

What Types of Posts are Most Engaging on LinkedIn?

Dorothy Weaver

S.C. Department of Employment and Workforce

February 2, 2020

Problem Statement

There is no question that despite its recent birth, social media has become the masthead of communication and has completely altered society's way of life and way of doing business. The relevant question is not *does* social media play a role, but *how* does it play a role.

The Pew Research Center started tracking the use of social media in 2005 and found that, "just 5% of American adults used at least one of these platforms. By 2011 that share had risen to half of all Americans, and today 72% of the public uses some type of social media.¹"

Launched on May 5, 2003, LinkedIn's mission is to "connect the world's professionals to make them more productive and successful."² And while their online presence may not match behemoths like YouTube and Facebook, in the past 17 years this social media giant – ranked 60th in global internet engagement by an Alexa Internet poll – has amassed more than 630 million registered members in 150 countries³. Some research speculates that more than 50% of all business professionals on the planet are on LinkedIn.

Historically, the S.C. Department of Employment and Workforce has been known to individuals who have lost a job through no fault of their own as well as jobseekers who require workforce services. In fact, the tagline of our flagship customer-facing locations

¹ Pew Research Center. (2019, June 12). Social Media Fact Sheet. Retrieved from <https://www.pewresearch.org/internet/fact-sheet/social-media/#who-uses-each-social-media-platform>

² Mission Statement Academy. (2019, October 11). LinkedIn Mission Statement 2020 | LinkedIn Mission & Vision Analysis. Retrieved from <https://mission-statement.com/linkedin/>

³ *linkedin.com Competitive Analysis, Marketing Mix and Traffic*. (n.d.). Retrieved from https://www.alexa.com/siteinfo/linkedin.com#section_traffic

located throughout the state, known as SC Works centers, which are shared by other workforce stakeholders, is “Bringing employers and jobseekers together.”

As one of the primary state agencies responsible for promoting the relationship between employers and employees, our brand awareness and the plethora of workforce services we offer is in need of more exposure throughout the state’s business community. In an economy where finding employees has become a challenge, the services of our agency are critical and can help employers. Fully utilizing LinkedIn as a convener for this mission is critical to our communication efforts; however, it was one of the last platforms to receive the time and attention of the agency’s Communications and Outreach Department. Once fully adopted by the department with a concerted effort made to boost organic growth, the LinkedIn account began a slow and steady growth of followers and engagement. As growth occurred, the consciousness of opportunity began to intrigue the agency’s communications professionals. What more could be done? How can we use this platform to increase our presence among South Carolina’s business professionals? And from that – what is the best type of post to get their attention? Also known as “engagement.”

By engaging businesses through our agency’s LinkedIn platform, we can educate them about the tools and resources that support South Carolina businesses so they can thrive and prosper, positioning the state as a desirable place in which to do business. LinkedIn’s global analytics show exponential growth in its overall engagement, including a 60% increase in 2019 of views in the LinkedIn feed over the previous year, more than 130,000 articles created by professionals each week, members engaging with the feed 50%

more year over year, and members doubling their likes, comments and shares records from 2018 to 2019.⁴

Because the LinkedIn platform, like all social media, offers several ways to present a message to an audience, our agency was interested in measuring which type of post would “engage” more attention. By using the most effective type of post, the Communications and Outreach Department could measure the reach of messages to various audiences and make associations about how messages are being consumed and understood.

Data Collection

As defined by LinkedIn, the Engagement Rate is an algorithm calculated as (clicks + likes + comments + shares + follows)/impressions. (See Attachment A for the definition of each variable in the algorithm.) A higher engagement rate demonstrates more activity or responsiveness to a post, which implies more interest by more readers. That interest, or engagement, indicates an interactive relationship between the agency and the LinkedIn user. This should result, as best case scenario, as increased understanding of services of the S.C. Department of Employment and Workforce and its benefits to the business community, and, as worst case scenario, an increased brand awareness or recognition of the agency’s name and presence.

In order to determine engagement, Communications and Outreach staff had to determine the “types” of posts to use through this LinkedIn experiment. These types were posts that our department could create or source (with appropriate credit) and would not require so much work or time that we could not reasonably continue to generate content as

⁴ LinkedIn. (n.d.). *The LinkedIn Secret Sauce: Extra Hot Edition!*. Retrieved from <https://business.linkedin.com/marketing-solutions/content-marketing/the-linkedin-secret-sauce-extra-hot-edition>

part of this test. Seven types were identified in order to give a wide variety of types to test and to allow calendar rotation that included weekends. The choice to include weekends, despite their not being typical workdays, was based on industry knowledge that many business leaders are connected to work, even when out of the office, and research that shows business leaders are typically online Sunday afternoons and evenings as they prepare for the beginning of the workweek. The definition of the seven types of posts as well as graphic examples can be found in Appendix B.

After determining the types of posts to be used, a calendar was created with four control weeks with repeated post types assigned to the same day.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Infographic	Agency Program	Success Story	Top List	Video	GIF	LMI Headline
Week 2	Infographic	Agency Program	Success Story	Top List	Video	GIF	LMI Headline
Week 3	Infographic	Agency Program	Success Story	Top List	Video	GIF	LMI Headline
Week 4	Infographic	Agency Program	Success Story	Top List	Video	GIF	LMI Headline

Once the control weeks were complete, the type of post would rotate each week. The scheduled weeks looked like this:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 5	Agency Program	Success Story	Top List	Video	GIF	LMI Headline	Infographic
Week 6	Success Story	Top List	Video	GIF	LMI Headline	Infographic	Agency Program
Week 7	Top List	Video	GIF	LMI Headline	Infographic	Agency Program	Success Story
Week 8	Video	GIF	LMI Headline	Infographic	Agency Program	Success Story	Top List
Week 9	GIF	LMI Headline	Infographic	Agency Program	Success Story	Top List	Video
Week 10	LMI Headline	Infographic	Agency Program	Success Story	Top List	Video	GIF

While aware that many unmeasurable business variables could affect the traffic and results of this experiment, we determined that the week of November 25th, 2019, which included Thanksgiving and the week of December 23, 2019, the week of Christmas, would significantly skew the data due to holidays and vacation days and were excluded from the calendar rotation.

