TEAM

Paiger

LinkedIn PLAYBOOK

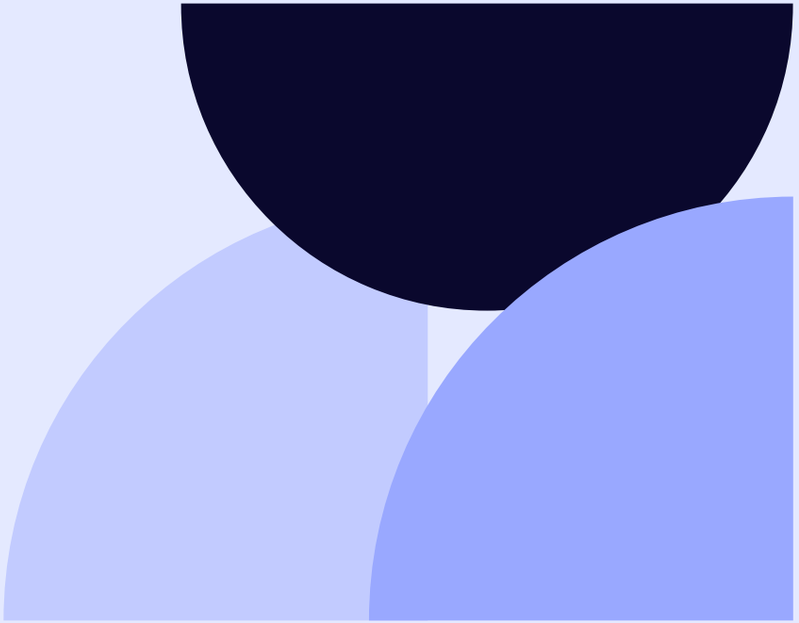
Brought to you by no.1 most trusted recruitment network for independent agencies, and the complete business development platform for recruiters.

This playbook is intended as a guide — all advice is just that: Advice.

LinkedIn now has over 1 billion members.
Incredibly, only 1% of these members ever post content.

By creating and posting any form of content, you will instantly be in the top 1% of people using LinkedIn.

Recruiters that live on LinkedIn can find it overwhelming. So this playbook will break down and simplify the best practices to optimise your profile and get you seen by the right people.



SETTING UP YOUR PROFILE

Your LinkedIn profile is your shop window.

It's the first thing people see and the moment they decide whether to stop, engage, or scroll past.

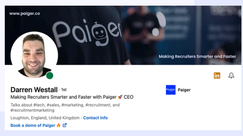
No matter how great your content is, if your profile doesn't back it up, **you're leaving opportunities on the table.**

Think of it as your personal homepage: **Make it clear, Credible, and Compelling**.

Headline

Make sure your headline has more than just your job title. Adding a personalised explanation will help people get to know you in a 'people buy from people' world.

The character limit is 220. But keep in mind that only the first 40 characters are visible when you comment on someone's post.



URL

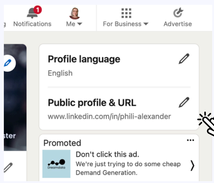
The default URL LinkedIn gives you has numbers after your name, like:

/darrenwestall-224092b2/

Change this to something that looks better when shared and is more memorable:

/darrenwestall

Find this in the top right of your profile under 'edit public profile & URL.'



Banner

Your default banner in LinkedIn doesn't add any value to someone visiting your profile.

Your LinkedIn banner is prime real estate — don't waste it.

That default blue graphic adds zero value. Instead, use this space to instantly show visitors who you are and why they should care.



TEAMTIP

A Great Banner Should:

- Look professional and align with your personal brand.
- Spell out what you do and the industries you work in.
- Showcase credibility by highlighting awards, certifications, or key achievements.
- Make it easy to connect by including your website, email, or other contact details.
- Level it up with a QR code that links directly to your booking page or calendar. That way, anyone who's ready to talk can lock in a time with one scan.

