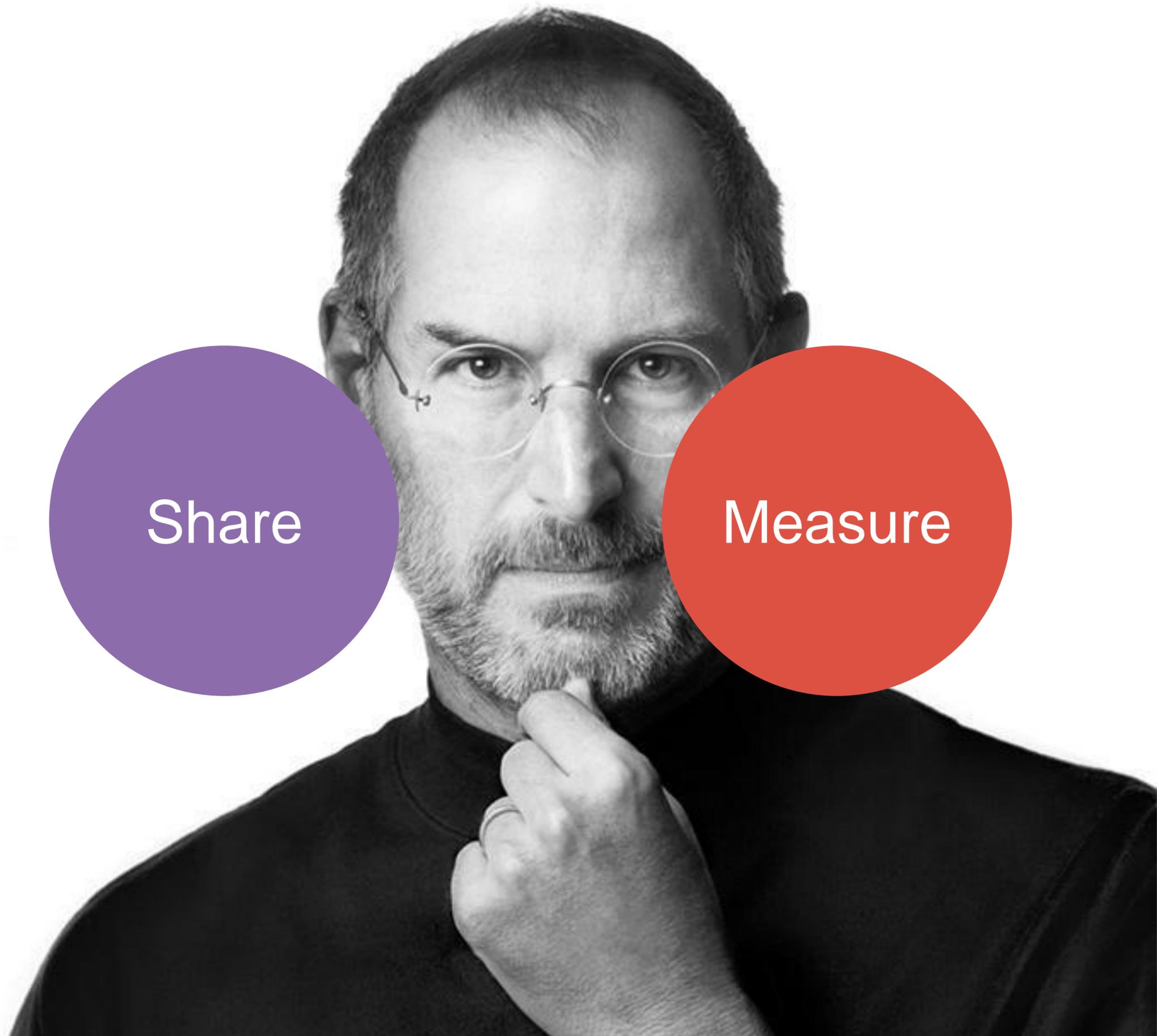
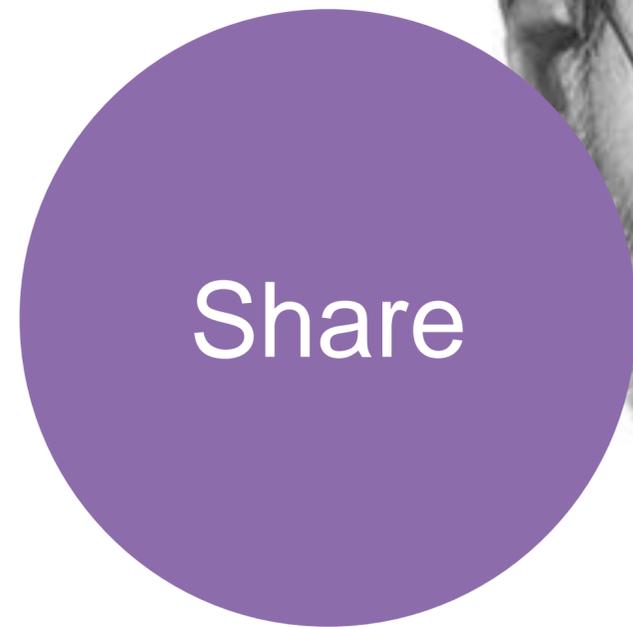
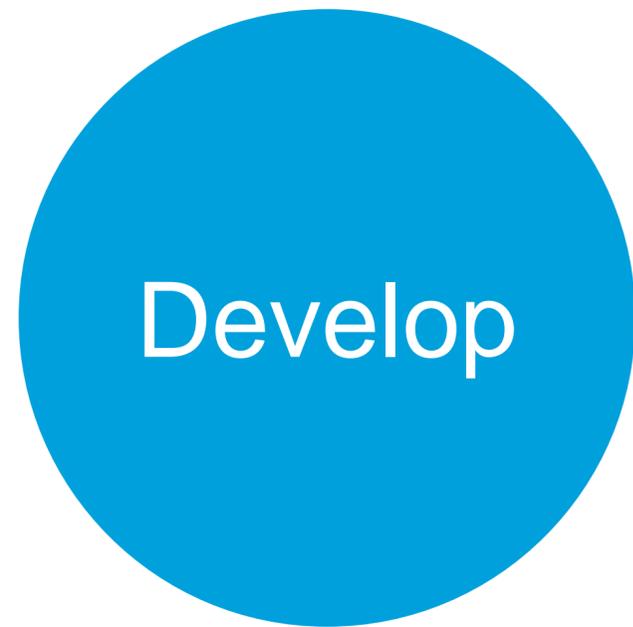