Having decided the type of posts and the cadence for posting, the team brainstormed the content that would be presented throughout the LinkedIn campaign. To accurately compare and contrast the types of posts in a week, it was decided that each week would have a content theme. In other words, the content about the same subject would be presented seven different ways in the LinkedIn feed for the week.

Subject matter was determined by relevant information that needed to be shared at a certain time, such as the 2020 tax rate information announced in November, as well as information that the agency wants employers to know and understand, such as how to take full advantage of the available business tax credits.

The subject matter schedule was as follows:

Week 1: Hiring Individuals with Barriers

Week 2: SC Works Centers

Week 3: Sector Partnerships

Week 4: 2020 Tax Rate

Week 5: State Unemployment Insurance Tax System (SUITS)

Week 6: Labor Market Information (LMI)

Week 7: Federal Bonding Program

Week 8: Economic Analysis

Week 9: Unemployment Insurance Fraud Prevention

Week 10: Work Opportunity Tax Credits (WOTC)

The Communications and Outreach Department uses a tool called Sprout Social to leverage its social media presence. It allows the agency to manage several social media networks simultaneously and schedule posts for one or more platforms at a time. The tool uses an algorithm that can post content at the most optimum time to engage an audience. For the purposes of this test, we used this feature.

Having set the parameters of the experiment, the Communications and Outreach team determined that LinkedIn analytics would be used to measure results. Allowing the availability to track data by date range, by post, by user type, and more, we could easily cull data directly from the LinkedIn site or create excel spreadsheets to filter and show results.

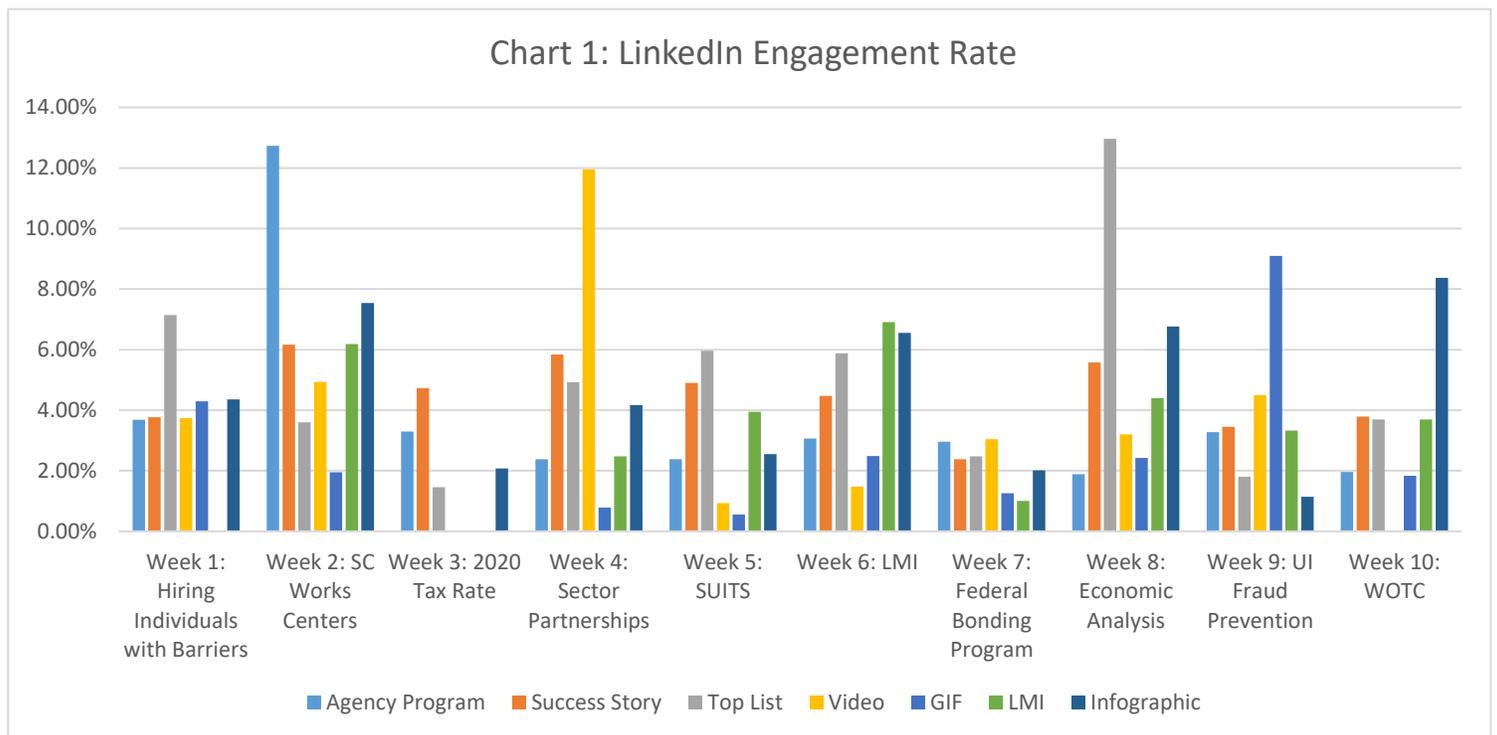
Data Analysis

A macro look at only engagement rate percentages throughout the 10 weeks is inconclusive.⁵ See Chart 1: LinkedIn Engagement Rate. There are spikes throughout the program where the post engagement rate peaked, but the type of post is different in each of these cases. For example, in *Week 1: Hiring Individuals with Barriers*, it is a Top List that garners the most engagement that week, however, in *Week 2: SC Works Centers*, it is an Agency Program post that gets far and away the most engagement. In fact, it is second of all

⁵ Unfortunately, the data has some holes where the experiment suffered technology issues. There were five different days total, three occurring in Week 3, where scheduled content did not post in the LinkedIn feed.

posts, just behind the *Top List in Week 8: Economic Analysis*, to acquire the best engagement. *Week 4: Sector Partnerships*, had a video post that got the third best engagement rate of the experiment. And *Week 9: UI Fraud Prevention* and *Week 10: WOTC* had close engagement rates, but one for a GIF and one for an Infographic, respectively.

However, a look at the raw data (see Appendix C: LinkedIn Engagement Rate Source Data) shows the average engagement rate over the 10 weeks. These numbers show that overall Top Lists got the most engagement, with an average rate of 4.99%, followed by Infographic at 4.55% and Success Story at 4.51%.