Pro tip: The recommended size for personal LinkedIn banners is 1584 x 396 pixels. Design with that in mind so your banner looks sharp on both desktop and mobile.

Think of it as your billboard. When people land on your profile, your banner should answer: "Is this person relevant to me?" and "How can I get in touch?" before they scroll any further.

- "Do your MDs need a QR code, or is it better for your sales team to have one and why might you choose not to use a QR code yourself?"

About Section

Write about how you help people, solve problems, and add value to your ideal customer. Be creative - give people a reason to connect with you.

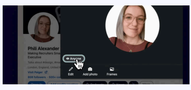
It is your chance to show your market why you should be the one they contact for help.

Use your first sentence carefully. The rest of your text is hidden under a '...see more' link. If your first sentence doesn't make a viewer want to click that, it's not good enough.

Include the best ways to contact you at the end - it's the call to action that makes the difference.

Profile Photo

Pick a photo that looks like you now, not ten years ago. Avoid distractions in the background. Wear what you'd wear to work and choose an expression that represents you. First impressions count.



Make sure you set it to public. To do this, click on your profile picture and select the toggle on the bottom left to 'anyone'.

Contact Information

It is so simple, yet often forgotten.

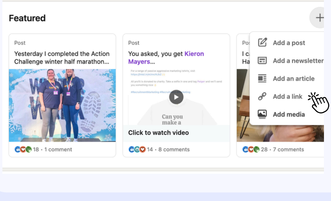
Ensure your contact details are up to date – email address, phone number, website – make it easy for people to get in touch in their preferred way.

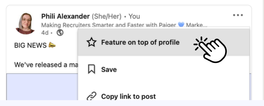
Featured Section

Pinning your best content

Ensure profile visitors see your best content first by pinning these to your profile.

Click the three dots in the top right of any content you have posted. The first three are what stay visible on your profile.





Pinning your website pages

Pin links using the 'link' option on your featured section to give your network direct access to your landing pages, live vacancies, testimonials, etc.

Your media choices

It is important to visually show your audience what you do. You can think of this section as giving evidence to support what you do and to bring it to life.

Paiger Links allows you to add a custom image or GIF to your media directly to your website.

Recommendations

Don't forget this!

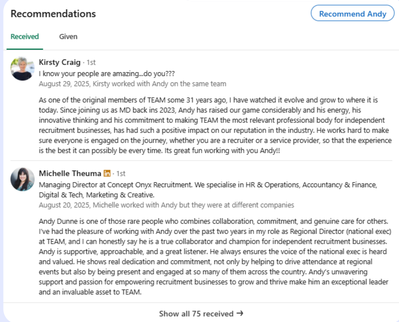
Too many recruiters overlook one of LinkedIn's most powerful features: **Recommendations**.

For serious recruiters, recommendations act like instant social proof. Clients, candidates, and peers can all back up what you say about yourself and that carries way more weight than your own claims.

If you're not asking for them, you're leaving credibility (and opportunities) on the table. **Andy Dunne:** "I've started doing this, getting some of the TEAM members to write about what I've been doing at TEAM. It's a game-changer."

Pro tip: Don't wait for recommendations to come to you. **Ask for them**. Make it personal - frame your request so people know exactly what to highlight - helped them land a role, delivered for a client, or contributed in your industry. Don't use the standard template LinkedIn gives you - make it personal.

TEAMTIP



BUILDING YOUR CONNECTIONS

The strength of your LinkedIn network is incredibly important.

A strong LinkedIn network consists of both quantity and quality - make sure your connections are relevant and aim to develop your network regularly.

With an upper limit of 30,000 connections, you have the scope to build a big network. But don't just add people for the sake of it. Irrelevant connections are less likely to engage with your content, diluting its reach.

Try to connect with 10-15 people every day that would add value to your network.

The benefits of building connections

1

LinkedIn is unique in that each time you connect to one person you also connect to everyone that they know and everyone that those people know.

That's extremely powerful.

2

People are more likely to **trust** people they are familiar with.