Marlene de Koning
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Developing Content

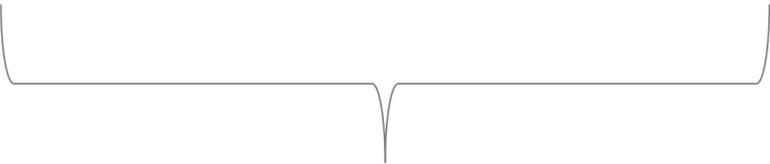
Best Practices on LinkedIn



Content Creation Framework

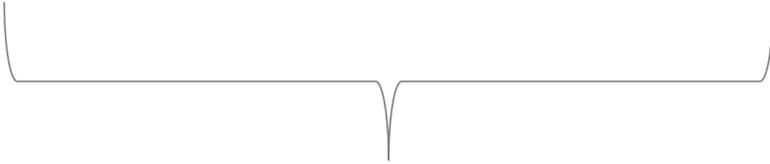
ABC IT Recruitment example

Problem



IT talent in banking
is worried that
London is no longer
a global hub

Solution



ABC Recruitment
writes about the
booming Singapore
market

Resolution



Examples of
candidates moving
helps IT talent feel
confident to move to
Singapore via ABC
Recruitment

Content Creation Framework

With the London IT market becoming ever more unstable more and more IT professionals are considering become expatriots. But where to work as an IT banking professional?