While this information clearly shows a post-type ranking (see Appendix C: LinkedIn Engagement Rate Source Data), the numbers are so close that choosing the use of one type of post to convey agency information would be seemingly inconsequential.

Another way to parse the data would be to individually explore some of the variables that make up the Engagement Rate formula. The chart in Appendix D: Clicks by Post shows the number of people who responded to a post by clicking it to find out more information. There too, Top List is the front runner by type of post with video, infographic and GIF following behind only separated by one click sequentially.

Additionally, some data that is not in the engagement algorithm, but is tracked through LinkedIn analytics provides insight. The Click Through Rate (CTR) is a way to measure the ratio of the number of clicks a post gets to the number of post views. For example, if 10 people view a post on the agency's LinkedIn feed and 5 of those people click the post to go to the longer article, the blog or the website to learn more, then the CTR would be 50%. Using this information, shown in Appendix E: Click Through Rate, Infographics score the highest at 3.20% with Top List in second at 3.06%. That means that of the people who viewed an Infographic vs. a Top List, people were more inclined to click the post if they were viewing an Infographic, but one could argue that the numbers are so close that the difference is negligible and should not necessarily drive posting type decisions.

The one piece of data that is significant from that set is the CTR for the GIF type of post. It is the only post type that scored in the one percent range and is 49.83% lower than the next closest post type – Success Story at 2.04%.

Further exploration of this problem could include a look at potential correlation to the type of content paired with the type of post. There are significant spikes in several of the weeks, but the type of post varies from spike to spike. What was it about the Sector Partnerships post that made a video the most engaging? Why did more people engage with

an Agency Program post about the SC Works Centers? What made the Top List about Economic Analysis more engaging than an infographic?

Another way to assess the data is to dig deeper into the engagement rate to study the demographics of who the agency was engaging in this experiment – in other words, are we talking to the desired audience through this social media platform? To do this, the Visitor Demographics and the Follower Demographics can be pulled from the analytics.

A Visitor to the page is defined by LinkedIn as the, “total number of page views and unique visitors over time. Unique visitors are calculated daily and are not de-duplicated over multiple days.” Whereas Followers choose to link the Department of Employment and Workforce LinkedIn account to their account, allowing content from the agency to post in their feed. For interest and addition to the report, both sets of numbers are tracked in the appendices.

A quick summary of the Visitors (see Appendix F: LinkedIn Visitor Demographics) shows that most page visits, nearly 75%, are from entry-level or senior-level management. This is noteworthy because we find a substantial gap within the middle management group, such as directors and managers. This data supports an article published by Fast Company in which they note this disparity in online networking platforms, “This challenge is particularly acute for middle-skill workers, who make up the majority of the U.S. Labor market but are among the least likely to have a professional social media presence. These workers are among the many working Americans who are struggling in the labor market... They are the ‘unlinked population.’ Their invisibility in the digital labor market suppresses economic

mobility, widens the gap between the supply and demand of talent, and exacerbates skill gaps among employers.”⁶

There is certainly more data among Visitors to explore; however, while we know that the more traffic you bring to the site by way of Visitors the more likely an account is to capture new Followers, for the purposes of the of the agency and the Communication and Outreach Department’s mission, Follower Demographics are the more important numbers on which to focus.

Appendix G: LinkedIn Followers Demographics shows that during the time period of the test, the number of Followers grew by 127 accounts, and again, we see that most of these Followers are in entry or senior level positions. A notable piece of information that caught the attention of the department was the fact that most of the agency’s Followers are in Human Resources or Operations positions in larger companies (1,001-5,000 employees.) While this an obvious target market for the agency, an audience that has recently been identified by new agency leadership is small business owners/employees.

As discussed earlier, more extensive study of the relationship between the engagement rate of the *content* of the post rather than the *type* of post could be beneficial in expanding our reach to the small business market, keeping in mind the challenge of the middle-worker digital gap and how that might influence our reach on this platform. Many of these middle-skill workers may be the state’s entrepreneurs and small business owners who

⁶ Britt, F. (2019, August 22). Why companies need to stop ignoring those without a digital presence. Retrieved from <https://www.fastcompany.com/90394186/the-labor-digital-divide>

are not only less likely to learn about the agency's services that can help their business, but are also "not tapping into a massive pool of potential talent."⁷

While there is ample opportunity to farm through this replete portfolio of data, if we narrow the vision back down to the direct problem statement addressed in this study, What Types of Posts are Most Engaging on LinkedIn, the analysis of the data shows that Top Lists edge out the other types of posts, but not to a significant enough degree to warrant extensive changes in the LinkedIn plan implemented by the Communications and Outreach Department.

Implementation Plan

Having identified in the Data Analytics that there are no beneficial changes to processes or procedures identified by the LinkedIn experiment, nevertheless, the practice of identifying a goal, running a test and analyzing the data to answer a specific question rather than just as a reaction to the analytics themselves was a worthy practice and one that should be included in the ongoing goals of the Communications and Outreach Department.

Being that this experiment is inexpensive, as the team already pays for and uses Sprout Social and LinkedIn, and staff time to plan, build and study social media posts is already part of the job functions of members of the Communications and Outreach team, implementing specific campaigns or new tests into the social media schedule would require no additional funds.

New tests on the agency's LinkedIn page could be called "Campaigns," and rather than running the campaign for 10 weeks, should be run in 12-week cycles to follow business

⁷ Britt, F. (2019, August 22). Why companies need to stop ignoring those without a digital presence. Retrieved from <https://www.fastcompany.com/90394186/the-labor-digital-divide>

quarters. This would allow quarterly, as well as year-over-year comparisons, adding to the robust data study from each siloed quarter. In addition, industry knowledge that might affect the data could be considered in the results. For instance, comparing Q4 to other quarters might prove challenging because of the frequency of holidays throughout that quarter and Q2 could be a great opportunity to focus more on subjects like tax credits rather than jobseeker success stories because many companies are closing out their business year.

Challenges that need to be addressed in the future campaigns include the hiccups of Sprout Social when it didn't post as scheduled. Personnel would have to be responsible for checking social media to ensure posts appear as expected. Also, a study of the campaign analytics would have to include a consideration for posts that appear outside the campaign. For example, the Communications and Outreach Department continues to be responsible for marketing information on behalf of the agency and if the account shares a post from another feed or posts something as requested by the business that is outside the parameters of the campaign, the analytics could skew the results.