Building connections today benefits your future ability to network.

3

LinkedIn actively pushes your content to your new connections.

The key is to get those new connections **engaging** with your content so that they keep seeing your posts.

Encourage conversations in your comments and engage with any content they publish.

4

TEAMTIP

Warming up cold connections that you've never spoken to before.
Every six months, download your LinkedIn data file (your full data cache). Inside, you'll find a list of all your connections - a goldmine of prospects, candidates, and potential clients that often get buried in the day-to-day scroll.

Use this as an opportunity to:

- Re-engage prospects you've interacted with but never closed.
- Reconnect with dream candidates or clients you've admired or followed for a while.
- Build a fresh target list by adding these connections into your CRM.

Chances are, the perfect candidate or client you're searching for is already sitting quietly in your network — no job boards or extra advertising needed.

Pro Tip: Aim to connect (or reconnect) with 10–15 people every day from this list. Over time, these touchpoints compound into stronger relationships and more opportunities.

Pro Tip #2: Each day, reconnect with five people you haven't spoken with in the last six months. Check in on what's happening in their career and life, explore if they're open to new opportunities, and share valuable industry insights or data to spark a meaningful conversation.

Nurture relationships with your connections

Engage with your network on LinkedIn. Focus on **building relationships**. Having two-way conversations with the people who interact with you is crucial.

Actively comment on others' posts, but **be thoughtful** when you are doing so. One well-thought-out comment is better than 100 "I agree".

LinkedIn is aware of messaging activity, too. Chatting privately with someone on LinkedIn makes them more likely to see your future content. **Momentum and consistency** will keep your network and reach expanding.

Interact with posts. Answer questions. Offer advice. **Be helpful.** Be generous with your expertise. The more you give, the more you get in return.

WHEN TO POST

Consistency is key

Maintaining a regular posting frequency is critical to success.

Aim for a consistent rhythm rather than posting for three days in a row and then silence for a week. Start with three weekly posts, split over Monday, Wednesday and Friday. Use Tuesday and Thursday as an opportunity to comment and engage with your network's content.

Once you start to see traction, you'll naturally want to post more. Build up to daily posts. And weekends?

Paiger Spotlight

With Paiger, scheduling posts ahead of time is simple. Consistency is what the algorithm rewards and Paiger makes it effortless by scheduling your rhythm in advance, keeping you visible even when you're busy or away.

Posting times

Optimal posting times hinge on your audience specifics.

Generally, LinkedIn sees 90% of activity from 7:00am to 9:00pm.

However, you must think about your audience and when they will likely be online.

What is their time zone? When will your candidates seek jobs (this will likely be outside their typical working hours)? When will your clients be online?

For example, a nurse is going to be online at different times than a construction worker.

For simplicity, the rule of thumb is to aim for posting between 8:00am to 11:00am in your time zone.

Again, consistency is key here. Aim to post around the same time each time you post, as it conditions the algorithm to serve your content reliably to your audience.

