



LinkedIn Beyond the Profile:

# Content & Connection Strategies for *Career Growth*

*emilis*  
**REMEIK.IS**

Emilis Remeikis, 4th of February, 2026

# *Hello and welcome!*

**Emilis Remeikis,**  
Marketing and Communication Specialist

- Over 10 years of experience in marketing and communications across Lithuania, Malta, Spain, and other European markets
- Professional background on both agency and client sides
- Focus: personal and corporate branding, content strategy, professional visibility
- Member of the Lithuanian Marketing Association (LiMA)



# *Today* we'll talk about:



- **LinkedIn at senior and executive level**

Does it actually work and where the real value is

- **Strategic visibility & relationships**

What most professionals overlook on LinkedIn

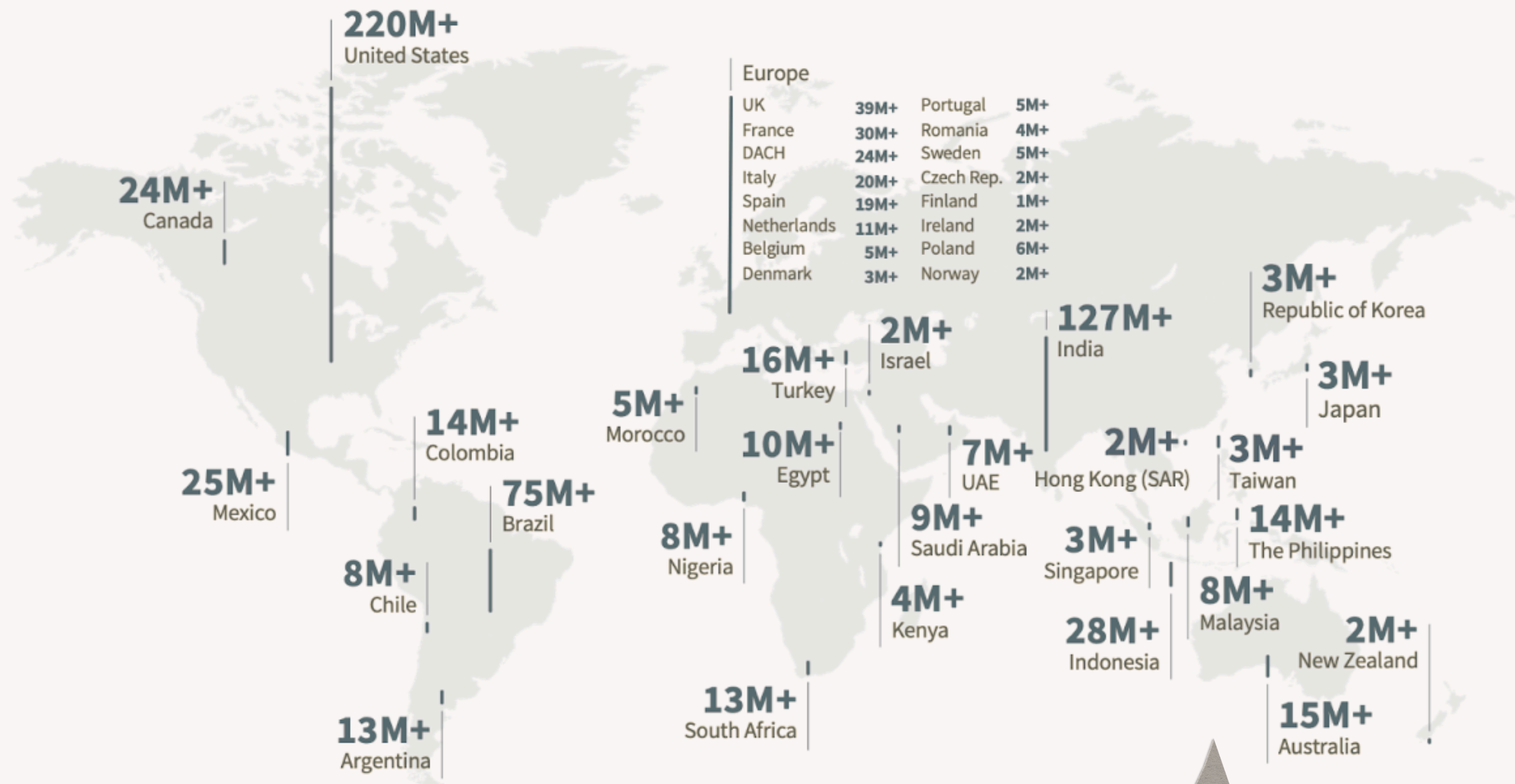
- **Content that builds credibility and influence**