Additional tests could include input from executive and mid-level management. If there is a program or service or audience that they want to address, the campaign could be used to leverage those efforts. An example is the aforementioned small business outreach. The opportunity is to identify the audience we want to expand (in this case the small business community) which would have to be defined by our Labor Market Information Department. The determination should then be made if it is overall engagement that should be captured or one variable of the engagement formula that is most important, and then identify which post types and post content should be used to bolster that engagement.

Using this example, an outline of action steps for an Implementation Plan for one quarter campaign can be seen in Appendix H: Potential Implementation Action Steps Outline. The advantage of this experiment is the breadth of opportunity to test dozens of variables and combinations of those variables as part of the Communications and Outreach Departments' existing communications plan and standard operating procedures. These tests could be performed while incrementally building a stronger Department of Employment and Workforce LinkedIn presence, expanding the agency's reach and influence among employers and jobseekers.

Evaluation Method

Ingrained in the Implementation Plan for the agency's LinkedIn campaigns is the ongoing assessment of analytics pulled from the LinkedIn account, giving departmental staff the opportunity to change, improve or add content in real time responding to weekly results of the data.

The analytics, some of which are referenced in the Data Analytics section of the report, can include dozens of piece of data required by the objectives of the various quarterly campaigns. Moreover, Sprout Social offers analytics not tracked by LinkedIn, such as gender and age of account holders, which could be used to identify potential audiences and build campaigns.

Summary and Recommendations

The exploration of What Types of Posts are Most Engaging on LinkedIn was not only a good way to take a deeper dive into the S.C. Department of Employment and Workforce's LinkedIn efforts and results, it was a fun project for the agency's Communications and

Outreach Department. Rather than just being reactive to requests for postings or brainstorming subject matter identified by the team as timely and important, the project's task of identifying objectives and parameters of a particular study within the platform gave the team the focus to ask interesting questions and self-evaluate the use of the platform. There is no denying the importance of having a strong presence within the online networking community. The question is, what kind of presence do we want to have and how do we get there?

It was interesting to see that Top Lists were the most engaging, but the group was disappointed that the results weren't more definitive, and the disparity from week to week with the engagement type that got a spike was confounding and the team found it frustrating not to be able to attribute the spike to a specific set of circumstances.

While the opportunities to study the voluminous metrics related to our LinkedIn account are seemingly boundless, one critical factor to remember is that as quickly as we identify and address a goal, the profiles and audiences of the platform will change, as well as the "fads" of social media. Top Lists that were determined most engaging in this experiment may be replaced by photographs or a new post type (i.e. "live resumes" which I have made up to illustrate my point.) The Communications and Outreach Department has to be willing to continually look for social changes that will also drive social media changes.

Also, as mentioned, research shows "LinkedIn is most popular with college graduates and high income earners." Young, early adopters of technology will move into middle management positions and middle managers who currently make up the users with the largest technology skill gap will be elementary users of the platform, and some will move into executive positions. How do we take this information and create programs or opportunities to

address this gap? Would LinkedIn training workshops through the SC Works centers be beneficial while adding jobseekers the agency's Followers?

The whole approach of the test for this project was based on organic growth, meaning engagement for which we did not pay. A whole other universe that would be fascinating to explore is that of paid advertising through LinkedIn. Relatively cheap, social media advertising is a great option to boost an account or a campaign.

Lastly, while a free and easy Implementation Plan outline was identified in the scope of the project, it would behoove the Communications and Outreach Department to explore some paid professional help. Advantages of self-exploration and use of a test environment for campaign scenarios versus one of the many companies, including LinkedIn, which offer services to help identify social media goals and then provide content and action plans to achieve those goals is worth weighing. A cost analysis should be conducted to determine if paying someone else to do this work would free up the team for other work requiring both their communications expertise and their experience in the employment and workforce arena that make them subject matter experts.

It is said that "LinkedIn makes up 50% of social traffic to B2B blogs and websites."⁸ With this strength, not understanding the tool and making the best use of its capability would be missing a tremendous opportunity, particularly for an agency whose core critical mission is to support employment and workforce in the state of South Carolina.

⁸ *youtube video fun facts about social media growth video.* (n.d.). Retrieved from <https://www.bing.com/videos/search?q=youtube+video+fun+facts+about+social+media+growth&ru=%2fvideos%2fsearch%3fq%3dyoutube%2520video%2520fun%2520facts%2520about%2520social%2520media%2520growth%26qs%3dn%26form%3dQVVR%26sp%3d-1%26pq%3dyoutube%2520video%2520fun%2520facts%2520about%2520social%2520media%2520growth%26sc%3d0-49%26sk%3d%26cvid%3d8CF2DFCA32094638ADDBE8C1A1130481&view=detail&mid=1EFAC647E471042E48801EFAC647E471042E4880&&FORM=VDRVRV>

Appendix A: Definitions of Variable in the Engagement Rate Algorithm

Clicks – How many times someone clicked on links included in a post. Typically this will help boost website traffic or visits to a blog and indicates that the reader had enough interest in the post to follow a link to read more.

Likes – The likes button can be activated to give a post a thumbs up, a clap, a “love” reaction, a lightbulb to indicate something was insightful and a reaction that indicates the user is curious about the post.

Comments – Exactly as it sounds, a comment can be left under a post and is typically tied directly to the content. The comment field prompts users with, “Leave your thoughts here...” A comment can be a sentence or question, but can also take the form of an emoji or a photograph. The comments field can also be used as a way to tag (directly address) another user with the @ symbol.

Shares – This number indicates the number of times users clicked a post to share posted content either in their own feed or by sending the content to another user.

Follows – This is the total number of individuals who are following a feed and have invited the posted content to show up in their personal feed. This number is important because it a big influencer in how well content is spread.

Impressions – This tells an account administrator how many times a post is shown to a LinkedIn member. It does not necessarily require an “action” on the part of the reader to be counted in the equation.

Appendix B: Definitions and Graphic Examples of the Different “Types” of LinkedIn Posts

The seven types of posts used for this test were:

- **Infographic** – A post that uses statistics and data in a large, graphic format, using font types, sizes and colors to draw in the reader.