Content Ideas

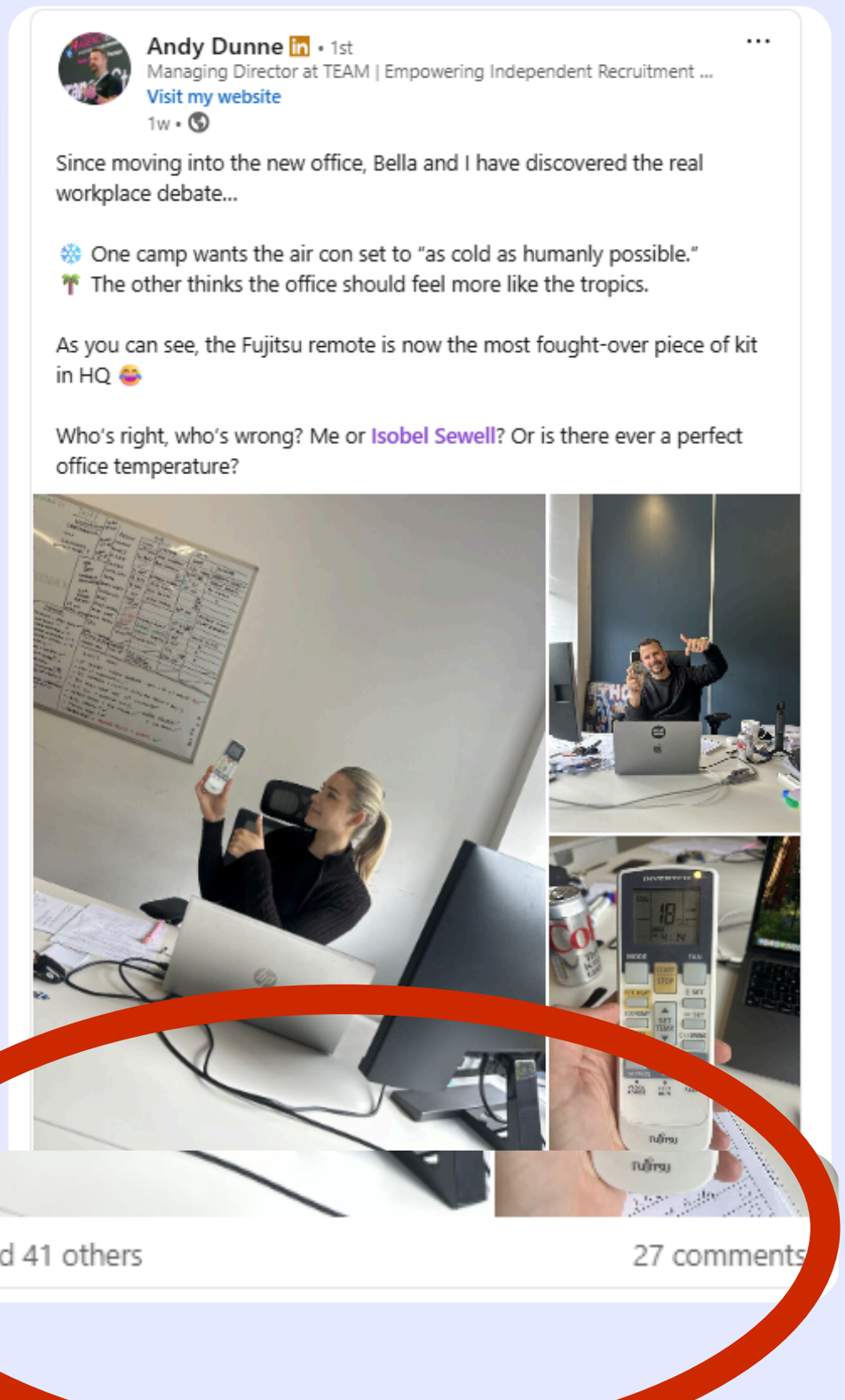
TEAMTIP

You don't need to overthink your LinkedIn content. The best posts are the ones that add value and show up as genuine.

Here's how to approach it:

- **Focus on value:** Share advice, knowledge, insights, and opinions that can help others.
- **Draw from real conversations:** Use questions you've asked candidates or clients, or pain points they've raised, as inspiration for posts.
- **Be authentic:** Share not just your wins, but also your challenges and what you've learned along the way.
- **Keep it human:** Avoid being overly promotional — it's tempting, but real connections come from real stories.

Pro Tip: For every post you write about your business or the market, create another that's not work-related.



Paiger Spotlight

Struggle with ideas? Paiger helps you curate industry insights, employer content, and branded assets - so you always have something relevant to share.

WHAT TO POST

You don’t need to overthink the content you create.

Focus on how you can add value to your audience.

Give genuine advice and share knowledge, insights and opinions.

Try to avoid being promotional all the time.

It can be tempting to talk about your services, but doing this repeatedly without adding any other value can be detrimental.

Use the conversations you’re having as inspiration for topics.

