

Comments

Best practice

LinkedIn



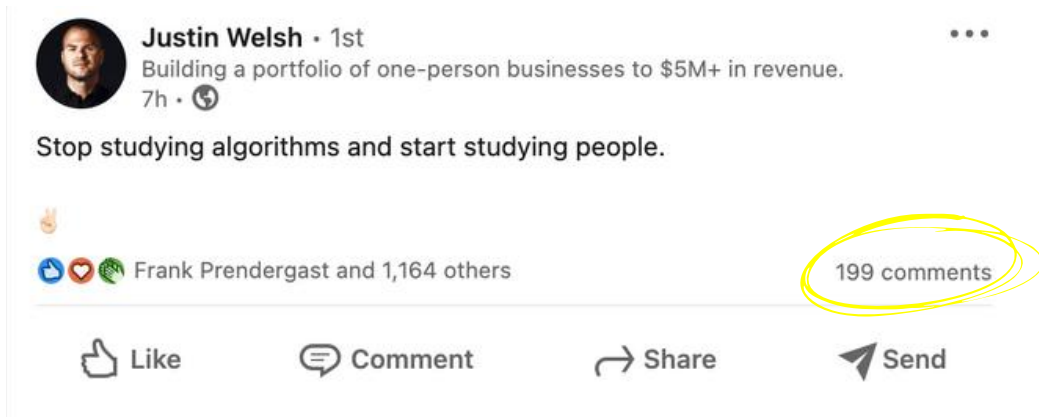
WHAT YOU NEED TO KNOW

- Comments are your secret weapon.
- A comment is 4x more powerful than a like and 7x more powerful if made in the first two hours.
- Comments of less than 5 words? Less impact on reach
- If a content creator replies to a comment;
 - Within two hrs of receiving the comment their posts reach will increase by 15 to 20%
 - If they reply between 2-24hrs +5% to +10%
 - If after 24hrs no effect
- Don't be the first to comment on your own post (it reduces reach by an additional 15%)
- Make 5 to 10 sharp insightful comments daily, on relevant accounts and reap the rewards = 80% surge in profile views, a 30% uptick in invites from your prime audience and +90% in follower growth.



GOOD AND BAD EXAMPLES

Link to post



Justin Welsh · 1st
Building a portfolio of one-person businesses to \$5M+ in revenue.
7h · 🌐

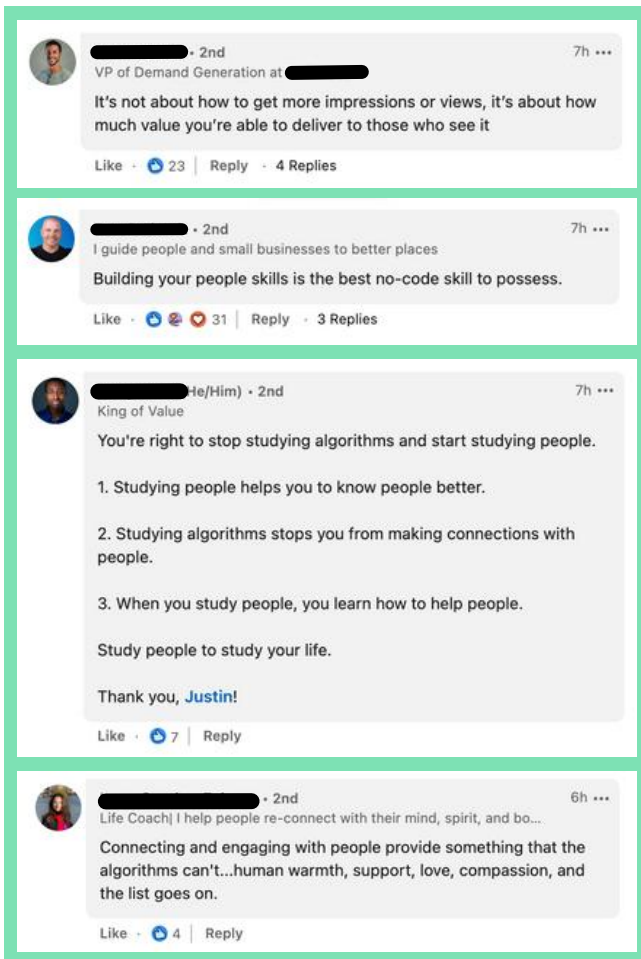
Stop studying algorithms and start studying people.

👍

👍❤️🌱 Frank Prendergast and 1,164 others

199 comments

👍 Like 💬 Comment ➔ Share ↗️ Send

[Redacted] · 2nd
VP of Demand Generation at [Redacted] · 7h ...