Here we look at the [Singapore market](#), which is fast becoming the global hub for IT banking.

With huge players in the Singapore market looking for talent we have helped 15 IT banking professionals move to Singapore, and here are their stories.



Meet Dave from Manchester who now has a [JAVA developer job in Singapore](#)...

Problem

Solution

Resolution

Calls to action...

Content Creation

Make it visual

Share Email Embed Like Save



At the start of 2013, Fab's leaders got together for a series of offsite planning meetings. There, we wrote out The Fab Way. It's a statement of how we work. It expresses our values.

2 / 31

Tell us 3 things you like most about your job at HP?

Share with us the 3 things YOU love most about your job!

Like (198) · Comment (78) · Share

| | |
|---|--|
|  <p>Work environment</p> <p>Flexibility</p> <p>International Exposure</p> |  <p>Innovation</p> <p>Added Value</p> <p>Working with great people</p> |
| <p>Eduardo Casillas Role: Pricing and Finance for PPS Years in HP: 1 Year, 4 months Outside of HP: "Friends, soccer and going to the gym are the things that keep me alive."</p> | <p>Marifer Calleja Role: Manager, I&D Operations Years in HP: 8 years Outside of HP: "After a day at HP, my favorite things to do are spending time with my daughter and my dog."</p> |

salesforce **BENEFITS OF STARTING YOUR #DREAMJOB**

VOLUNTEER TIME OFF

APPROXIMATELY **1%** OR **6 PAID DAYS** OFF OF YOUR TIME TO DEVOTE TO VOLUNTEERING

ESPP - EMPLOYEE STOCK PURCHASE PLAN

SALESFORCE.COM INC COMMON STOCK (CRM)

15% PURCHASE PRICE DISCOUNT

12 MONTH OFFERING PERIOD

You waste a lot of time at work

Just because you're at work doesn't mean you're getting work done. You're drowsing in email, stuck in dead-end meetings, and constantly interrupted. When do you have any time to get real work done? Don't worry—you're not alone.

excessive email
Are you checking things to check things? Don't check the email to collaborate with your team in meeting you process this and more.

pointless meetings
Is your meeting packed with information overload? These aren't together and don't leave your team any.

constant interruptions
Is your workday full of the distractions that interruptions, that emails, and that's what you're not alone to what you're working on right?

email

304 Weekly
Business email received on average

36 Times
The average employee attends their share of an hour

15 Minutes
Spent answering email handling meeting email

10 IQ Points Lost
When handling constant email, the average employee loses 10 IQ points

What's the Matter with Owen? - "Big News" - GE



Employee-generated content

There are no more impactful brand ambassadors for your company than your employees. Encourage them to tell their stories through original content posts.



Tip: Share themes and ideas with your employees, make it a contest and honor the winners.