Have there been any questions that someone has asked you that you could use for a post?

What pain points are they experiencing right now?

Share your success stories and your struggles.

Adding that personal touch to your content shows that you are human and your audience can relate to you.

Frame your idea against these questions.

If it answers ‘yes’ to at least one, it’s a good idea for content:

Is the concept novel or a fresh perspective on an existing idea?

Can your audience act on the idea right away?

Will it make a significant impact on their work and life?

Click here for one month of post ideas 💡

THE FOUNDATIONS OF A WELL WRITTEN POST

Write like you talk ✍️

Be you, be real, be human. Avoid using complicated language and jargon.

Start your post with a hook 🪝

Your first one or two sentences need to grab attention. To do this, include a bold statement, opinion or question. Create interest.

Aim for **short sentences** of a maximum of 12 words 🩳

Keep your posts **broken up** into short paragraphs.

Use white space so that it is easy to read 🤓

The optimal length of a good post is around **1,000 characters** 📝

There are some exceptions to this, but we'll touch on them later.

End your post with a conclusion, question, or call to action to encourage engagement 💬

Adding **emojis** can enhance the message you're trying to convey and add personality to your posts. But judge whether it is appropriate for your audience and industry 🤔

TYPES OF POSTS TO USE

1 TEXT AND IMAGE

These are the most straightforward posts to get right.

They are perfect for storytelling, adding personality to your posts, and grabbing attention.

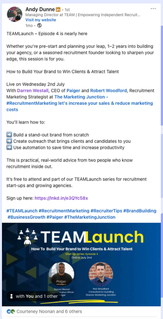
The key here is to keep your images relevant. Avoid generic stock photos and opt for genuine photos. GIFs can also be effective.

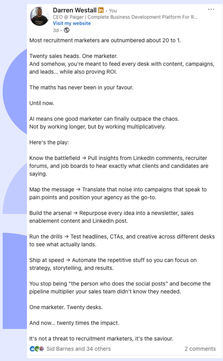
Using photos with people in them, for example, a selfie or a picture of your team can yield higher engagement, as people are interested in people.

Designed images that use your brand's colours and themes can increase brand awareness.

Don't add images for the sake of it. You know, the ones we mean, a random picture of you flexing at the gym when your post is about something unrelated.

It does you no favours.





2 TEXT ONLY

Text only is excellent for longer, meaningful content.

Sometimes, words speak at a sufficient volume, and they don't need any visuals. Simplicity can work well.

Using text only for storytelling or educational content can be impactful.

Text-only posts are less popular, so they can stand out of the crowd and draw attention when done right.

3 VIDEO

Videos are great for adding value to your audience in a format that is easy to digest.

Note that these need to be posted directly to LinkedIn - don't use links to YouTube or Vimeo.

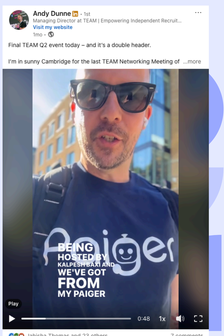
The most engaging videos are between 30 seconds - 1 minute. Make them at most 3 minutes, as people will likely lose interest. Aim to make the first few seconds interesting enough to grab attention so that people continue watching.

A video of yourself talking about something that adds value to your audience is better than a promotional video.

Use conversations that you've had with customers and clients and share these in your video. For example, you can share that market information you've shared on 1-1 calls with your audience.

Including subtitles enhances accessibility, catering to those with hearing impairments and many users who watch videos without sound.

Keep accompanying text shorter to avoid distracting people from the video. Aim for no more than 500 characters when posting videos. Keep it relevant to the video to touch on the topic, pique interest and encourage people to watch it.



TEAMTIP

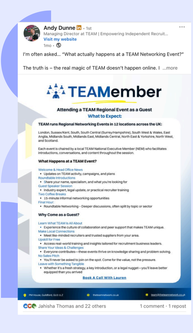
Pro Tip:
Video is one of the fastest ways to add value and build trust with your audience.