What types of posts and engagement drive real results

- **Practical tips and takeaways**

How to create content consistently, stand out, and grow your network

***“This session is about using LinkedIn intentionally, not loudly.”***



# LinkedIn has over 1 billion users

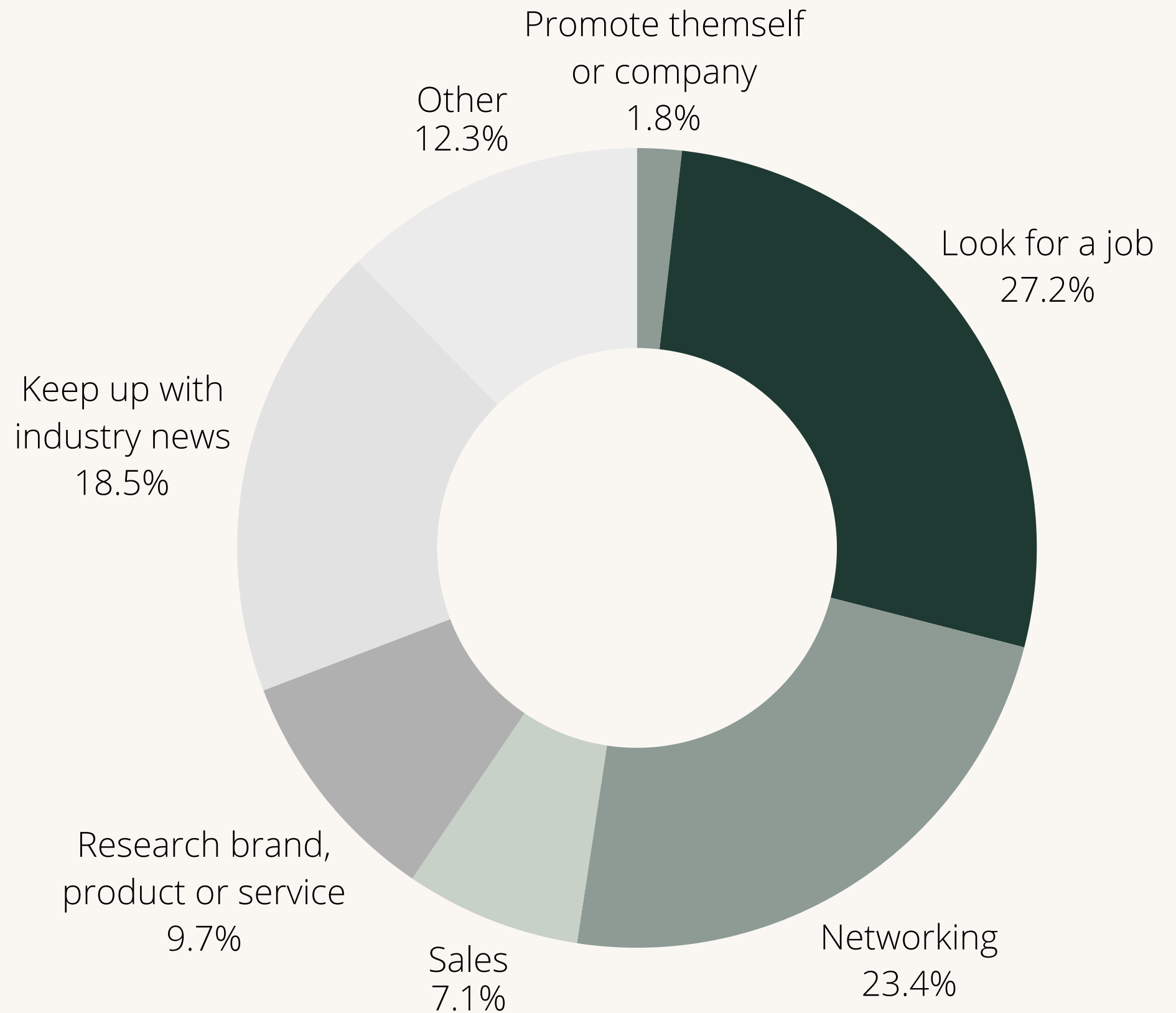
It is the largest professional network in the world, with over 65 million decision makers.




# Why do people *use LinkedIn?*



It's easier to get views (attention) on LinkedIn than on other social media platforms, as most users tend not to post content here.



# Does LinkedIn actually work for *senior roles*?



**95%**

of recruiters use  
LinkedIn regularly



**122M**

interviews happen through  
LinkedIn connections



**35.5M**

hires were made through  
LinkedIn contacts

*LinkedIn is about strategic visibility and relationships, not just job applications*


3 key elements of  
***Senior profiles  
on LinkedIn***

- 1. Focus on impact**  
Highlight responsibilities, achievements, and business results
- 2. Visibility & networking**  
Connect, engage, and participate in discussions
- 3. Content strategy**  
Thought leadership, project highlights, industry trends, and insights



LinkedIn's **networking, visibility, and credibility signals** matter far more than applying to jobs as a strategy.