When creating great content keep these tips in mind

Be conversational

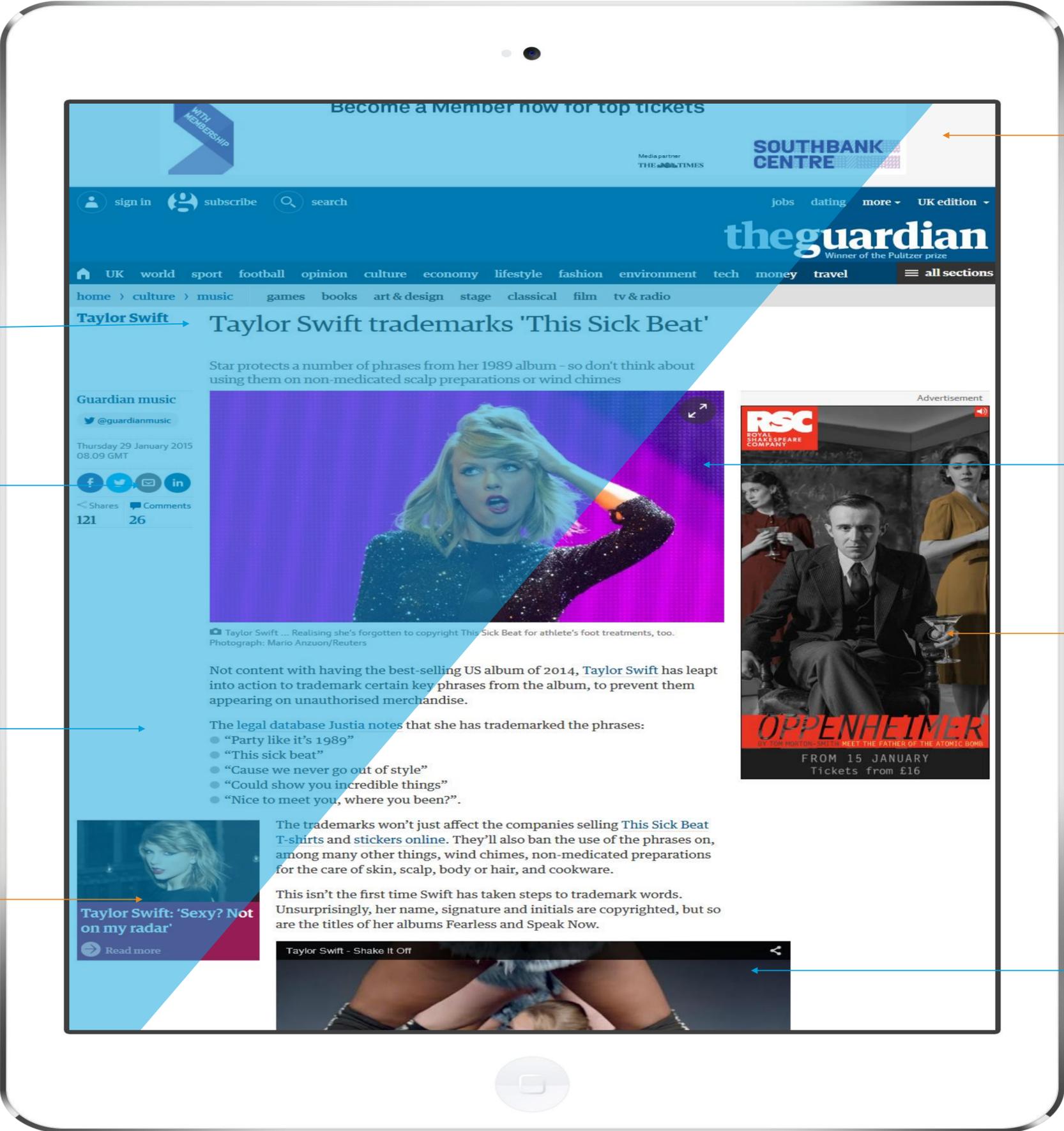
Keep it short

Be visual

Offer snackable tips

Include a call to action

Sharing Content



Conversion point

Headline says it all!

Clear social sharing icons

Links in content to drive traffic to other areas of site

Conversion point

Images drive up engagement by about 30% and reduce bounce rates

Conversion point

Rich media help to increase conversions on landing pages by up to 80%

When, where and how often to post

| Platform | | Peak activity | Suggested frequency |
|---|---|------------------------|--|
|  |   | 7-9am 5-6pm | Start with 2-3 times/week. Work up to once per day. |
|  |   | 6-8am 1-4pm | Start with 2-3 times/week. Work up to once per day. |
|  |  | 1-3pm | 2-5 times per day. |
|  |  | Tue and Wed, 24hrs/day | 2-3 a month. |

