

The LinkedIn Activation Program

The LinkedIn Activation Program brings together the best parts of thought leadership and social media. It creates new opportunities to share brand messaging, positions your team members as industry experts and builds cohesion across the organization's online image.

The LinkedIn Activation Program is purpose-built for subject matter experts who want to enhance their online image, capture additional thought leadership opportunities, position themselves and their organization as industry leaders and spread company-wide messaging and initiatives.

How It Works

The program is designed to be a turnkey solution for busy subject matter experts (SMEs) who don't have time to create and share high-quality content that leads to traction and impact.

We interview you:

The Scribewise team discovers what messages are important to you and your brand. We agree on topics to focus on, perspectives to take and opinions to share

We create a content calendar:

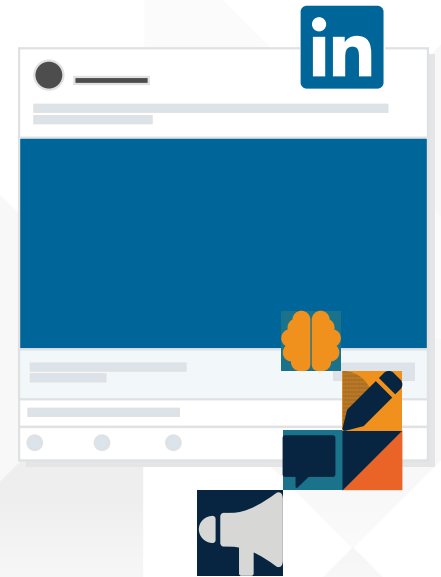
The Scribewise team maps out a posting schedule based on your content needs.

We develop the content:

We'll draft all copy and design elements for your review.

We post it:

You approve the copy and the Scribewise team posts it on your LinkedIn profile according to the editorial calendar. (If you're uncomfortable with us having your login information we can train you on how to post most effectively.)



What It Looks Like

The program is designed to be custom-built to meet individual SME needs. The Scribewise team will help identify the content types most likely to move the needle on your goals, which may include:

LinkedIn Profile Update:

A rewrite or update of the executive's profile

Social Chips:

A visual presenting a single stat, fact or quote. We'll also create GIFs, short animations and carousels when appropriate

Blog Posts:

In-depth commentary on a topic, idea or piece of news

Infographics:

A visual, data-driven story on a topic

Video Snippets:

Short clips (approximately 30 seconds each) of the executive's commentary on a topic

Your Commitment

The program works best when participants commit to participating in these key milestones:

- **Kick-off call (once):** 60 minutes (meeting)
- **LinkedIn profile update (once):** 30 minutes (meeting)
- **Monthly topic discussion:** 45 minutes (meeting)
- **Monthly editorial calendar review:** 30 minutes (via email)
- **Weekly content/post review:** 15-30 minutes (via email)
- **Video snippet interview (once):** 45 minutes (meeting)

Results

CORPORATE SYNERGIES®

Corporate Synergies is a mid-sized benefits consulting firm in the US. As part of our more comprehensive Thought Leadership Activation program for numerous professionals at the company, we enrolled two producers (salespeople) in our LinkedIn Activation Program.

- 104% increase in LinkedIn interactions (comments, likes, shares, clicks)
- 36,500 total impressions per SME over three months (posting three times per week)
- The increased visibility and credibility helped to secure multiple media interviews

cognizant

Cognizant is a global IT consulting firm. They enrolled several leaders from their healthcare consulting practice in our LinkedIn Activation Program. Their results averaged:

- 72% increase in LinkedIn interactions (comments, likes, shares, clicks)
- 21,000 total impressions per SME over three months (posting three times per week)
- Anecdotally, executives reported better, warmer conversations with prospects
- One LinkedIn commenter even remarked, “This is the most insightful analysis I’ve seen on IoT in healthcare.”

If you’re interested in jumpstarting your thought leadership efforts, reach out to Scribewise for help with LinkedIn Activation.

Learn more at www.scribewise.com

