How to get

LinkedIn >>>

Post Ideas

First off, think about what you want to be known for.

For example, if you're a Recruiter I'm guessing you want to be the 'go to' Recruiter in your space.
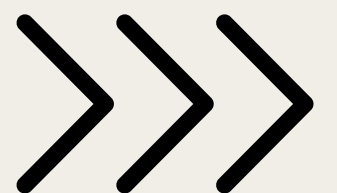
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For this to happen you want to to be aiming your posts at **Employers** and **Candidates**.

As well as other **Recruiters** who can relate and engage with your posts.

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Now write a list of everything you do in your role, as much as you can think of, no matter how obscure.
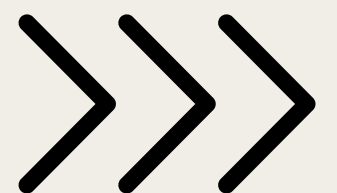
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So two basic ones off the top of my head:

- Speaking with Candidates
- Looking at CVs

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Now break these down further into sub topics and there's endless things you could post about.

(Remember when posting to offer your own opinions and ask for the thoughts of others).
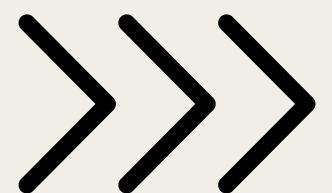
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Speaking with Candidates

- What trends are you noticing when speaking to Candidates (You could then do posts on these trends/share articles etc)
- Any interesting Candidate conversations
- The best Candidate success you've ever had
- Any funny Candidate stories
- Issues with Candidates not getting interview feedback
- What's the best way to get hold of Candidates? (Ask in a Poll)
- Any horror stories you've had with/heard from Candidates
- Any embarrassing stories you've had with Candidates

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Looking at CVs

- What makes a good CV
- What makes a bad CV
- What should you include in your CV if you're a **(add role you recruit for)**
- What's the worst thing you can do on your CV
- What's the worst CV you've ever seen
- Are CV's still important or is LinkedIn the new CV
- How long should a CV be and why

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Few other Pointers

- Be consistent with what time you post (remember you can schedule posts within LinkedIn)

- Aim for some kind of structure (i.e. do a Poll every Wednesday, something funny every Friday)

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I won't go too in-depth as this will never end. If you have any questions give me a shout!