# Why is it important to have *a strong LinkedIn profile?*



**82%**

of people trust leaders  
who are active on social  
media more



**x5**

personal profiles generate  
more engagement than  
organisational pages



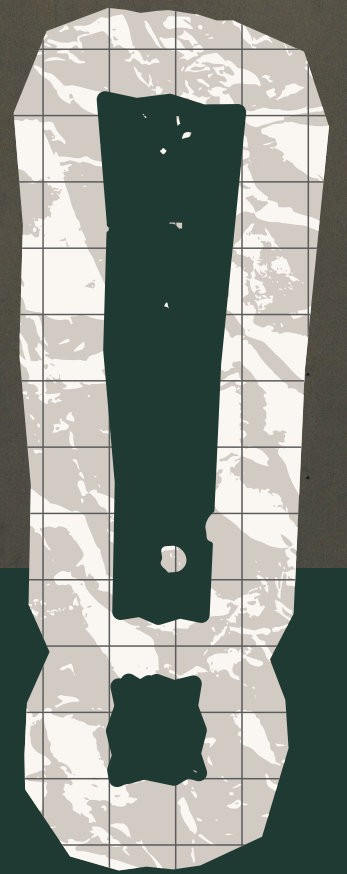
**x40**

a complete LinkedIn profile  
provides more opportunities,  
visibility, contacts

# ***You have a few seconds:***

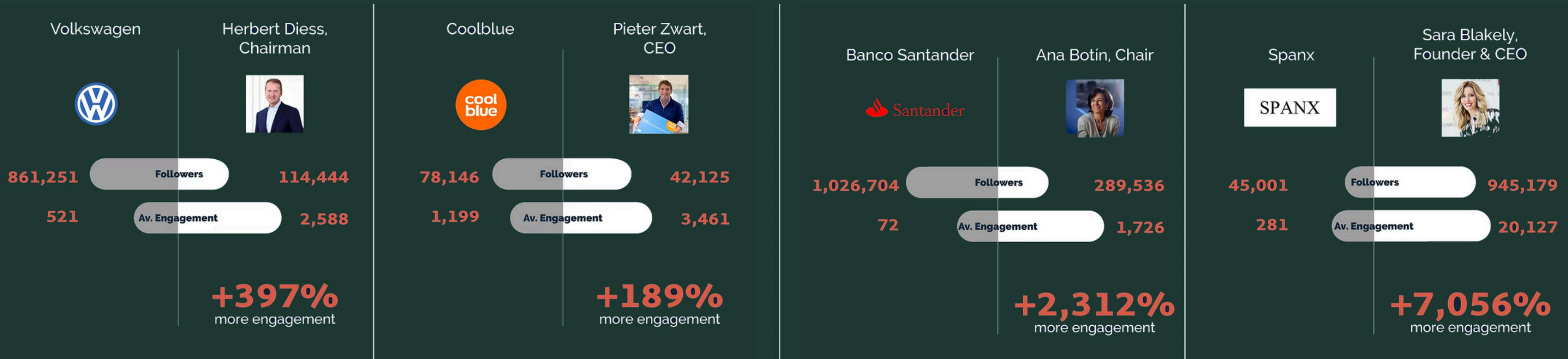
Your profile picture, headline, and “About” section create a first impression before any contact.





PERSONAL BRAND = ***REPUTATION***

# Personal profiles vs. organisation pages



# Personal profile



- **2.75x** more impressions than posts from organisation pages
- **~5x** more engagement (reactions, comments, shares)
- Content is shown much more often because LinkedIn's algorithm prioritises content created by people
- People want to follow individuals, not institutions

**vs.**

---

# Organisation page



- **Lower** organic reach (only ~5% of posts in feed)
- **Lower** engagement and trust
- Requires more paid advertising to reach the same audience

# Value and opportunities on *LinkedIn*

1.

## **Building strategic relationships**

- Connect with key peers, industry leaders, and experts
- Engage through meaningful comments, replies, and shares
- Utilise context-driven messages\*

2.

## **Reputation building**

- Position yourself as credible, knowledgeable, and reliable
- Share consistent, high-quality content and insights

3.

## **Strengthening influence**

- Contribute ideas and perspectives that resonate with an educated, active audience
- Shape opinions and discussions within your network
- Increase visibility and opportunities for leadership and recognition



Messages referencing context (post, event, insight) get far higher response rates than generic cold outbound outreach.



Let's talk about ***content creation***

# What stops people from creating *content on LinkedIn?*

**SOS**

*Lack  
of time*

*Lack  
of ideas*

*Imposter  
syndrome*


*Creative  
block*

*Fear of  
mistakes*

*Unclear  
purpose*

# What to write *about?*

- 1. Insights & lessons**  
Share strategic decisions, leadership takeaways, and industry perspectives. Highlight what worked, what didn't, and what you learned.
- 2. Challenges and solutions**  
Show real business or organisational problems and how you addressed them. Focus on outcomes and lessons learned.
- 3. Human and authentic moments**  
Give behind-the-scenes glimpses, teamwork experiences, and reflections that show your human side.
- 4. Learning and knowledge**  
Share books, events, research, and ideas that demonstrate your growth and expertise.
- 5. Trends and global context**  
Provide context on international developments, market shifts, and industry trends, with your unique viewpoint.

