

TIPS FOR LEVERAGING LINKEDIN AS A HEALTHCARE LEADER



MC Health Care Consulting LLC

POST CONSISTENTLY

- **AT LEAST 3 DAYS/WEEK (5 BETTER)**
- **USE SCHEDULE FUNCTION TO RELEASE AT SAME TIME DAILY**
- **KEEP WORDS TO A MINIMUM**
- **INCLUDE PICS/VIDEOS**



INTERACT W/ OTHERS

- **ADD MEANINGFUL COMMENTS TO OTHERS' POSTS**
- **LAW OF RECIPROCITY: THEY WILL DO THE SAME FOR YOU**
- **INCREASES VISIBILITY**



INCREASE CONNECTIONS

- **WEAR OUT YOUR WEEKLY INVITES (150 FOR PREMIUM)**
- **DM THOSE WHO ACCEPT W/ A THANK YOU**
- **USE SEARCH FUNCTION FOR IDEAL AUDIENCE**



AUTHENTICITY RULES

- **DO NOT JUST POST SOMETHING FROM AI (PEOPLE CAN TELL)**
- **SHARE YOUR STORY (BRIEFLY)**
- **INVITE OTHERS TO COMMENT**
- **INCREASE THE KNOW/LIKE/TRUST FACTOR**



ROTATE CONTENT

- **SHARE INDUSTRY STATS OR NEWS**
- **SHARE A “HOT TAKE” OR “UNPOPULAR OPINION”**
- **STAY POSITIVE: TOXICITY LOSES PEOPLE**
- **MONTHLY: (RE)INTRODUCE YOURSELF**