- **Agency Program** – A description of a service or program offered by the agency.



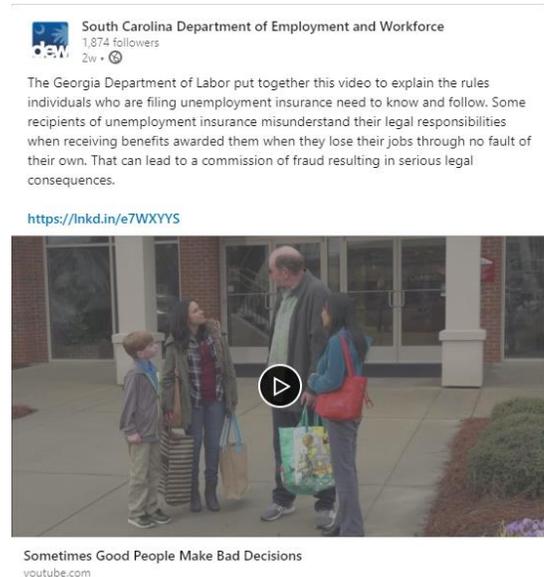
- **Success Story** – A narrative, presenting factual information about services while telling the story of someone who has used the service successfully.



- **Top List** – Information presented in a list or counting format.



- **Video** – Short videos embedded in a post.



- **GIF** – Similar to the infographic, posts inform the audience of information relevant to the topic of the week, but the graphic has movement – word that fly into the picture or a few shorts slides are two examples.



- **Labor Market Information (LMI) Headline** – Information that drives much of what we do as an agency, this data includes employment trends, wage and occupation information, top hiring industries and more.



Appendix C: LinkedIn Engagement Rate Source Data

	Agency Program	Success Story	Top List	Video	GIF	LMI	Infographic
Week 1: Hiring Individuals with Barriers	3.68%	3.77%	7.14%	3.74%	4.29%	NA	4.36%
Week 2: SC Works Centers	12.73%	6.16%	3.60%	4.94%	1.95%	6.19%	7.54%
Week 3: 2020 Tax Rate	3.30%	4.72%	1.46%	NA	NA	NA	2.08%
Week 4: Sector Partnerships	2.38%	5.84%	4.92%	11.95%	0.78%	2.48%	4.17%
Week 5: SUITS	2.38%	4.90%	5.97%	0.93%	0.55%	3.95%	2.55%
Week 6: LMI	3.06%	4.47%	5.88%	1.48%	2.49%	6.91%	6.55%
Week 7: Federal Bonding Program	2.96%	2.38%	2.48%	3.04%	1.26%	1.01%	2.01%
Week 8: Economic Analysis	1.89%	5.58%	12.96%	3.20%	2.42%	4.40%	6.76%
Week 9: UI Fraud Prevention	3.27%	3.45%	1.80%	4.49%	9.10%	3.33%	1.14%
Week 10: WOTC	1.96%	3.79%	3.70%	NA	1.84%	3.70%	8.37%
10-Week Average	3.76%	4.51%	4.99%	4.22%	2.74%	4.00%	4.55%

Post-Type Ranking

1. Top List: 4.99%
2. Infographic: 4.55%
3. Success Story: 4.51%
4. Video: 4.22%
5. LMI: 4.00%
6. Agency Program: 3.76%
7. GIF: 2.74%

Appendix D: Clicks by Post

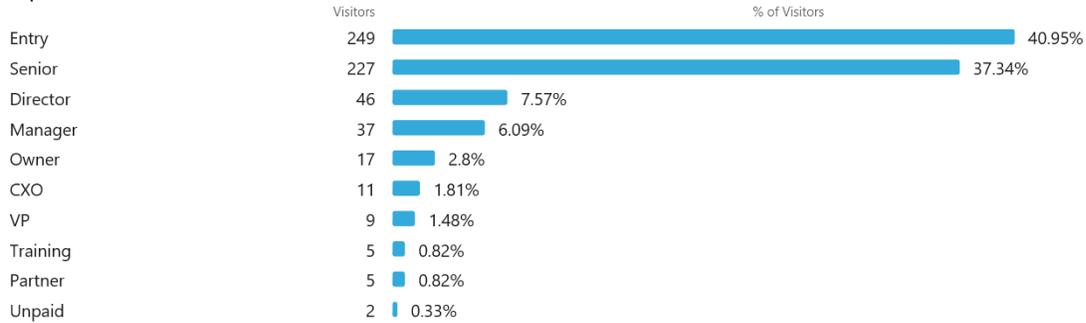
	Agency Program	Success Story	Top List	Video	GIF	LMI	Infographic
Week 1: Hiring Individuals with Barriers	4	6	20	22	5	NA	14
Week 2: SC Works Centers	17	10	4	10	1	13	16
Week 3: 2020 Tax Rate	5	8	0	NA	NA	NA	3
Week 4: Sector Partnerships	2	11	5	32	0	2	7
Week 5: SUITS	7	0	15	0	54	4	4
Week 6: LMI	5	11	90	2	4	14	12
Week 7: Federal Bonding Program	4	2	2	2	3	2	1
Week 8: Economic Analysis	2	12	50	4	2	2	16
Week 9: UI Fraud Prevention	5	2	2	6	2	4	2
Week 10: WOTC	1	1	1	NA	0	2	13
10-Week Average	5	6	19	10	8	5	9