 **Tip:** Executives who post experience-based stories, decision-driven insights, and multimedia content often see engagement rates ~3× higher than the average user.



# Look for ideas *elsewhere*

## **Repurpose Existing Content**

Turn press releases, presentations, or reports into new formats: speeches, quotes, interviews, or insights.

## **Learn and adapt**

Observe what peers and industry leaders post, see what works, and adapt it to your style.

## **Use visuals**

Leverage photos, charts, short videos, and carousel documents to capture attention and boost engagement.

## **Share news and research**

Post articles, reports, statistics, or insights from industry, EU, or global sources.

## **See what people search for**

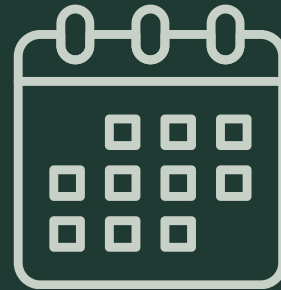
Check forums, Reddit, Quora, Google, Perplexity, etc., and trending topics to see what matters to your audience and spark conversations.

# Recommended LinkedIn post *structure*

- 1. „Hook“**  
Hook the audience from the first line: an interesting fact, unexpected news, a catchy phrase, the beginning of a story, a quote, etc.
- 2. Insight/problem**  
Get to the point: What intrigued you? What made you think? What problem, situation, or trend is worth noting? What is your personal, professional insight?
- 3. Lesson learned/call-to-action**  
A summary and clear call-to-action for the reader (invitation to discussion, question, request, etc.).

 Tag other people or organisations (@), but in moderation (1-3 tags).

# Ok, but *when?*



## **Days**

Best days: Tuesday, Wednesday, Thursday



## **Time**

Morning (8-10), lunchtime (12-13), afternoon (16-17).



## **Frequency**

Optimal: 1-2 posts per week

Aiming. for result: 3-5 posts per week



~40% of users log in daily. Discover the days and times that work best for you and your audience.

# Content types on *LinkedIn*

- **Plain text**
- External links
- **Video**
- **Photo**
- **Documents (PDF files)**
- Audio events
- Articles
- Polls
- Gallery



## Next to the post, the meaning of the icons:

- Add a photo/video
- Post an event
- Enjoy: new job, project, certificate, etc.
- Search: job posting
- Add a survey
- Add a document (pdf file, will show a carousel)
- Search for an expert



Video



Photo



Write article

# What makes content go *viral on LinkedIn?*



***Engagement***

Rated 10/10



***Hook***

Rated 9.7/10



***Novelty***

Rated 9.2/10



***Credibility***

Rated 8.5/10

Followed by ***Timing*** (6.1/10), ***Visual impact*** (5.4/10), ***Emotional punch*** (5.2/10), and ***Trend fit*** (5/10)

# Thought Leadership Ads on LinkedIn

Sponsored content (*awareness or engagement objectives*) from **personal profile**

- Extends visibility beyond your network
- Positions you as a credible thought leader
- Drives more engagement

 **Promote insights, not sales pitches!**  
Focus on lessons, trends, or analysis!



**Michael Moser**

Executive Leader • Shaping Future-Ready Organizations • Driving AI-Powered Digital Transformation  
Promoted

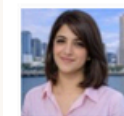
Stanford Journey & Capstone Ahead

Over the past months, I've had the privilege of diving deep into the ...see more



**RESEARCH JOURNEY 2026**  
CAPSTONE PROJECT

Digital Transformation • Cloud Services • Data Analytics • AI • Machine Learning • AR/VR



**Sana Rauf**

People & Culture Leader | Industrial Relations | Business Partnering | Talent Management | Inclusive Leadership  
Promoted

Inclusive leadership can't rely on values statements, DEI agendas or personal goodwill alone. It has to be built into governance, accountability and how organisations decide whose voices matter. ...see more

## Why inclusive leadership keeps failing despite good intentions

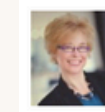
Organisations say they value inclusive leadership.