- Videos perform best when uploaded directly to LinkedIn. Videos published through Paiger perform exactly the same as if you posted them directly.
- Keep it short and sharp: 1–2 minutes is the sweet spot (never more than 3).
- Share insights, tips, or stories that spark conversation.

Done well, video stops the scroll and makes your audience feel like they know you.

Paiger Spotlight

If you're using Paiger, you can schedule and manage video posts in advance, alongside all your other content.



4 DOCUMENT POSTS

Often referred to as Carousels, these posts are great for educational and informative content. These are created using PDFs and appear as slides when posted.

Aim to keep the accompanying text shorter for these to avoid diverting attention away from the document's content.

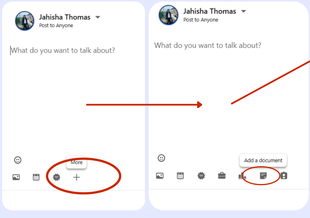
The number of slides can contribute to engagement.

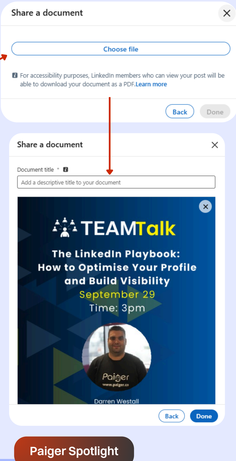
Aim for between 5-15 slides. The optimal amount is 12. Avoid having too many slides; anything over 20 will likely be too long.

Using your brand style is essential. Stick to the correct colours and fonts to remain professional and increase brand awareness.

Paiger users can design and schedule carousels easily, making sure your educational content is always dripping out on time.

EXAMPLE





TEAMTIP

Pro Tip:
To add a carousel:

1. Create a post
2. Select "+" icon
3. Select "**add a document**"
4. Choose your file
5. Add a "**document title**"

5 POLLS

Paiger Spotlight

With Paiger, you can plan these in your calendar so you don't miss a week.

Polls spark conversation and build data. The simplicity of your question is key.

Ensure it is broad enough to engage a wide audience but avoid being too vague and generic. Getting this balance right is essential.

Ensure you articulate your poll's context and objectives in the accompanying text. Telling people why you are doing the poll can increase buy-in and encourage people to interact. Again, keep this below 500 characters to avoid losing interest before people have voted in the poll.

Avoid listing too many answers. Aim for between 3 and 4 and make the last one "other, see comments," which can be great for increasing comments.

The optimal duration of your poll is one week.

Repurpose the results of the poll. These can make a great 2nd post to discuss the results and spark more conversation.



INCREASING POST REACH

If you've spent time setting up a profile that turns visitors into conversations and conversions.

You've chosen the frequency and types of content you'd like to post and are proactively building relevant connections. Great work!

Now, when you're posting, we advise some techniques to maximise the reach and engagement of your posts and increase visits to your profile.

1 COMMENTS

Encouraging people to comment can boost your reach.

Keep the conversation going by replying to comments.

2 ENGAGE WITH YOUR NETWORK

Build relationships with your network.

Regularly engaging with your network's posts and adding value by commenting will increase their likelihood of seeing your content.

Plus, others are more likely to return the favour by commenting on your posts.

3 STRATEGIC TAGGING

Mentioning others in your content can be beneficial if they contribute to the discussion by commenting.

Make each tag meaningful and relevant, and try to use tags to express gratitude or celebrate success.

Tagging encourages engagement and potential sharing of your content. But be warned - if you tag contacts and companies that do not then engage with the post, this can be detrimental to your post's reach.

Avoid too many tags – no more than 8 – which could activate a tag penalty, and LinkedIn could mark your content as spam.

If you're in doubt about whether someone will engage when tagged, we suggest you tag them in a comment as failure to engage doesn't impact your post in the same way.

MEASURING SUCCESS

Analytics

LinkedIn provides you with some high-level measures that are accessible from your profile.