Appendix E: Click Through Rate

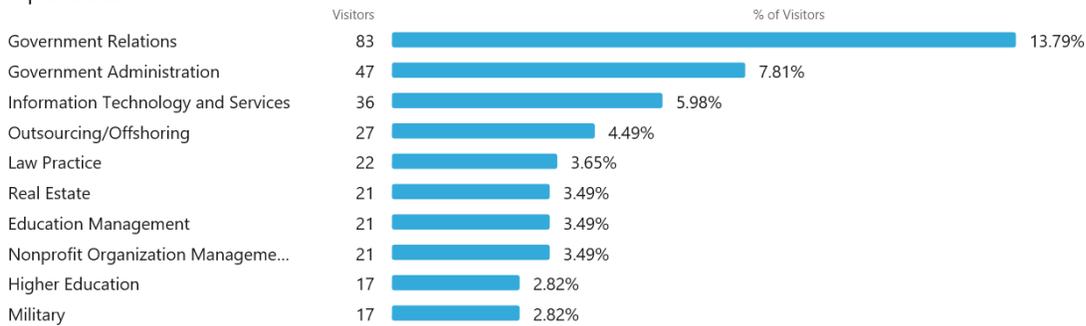
	Agency Program	Success Story	Top List	Video	GIF	LMI	Infographic
Week 1: Hiring Individuals with Barriers	2.11%	1.26%	4.33%	1.87%	3.07%	NA	3.21%
Week 2: SC Works Centers	7.73%	4.74%	1.60%	2.35%	0.39%	4.47%	3.89%
Week 3: 2020 Tax Rate	2.75%	4.21%	0.00%	NA	NA	NA	1.56%
Week 4: Sector Partnerships	1.19%	2.38%	2.73%	9.33%	0.00%	1.24%	2.65%
Week 5: SUITS	2.08%	0.00%	5.60%	0.00%	0.55%	2.26%	2.04%
Week 6: LMI	1.70%	2.46%	4.07%	1.48%	1.99%	5.09%	5.24%
Week 7: Federal Bonding Program	2.96%	1.19%	0.71%	0.87%	1.26%	1.01%	0.50%
Week 8: Economic Analysis	1.89%	2.39%	9.12%	3.20%	0.97%	1.26%	5.69%
Week 9: UI Fraud Prevention	1.82%	0.99%	1.20%	3.85%	0.91%	3.33%	1.14%
Week 10: WOTC	0.98%	0.76%	1.23%	NA	0.00%	1.06%	6.05%
10-Week Average	2.52%	2.04%	3.06%	2.87%	1.02%	2.47%	3.20%

Appendix F: LinkedIn Visitor Demographics

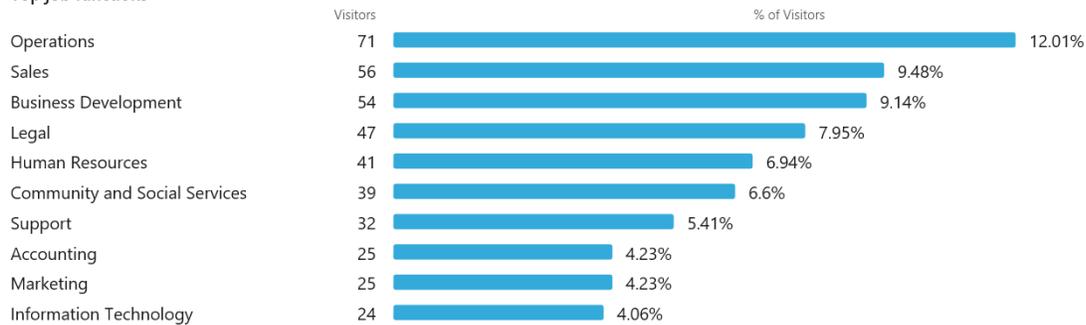
Top seniorities

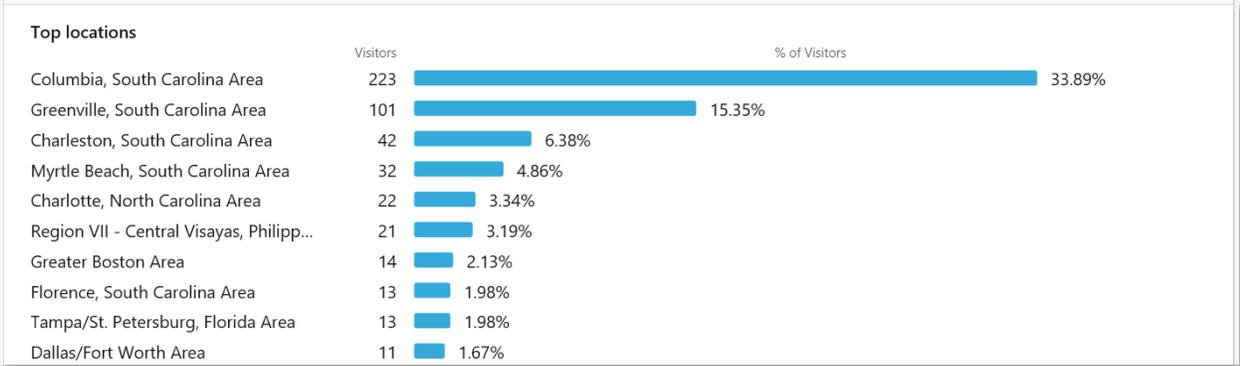
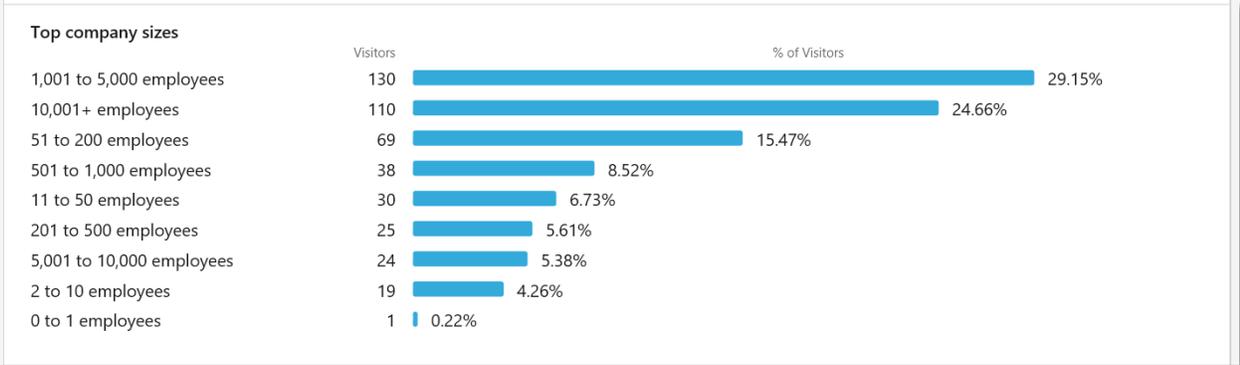