**Jon Lilly**

Business-First Cybersecurity & Risk Leader | Bridging Security & Innovation | ex-BMS | ex-Marriott | ex-KPMG  
Promoted

I've spent most of my career operating at the intersection of two groups that don't always speak the same language: the business and technology teams. ...see more



**Heather Tibbles-Vassilev, PCC, PMP**

Executive & Transitions Coach for Innovative Leaders & Teams | Master Workshop Leader | "Empower, Innovate, Evolve"  
Promoted

January has always felt like a threshold month to me—not a moment to reinvent everything, but an invitation to return to the pieces of our story that have been quietly shaping us all along. ...see more



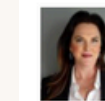
LEADERSHIP NEWSLETTER

## UNLOCK POTENTIAL AND IGNITE TRANSFORMATIVE CHANGE

The Innovative Leader's Edge

### New Beginnings: The Stories We Carry Forward

January always feels like an invitation — not to reinvent ourselves fr...



**Katy Harris**

Family & Civil Mediator | Child-Inclusive Specialist | Trauma-Informed Practice | International Speaker | Trainer | Conference Host  
Promoted

YOU HAVE to mediate.

Not because it's a soft option, because it's trendy or because med ...see more

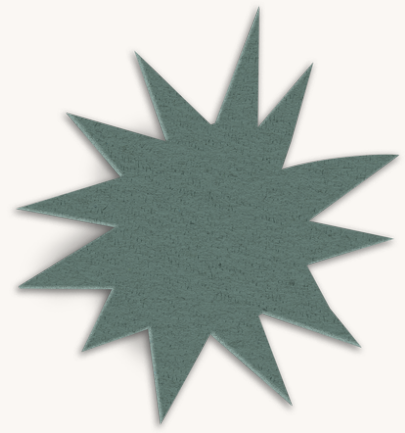
You might **WIN** the case...

✗ ...and **LOSE** the costs

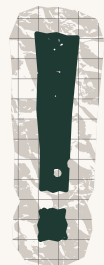
✗ ...and in family matters, **LOSE** everything else.

The COURT said:  
**MEDIATE** —  
or **PAY** the **PRICE**





## How to stand out *on LinkedIn?*

- 1. Be human, not formal**  
Share real stories and thoughts rather than press-release style updates.
- 2. Communicate clearly and simply**  
Explain complex topics in simple language that anyone can understand.
- 3. Share insights, not just news**  
People value your perspective on developments, not just the facts.
- 4. Show the process, not just results**  
Give a behind-the-scenes view of projects, decisions, or initiatives.
-  **5. Engage regularly with others**  
Visibility grows through discussions, comments, and thoughtful interactions, not only through your own posts.

*Consistency matters more*  
than perfection!



# Expanding your network *strategically*

## Personalised connection requests

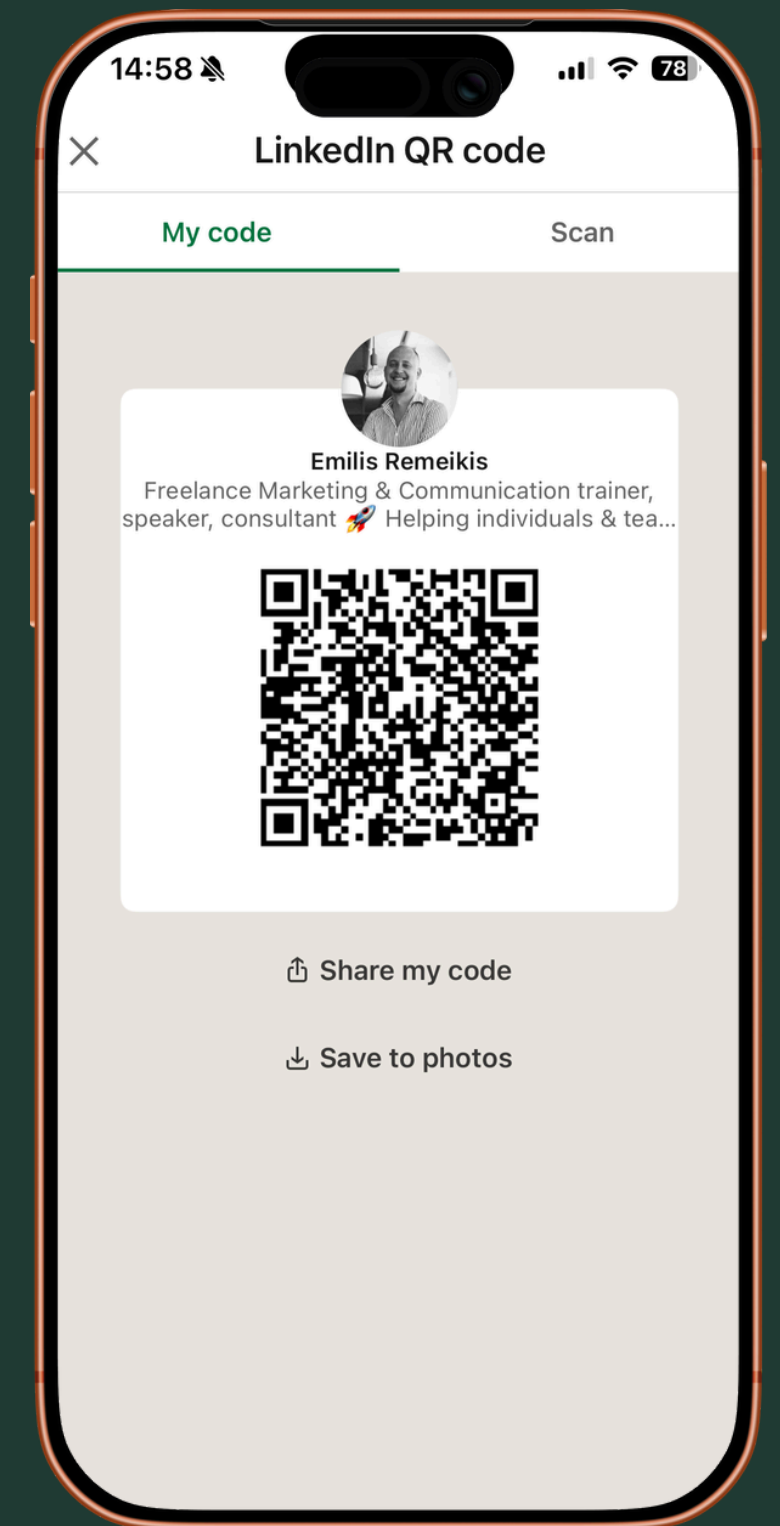
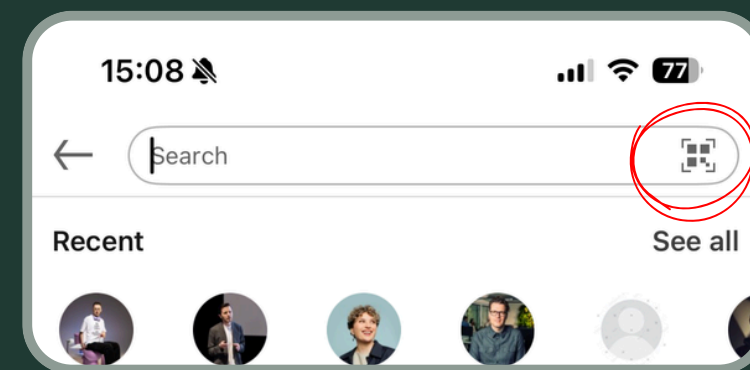
Always include a short, relevant note