Use these to guide whether or not your efforts are getting the desired results. Check them weekly.

Increasing **profile views** is good, but dig deeper and see *who* is viewing your profile. If they are the right people, that's great.

Post impressions over the last seven days indicate how much reach you get from your posts.

As you test and see what engages your audience most, you want to see this increase over time.

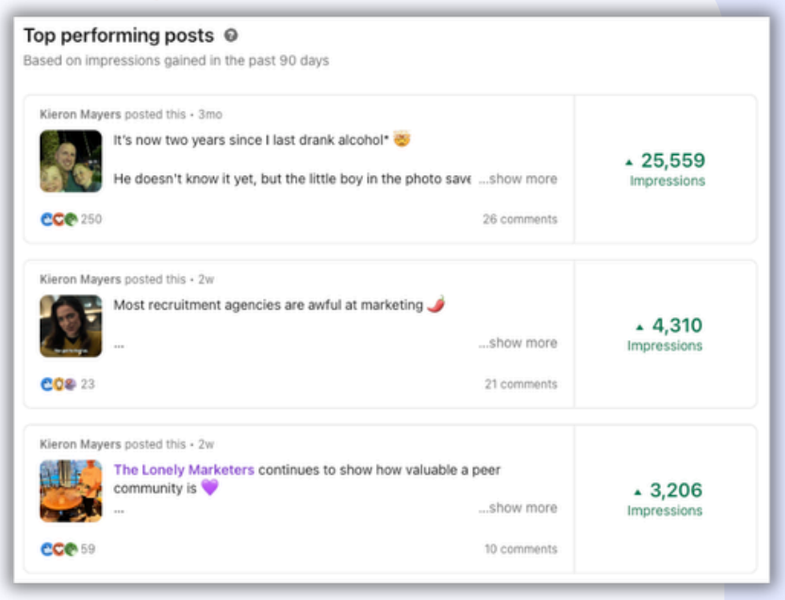
Search appearances indicate how 'findable' you are – ensure your profile is optimised to get the right people to discover you.



Review your top performing posts over a longer period – we suggest 90 days.

This allows you to re-use the best, perhaps with a different angle or image.

Don't overthink likes and comments on an individual post level.



Not everyone who takes value from your content will engage with it, so being overly critical of your content performance can result in giving up too soon.

Paiger Spotlight

LinkedIn gives you headline numbers. Paiger takes it further - combining analytics, engagement insights, and team reporting in one place.

Your Business Results

There is no one-size-fits-all when it comes to being successful on LinkedIn. Every individual's targets will be different, so set your targets, whatever they are, and measure, test and adjust until you see positive changes, whether this is new business, new relationships or increasing brand awareness.

Track and review 'lagging' indicators – such as X inbound messages received in the last three months. These give you the real results. 'Leading' indicators, such as the analytics above, show you if your efforts resonate with the right audience, but the business end is the most important. Is your investment generating tangible revenue?

TEAMTIP

LinkedIn vs LinkedIn Premium

In terms of optimising your profile, LinkedIn Premium is not necessary in terms of still maximising your LinkedIn.

YOUR SOCIAL SELLING INDEX

LinkedIn also provides you with a performance diagnostic tool called SSI.