It's not about how to get more impressions or views, it's about how much value you're able to deliver to those who see it

Like · 🌐 23 | Reply · 4 Replies

[Redacted] · 2nd
I guide people and small businesses to better places · 7h ...

Building your people skills is the best no-code skill to possess.

Like · 🌐❤️🌱 31 | Reply · 3 Replies

[Redacted] He/Him · 2nd
King of Value · 7h ...

You're right to stop studying algorithms and start studying people.

1. Studying people helps you to know people better.
2. Studying algorithms stops you from making connections with people.
3. When you study people, you learn how to help people.

Study people to study your life.

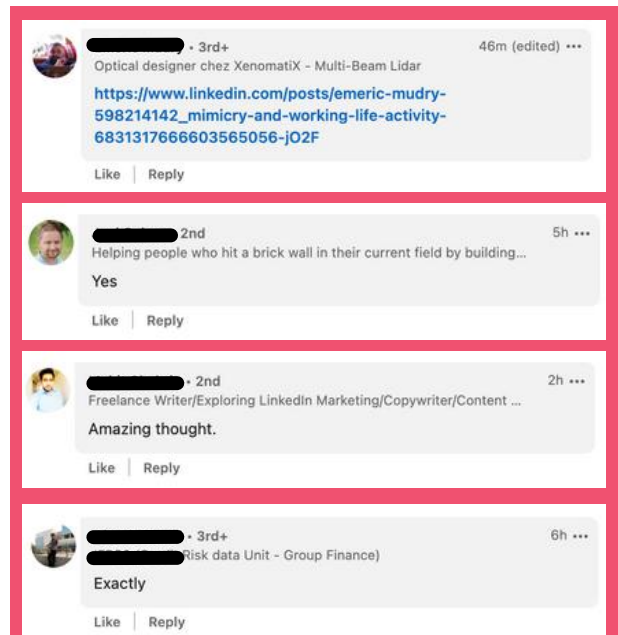
Thank you, **Justin!**

Like · 🌐 7 | Reply

[Redacted] · 2nd
Life Coach | I help people re-connect with their mind, spirit, and bo... · 6h ...

Connecting and engaging with people provide something that the algorithms can't...human warmth, support, love, compassion, and the list goes on.

Like · 🌐 4 | Reply



[Redacted] · 3rd+
Optical designer chez Xenomatix - Multi-Beam Lidar · 46m (edited) ...

https://www.linkedin.com/posts/emeric-mudry-598214142_mimicry-and-working-life-activity-6831317666603565056-j02F

Like | Reply

[Redacted] · 2nd
Helping people who hit a brick wall in their current field by building... · 5h ...

Yes

Like | Reply

[Redacted] · 2nd
Freelance Writer/Exploring LinkedIn Marketing/Copywriter/Content ... · 2h ...

Amazing thought.

Like | Reply

[Redacted] · 3rd+
Risk data Unit - Group Finance) · 6h ...

Exactly

Like | Reply

WHY THESE ARE SUBPAR:

- Never put links to your own posts on other people's posts. Don't make it about you in such an obvious way. It will annoy the author and position you as a shameless self promoter
- What's the point of commenting if you don't say anything? Thoughtless, throw away comments don't provide any value or interest

TOP TIPS

- Read other comments and avoid repeating the same points
- Add value
- Demonstrate your expertise
- Show you've read the post (make it relevant)
- Quote your favourite part of the post and riff off that
- Offer a different angle to the author
- Build on what has already been said
- Be succinct
 - Don't write long paragraphs
 - Write short, spaced sentences
- Reply to ALL comments
- Turn your best comments into posts



SENTENCE OPENERS

Sometimes, the hardest part is starting. Here are some sentence openers for you to build on:

- I love your point about (XYZ) ...
- I found what you said about (XYZ) really interesting ...
- I've often thought ...
- What if ...
- I remember a time ...
- This makes me feel ...
- Great post. We can build on your point X with
- I really like what you are saying. I've also found ...
- Another way we could look at it is ...
- What you said about (X) really resonated with me, please could you unpack it a bit more?
- I've found over the years that ...
- When I was (X) I used to think (Y), now I think (Z), because ...
- Imagine ...
- What I've found that works well is...
- This is a really interesting topic. Could you explain what you mean by ('QUOTE') in a bit more detail?
- I love this! It reminds me of ...
- Interesting idea, have you considered...
- I agree; in my experience ...
- I'm going to put what you said about (X) into practice ...
- I can totally relate to this because ...
- This post reminds me of a great (and name a: book/ ted talk/podcast/event/storyteller) that I think you would like ...

APPLIED PRACTICE

Let's try some sentence openers to comment on [this](#) post



Ryan O'Keeffe - Master your reputation® · 1st
 Imagine being the master of your own reputation  Personal Branding
 1w · 



Putting yourself out there is hard.