## Warm introductions

Ask mutual contacts for introductions when possible

## LinkedIn tools for connecting

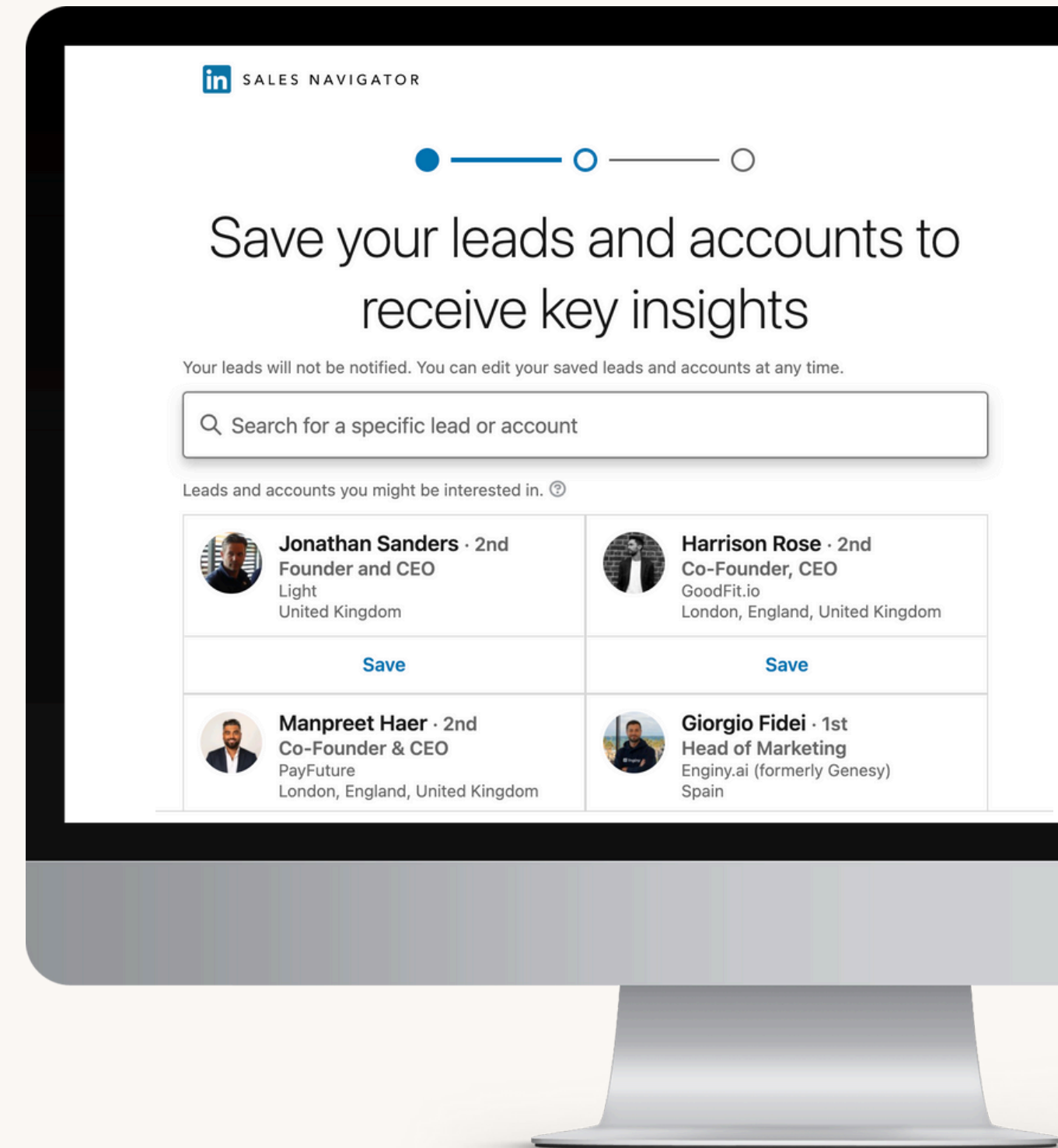
- **InMail:** Reach people outside your network with thoughtful, targeted messages
- **QR Codes:** Quick, contactless way to connect at events or meetings