Top industries



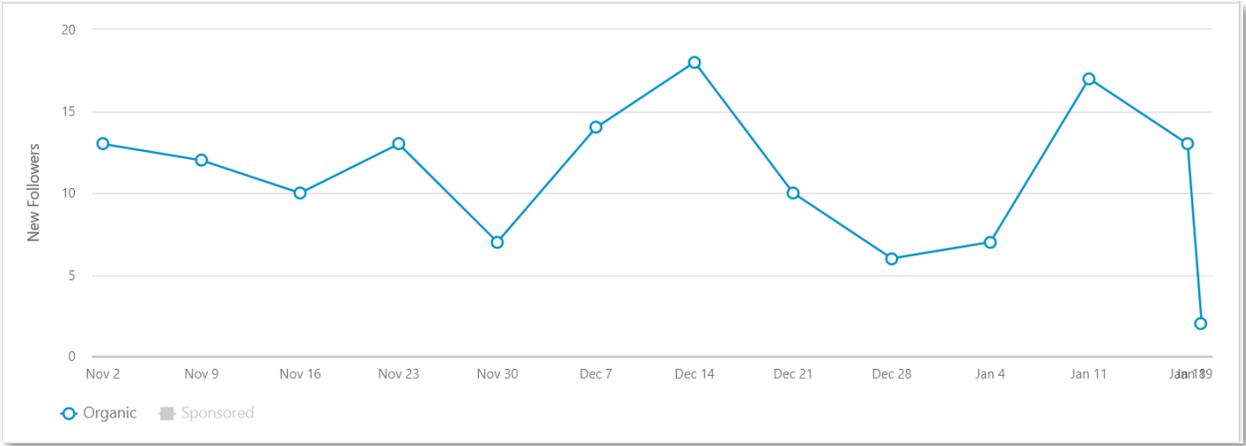
Top job functions

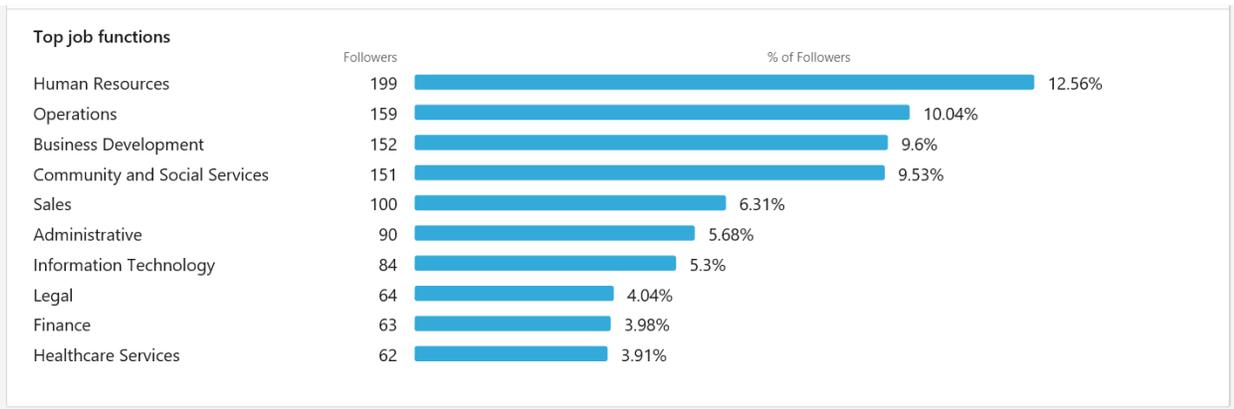
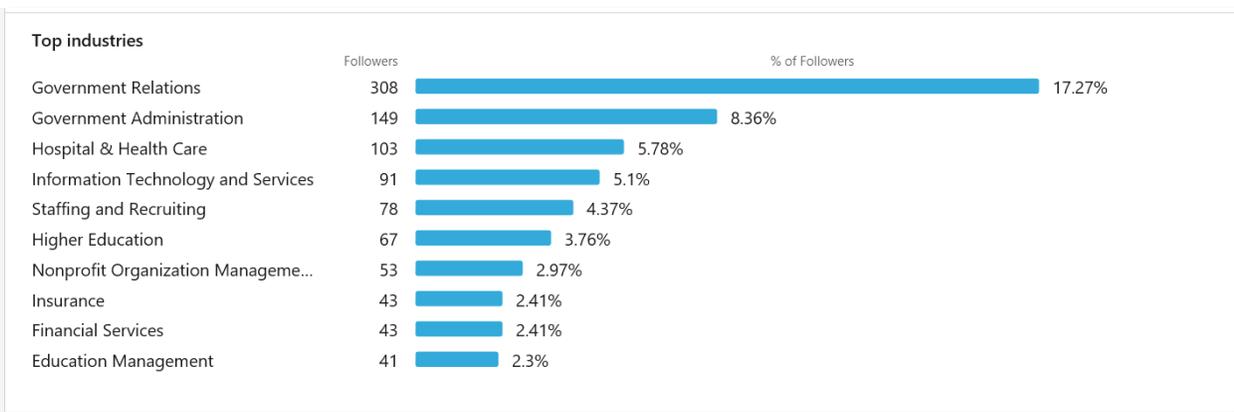
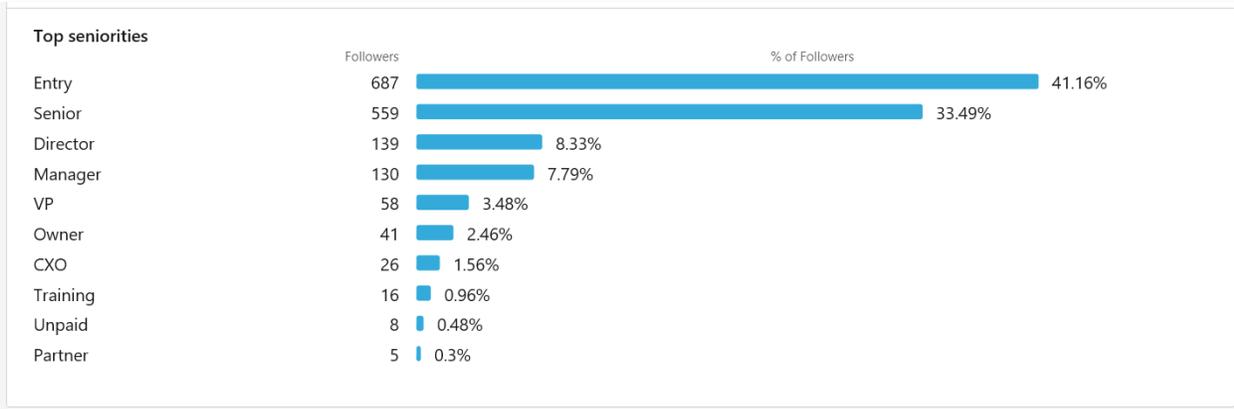