Whether that's posting on social media, speaking in public or standing up for something you believe in.




I think it's important to acknowledge that it will often feel uncomfortable.

And it can challenge us emotionally.

One thing that's helped me, and many of our clients, is accepting that everything cannot be your best work. But we all need a starting point.

What's your experience? Have you started yet?

[#personalbranding](#) [#reputation](#) [#youbeyou](#)

   You and 37 others

38 comments

I love your point about ... 'acknowledging it will feel uncomfortable'.

I can see how accepting that it will be a challenge and adjusting expectations, can help you overcome.

I agree; in my experience ... It's easy for us to be an overly harsh self judge.

More often than not when I look back at stuff I've written or made, it's not as bad as I thought it was.

I've found over the years that ... letting go of the end result being the 'be all and all', creates space to put effort into the creative process and giving your all in the moment.

This makes me feel ... reassured.

"It's a starting point" 🙌

Nobody got great at anything straight off the bat right?

I remember a time ... when I was so nervous about public speaking I had the shakes and I spilt coffee all over my white shirt, right before going on stage!

Like you say. It's an uncomfortable process at times.

The rewards on pushing through are great though.

I found what you said about 'accepting that everything cannot be your best work' really interesting ...

For me this is about; tweaking expectations, being kind to ourselves, granting ourselves permission to fail, and be determined to succeed!

What I've found works well is ... (you finish the sentence)

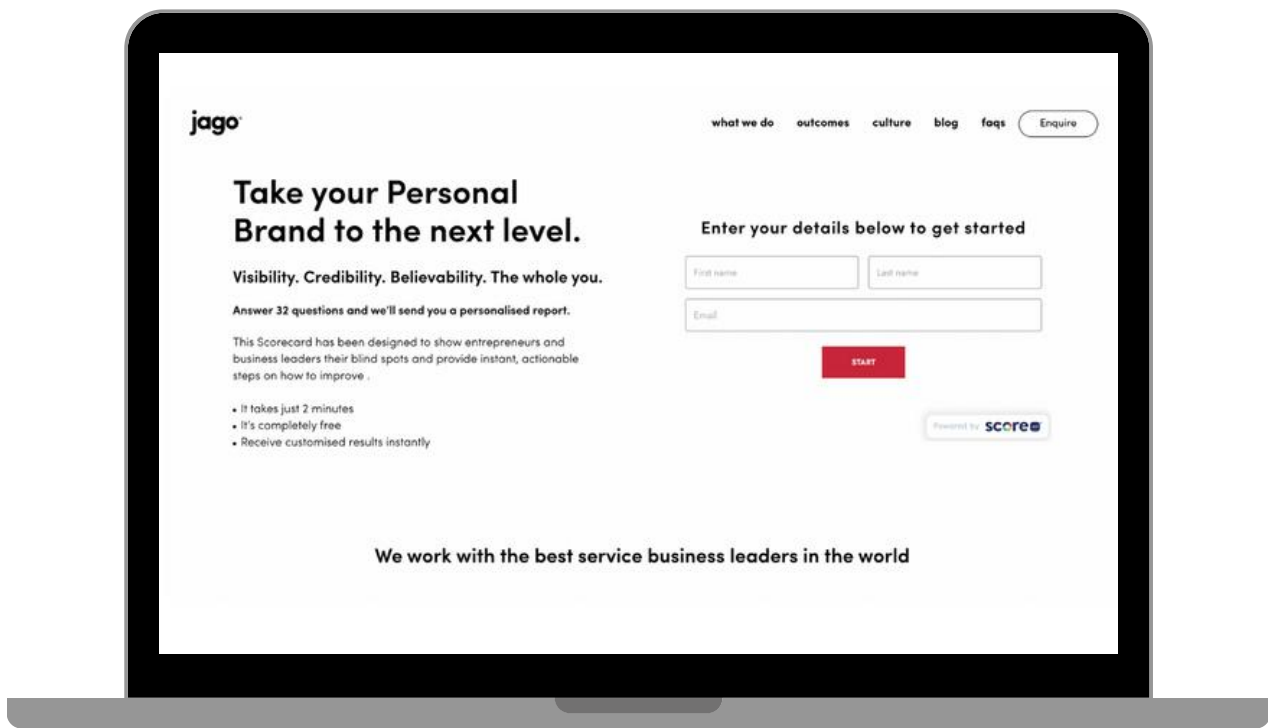
Imagine (you finish the sentence)

PERSONAL BRAND HEALTHCHECK

How effective is your reputation?

Find out where your personal brand is at by taking our health check [here](#).

This will shine a light on what's going well, as well as areas that can be improved.





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