LinkedIn allows up to 200 connection requests/week. Avoid spamming. Quality over quantity.

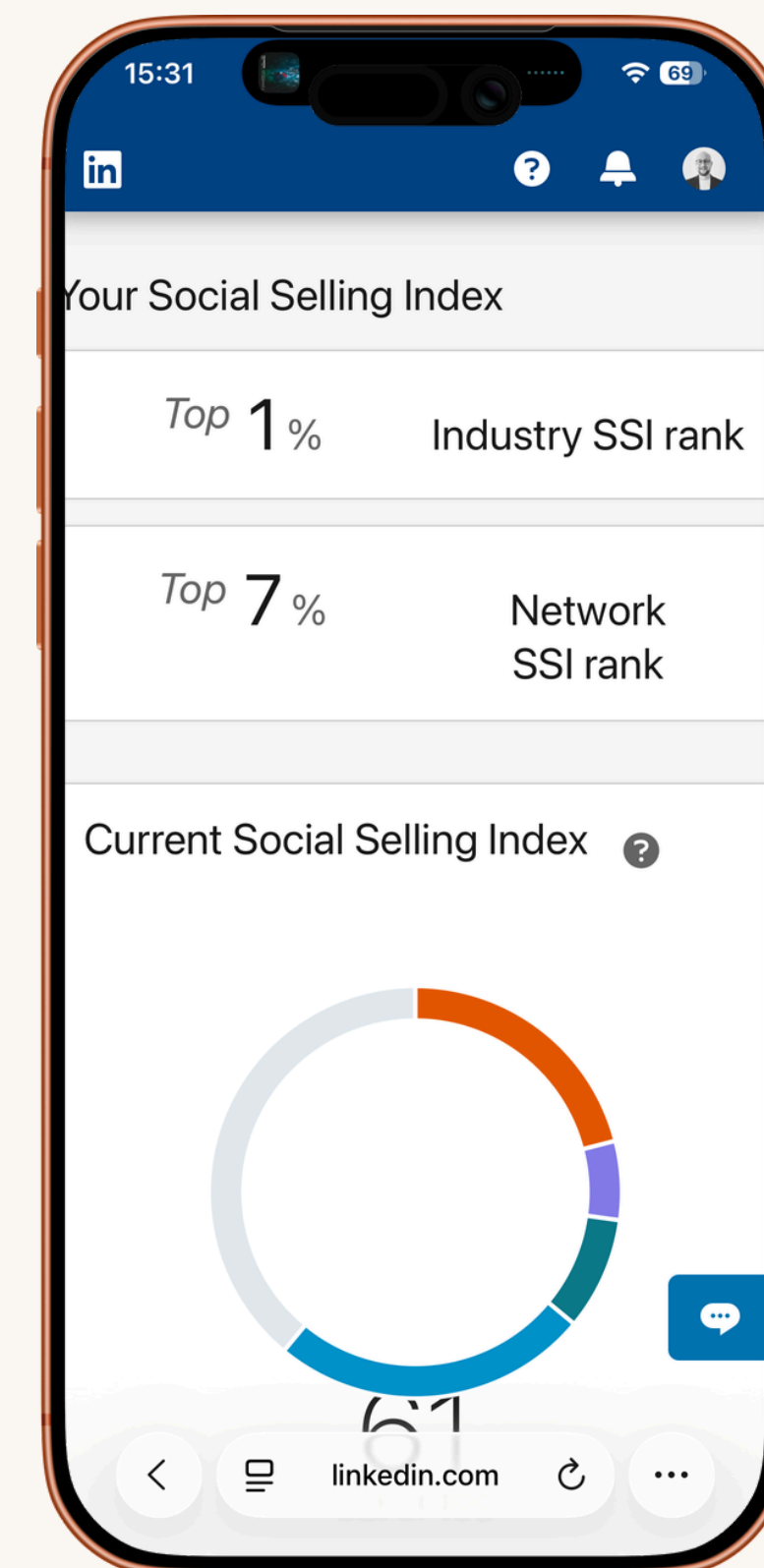
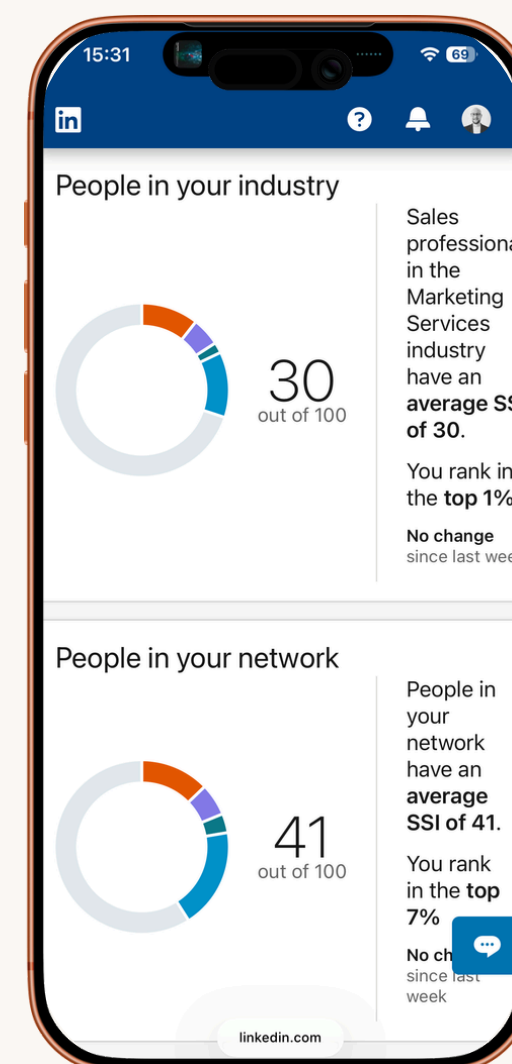
# Outbound *on LinkedIn*