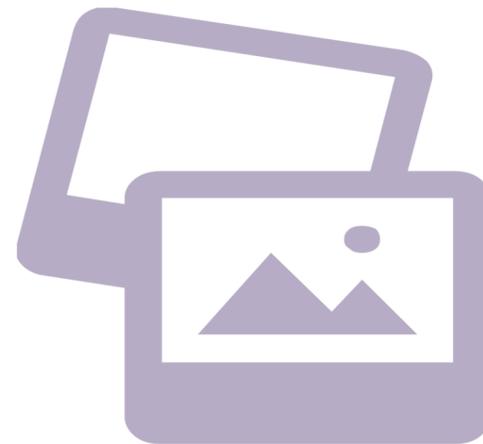
When, where and how often to post

| Platform | | Peak activity | Suggested frequency |
|---|---|------------------|--|
|  |  | 12-1pm | 2 a month or more if you have the resources. |
|  |  | 2-4pm 8pm-1am | A few times a week. |
|  |  | Daytime | 2-3 times a week. |
|  |  | 9-11am | A few times a week to once a day. |

Some useful social sharing stats



Including a link can drive **twice** the engagement compared to posts without links.



Posts with images generate **98% higher** comment rate than posts without.



Links to YouTube videos can play directly in your social media feed and generate **75% higher** share rate.

5 tips for sharing content on social sites

Post at peak activity times

Post frequently

Lead with a catchy first line

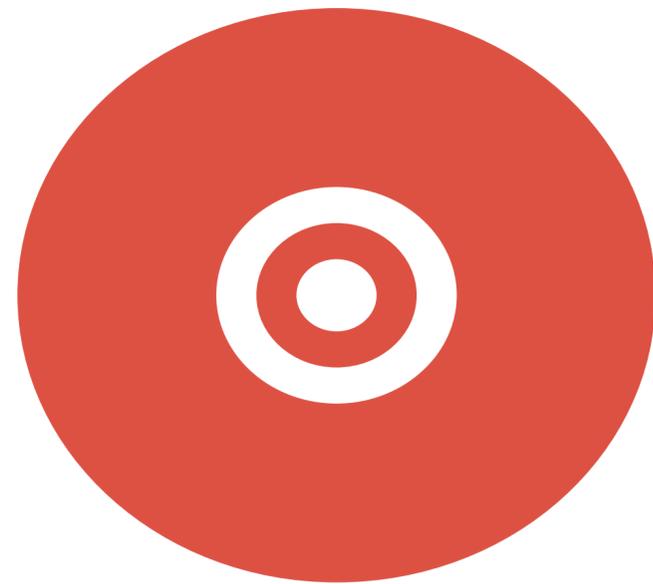
Be responsive

Reciprocate

Measuring Content

Measuring Content Marketing

Views



Actions



Outcomes



How to know if your content is working on LinkedIn



Key Metrics

Impressions: number of times this update was seen

Clicks: number of times a member clicked on the update

Interactions: of likes, shares or comments received on this update

Engagement: interactions divided by impressions



To Know: Average online engagement is between 0.3% - 0.8%.

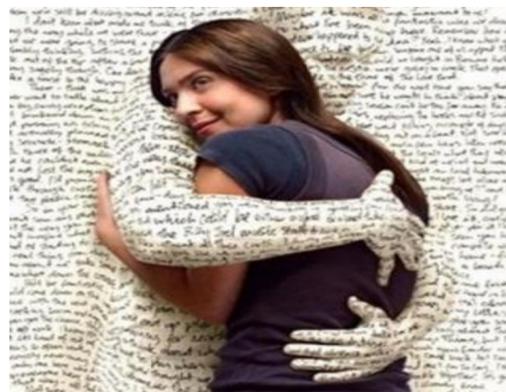
Experiment & Get Creative



Test call to actions: Always have a clear call to action



Test thumbnail images: Choose compelling, attention grabbing images (colorful, includes recognizable leaders)



Test your tone: Tap into an emotion, use humor. What resonates with your audience?

Questions?