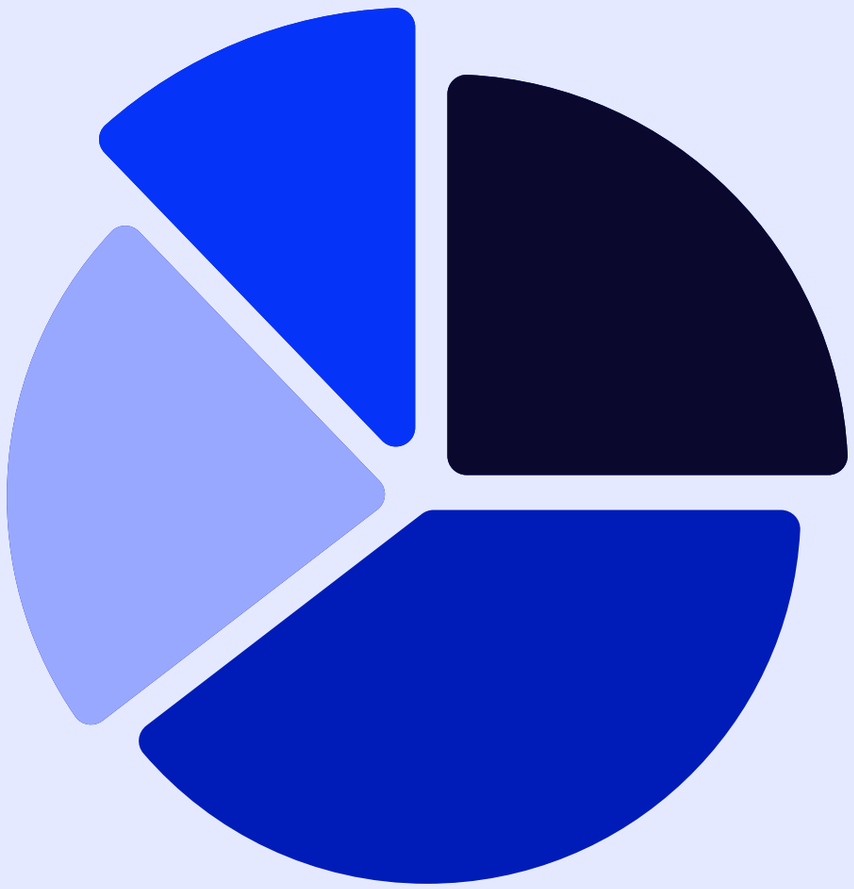
Four components calculate your Social Selling Index score to a total score out of 100.

Once you reach an SSI of 70+, each of your posts on LinkedIn reaches more of your network.

CHECK YOUR SSI SCORE

If you are starting to take your approach to LinkedIn seriously, or you've decided to spend more time creating content, check your SSI score now, then again in a month.

Along with the business results and analytics mentioned above, your SSI is a steer to guide your futureactivity to get more from LinkedIn.



Find the right people

Identify better prospects in less time using efficient search and research tools.

Establish your personal brand

Complete your profile with the customer in mind. Become a thought leader by publishing meaningful posts.

Build relationships

Strengthen your network by finding and establishing trust with decision-makers.

Engage with insights

Discover and share conversation-worthy updates to create and grow relationships.

FINAL TIPS

Invest three months of LinkedIn effort before judging how beneficial it is for you and your business.

In that three months, at a minimum, implement these habits:

Post 3x times a week, and try to vary your content type.

Stick to 2-3 content themes to build awareness of what problems you can solve for your audience.

Send 10-15 connection requests to relevant people every day.

Building connections whilst posting regularly is the quickest way to see results in your efforts.

Comment on 5-10 relevant posts, ideally from people you want in your network, each day.

Paiger Spotlight

Paiger automates the hardest part: consistency. That's why it's the tool recruiters rely on to actually deliver the Playbook.

TEAMTIP

Pro Tip: Ensure your profile page is fully optimised - it's the shop window for all the traffic your content generates. Revisit it monthly to keep everything fresh, relevant, and aligned with your goals.

Pro Tip #2: Buddy up with another TEAM Member and take on the 3-month LinkedIn Challenge together. Hold each other accountable to the content plan, keep profiles fully optimised, and stay consistent — progress comes faster when you don't go it alone.

Found this playbook valuable?

Share on LinkedIn

TEAM

The UK's no.1 most trusted recruitment network for independent agencies.

The TEAM network comprises 500+ small and medium size recruitment businesses across 700+ locations in the UK.

Book a Call with TEAM

Paiger

Complete Business Development Platform For Recruiters

Find direct employer vacancies, research companies and contacts, format CVs, and send personalised outreach – all in one place, in a fraction of the time.

Book Demo