- 1. Targeted outreach**  
Use *Sales Navigator* to build lists, connect, and get notified about changes related to them.
- 2. Personalised messaging**  
Avoid generic messages; use insights from prospect profiles to tailor messages to their specific needs.
- 3. Leverage intent signals**  
Monitor profile views and content interactions (likes, comments) to initiate conversations with warm leads.
- 4. Don't forget to follow up!**  
Consistently follow up with personalised, value-driven messages rather than just direct sales.

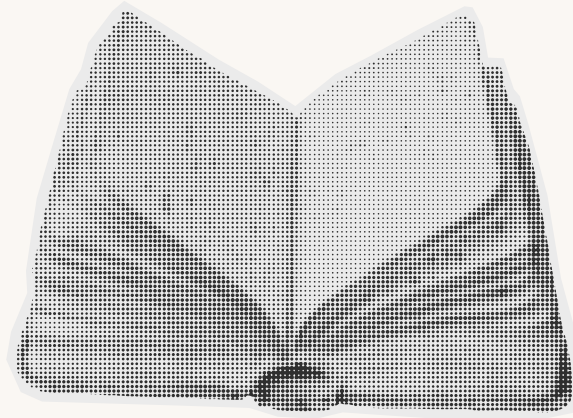


# Social Selling Index *on LinkedIn*

- 1. Establish your professional brand**  
How professional your profile and content look.
- 2. Find the right people**  
How successful you are in connecting with the audience that matters to you.
- 3. Engage with insights**  
How often you participate in discussions and share insights.
- 4. Build relationships**  
How successful you are in building and maintaining professional relationships.



<https://www.linkedin.com/sales/ssi>



# Final reminder of *what matters*

- 1. Optimize**  
Highlight impact, achievements, and expertise on your profile
- 2. Post**  
1-2 times per week share insights, lessons, and trends consistently
- 3. Connect**  
Invite 10+ weekly meaningful contacts from your target audience
- 4. Engage**  
Comment, discuss, and participate to build influence

mmmmmm

Thank you for your  
***attention!***

Visit [www.remeik.is](http://www.remeik.is) | Email me on [emilis@remeik.is](mailto:emilis@remeik.is) | Let's connect on LinkedIn'e