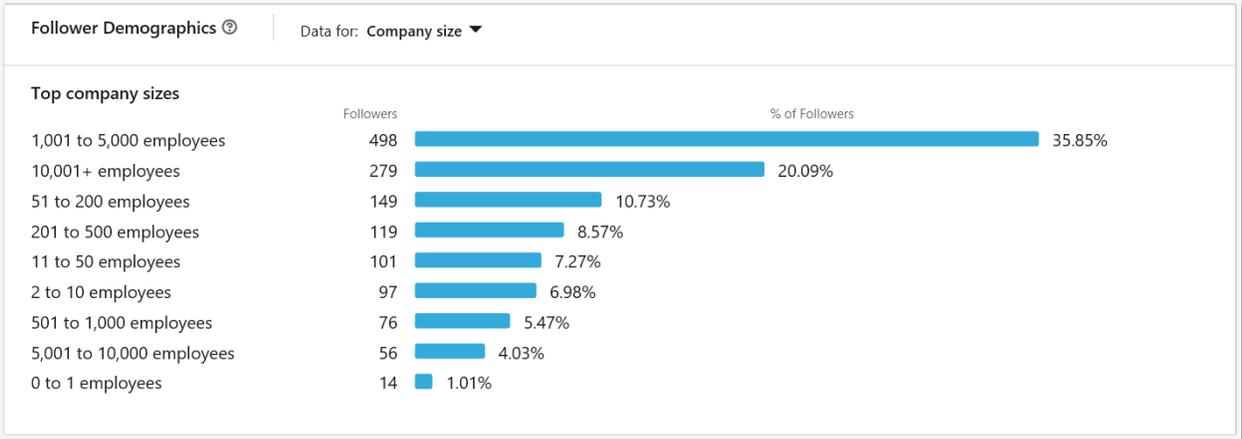
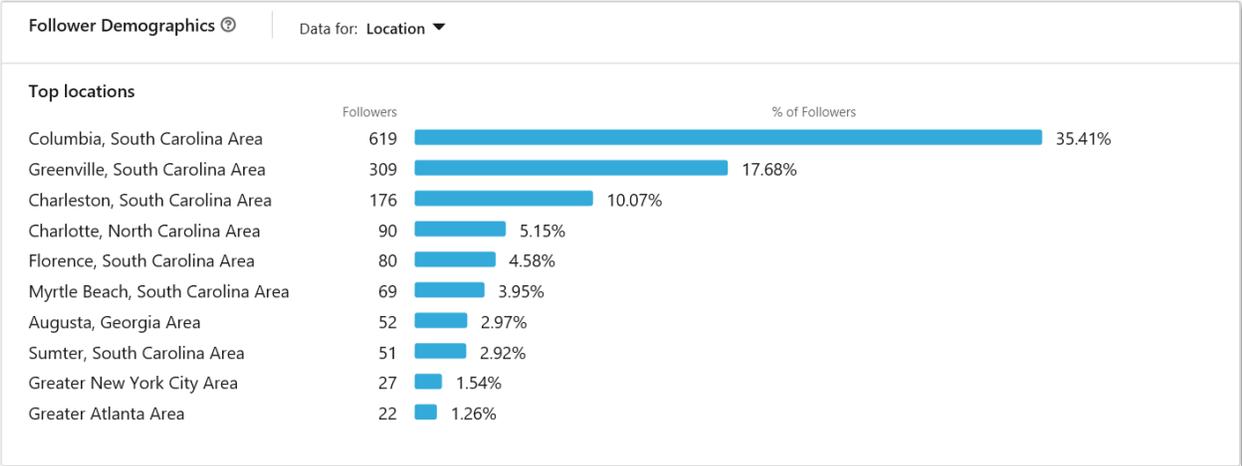


Appendix G: LinkedIn Follower Demographics

	New Followers
Week 1: Hiring Individuals with Barriers	13
Week 2: SC Works Centers	12
Week 3: 2020 Tax Rate	10
Week 4: Sector Partnerships	13
Week 5: SUITS	14
Week 6: LMI	18
Week 7: Federal Bonding Program	10
Week 8: Economic Analysis	7
Week 9: UI Fraud Prevention	17
Week 10: WOTC	13
10-Week Total	127







Appendix H: Potential Implementation Action Steps Outline

1. Work with executive and mid-level management to determine a campaign that would benefit the agency at that time. Define key terms and decide in these conferences what would determine success for that manager.
 - a. Small Business Q2 Campaign
 - b. Determine parameters of Small Business – businesses with 50 employees or less
 - c. Increase Small Business Visitors to the LinkedIn feed by 25%
 - d. Increase Small Business Followers on the LinkedIn Account by 10%
2. Communications and Outreach Department meet to determine Small Business Q2 Campaign calendar, including:
 - a. Frequency of posts
 - b. Content of posts
 - c. Opportunities to increase feed awareness by following other relevant feeds, including but not limited to the S.C. Small Business Administration, Chambers of Commerce, industry associations, and Local Workforce Development Areas.
3. Communications and Outreach Department build and load into Sprout Social for optimal posting. (Or the department could try a different approach not used in this experiment. Content could be scheduled to post at the same time every day of the campaign and engagement rates could be compared to posting times. This tactic, of course, would depend on the goal of that quarter's campaign.)

4. Determine a process to check feeds on posting days to confirm the schedule stays on track.
5. Communications and Outreach staff meet weekly to study analytics, change or add content as appropriate and identify any challenges to the campaign that should be addressed along the way.
6. Meet with any management stakeholders involved in the campaign for regular updates to the campaign, allowing time for feedback, input or suggestions from the business.
7. At least one month prior to the end of the campaign, the Communications and Outreach Department should begin Step 1 again for the next quarter's planning.
8. At the end of Small Business Q2 Campaign, pull analytics for the time period and meet as a group and with stakeholders to discuss results.