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help you grow your reach and influence on LinkedIn.

**Becky Livingston** • Jul. 28, 2022



Like most CPAs, you're probably on LinkedIn. But do you know the Creator feature that can amplify your profile for free?

## What is LinkedIn for Creators

According to [LinkedIn](#), "Creator mode is a profile setting on your dashboard that can help you grow your reach and influence on LinkedIn. You can turn on creator mode to get access to additional tools and features that help you create content and grow your audience base on LinkedIn."

## Benefits of Creator Mode

In addition to changing your “follow” button to “connect,” your featured and

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Creators can be members, organizations, or companies that regularly share content with their professional community to build their reputation, grow their business, and/or empower and educate others with their experiences.

### **Why do I need this?**

If you want to increase your personal or company profile and influence on this platform this feature can help. In addition, [Google’s algorithm](#) currently favors LinkedIn as a valuable resource, thus boosting your profile in search engine rankings when you increase its value on LinkedIn.

### **How does it work?**

When you share posts or write articles on LinkedIn this feature amplifies your content to people who are interested in what you’re talking about.

### **Improve Your Post Quality**

Here are some tips to help you improve your post quality.

1. Cover topics your target market and audience are interested in. Consider unique insights or value you bring to topic rather than simply sharing a link to a resource.
2. Mix the media formats, including video, custom images, document uploads, polls, open-ended questions, and more.
3. Encourage conversation by:
  - a. Posting questions that encourages engagement, e.g., “What do you think?”

- b. Be authentic, using a first-person approach, even if you are just sharing a

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5. Review your analytics weekly or monthly to see how you're trending and who's viewing your profile. On a desktop, analytics called "Impression of your posts" are located on the left side under your profile picture. On a mobile device, click your profile picture and scroll down to Analytics. From there, view the number of profile views, post impressions, and search appearances.

## Case Study

From my personal account, I implemented this feature on June 8, 2022. On June 4, my content had 15 impressions. By June 10, there were 53 impressions—an increase of 253%. I post five days a week; use 2-3 hashtags per post; and write and share articles about 2-3 times per month. It will be exciting to see how this feature impacts my SEO ranking and LinkedIn engagement over the coming months.

If you're looking to increase your thought leadership ranking, build a personal or company brand, or expand your lead generation strategy LinkedIn Creator might be for you.

What's your most challenging social media issue?

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