

LinkedIn commenting

Top tips



Why does this matter?



Meaty comments help your visibility on LinkedIn

Follow these tips to improve the chances of your comments occupying the **Top Comment** slot on others' posts.

That means more people outside your direct network will see your contributions.

Intelligent, thoughtful comments are a great way to build authority and strengthen your personal brand.



Tip 1



Don't be a salesy douche canoe

Putting sales spam in comments is a good way to get yourself reported and blocked.

Comments are for debate, not for telling us about your unmissable special deals.

If the original poster *invites* you to talk about your products or services, fair enough. Otherwise, don't force it.



Tip 2



Write more than a couple of words

Your comments should have substance otherwise you might as well just stick to clicking one of the reaction buttons.

“Great post!” = rubbish comment



Tip 3



Make paragraphs 2–3 sentences long

Walls of text are off-putting, especially on mobile.

Break up your comments by using short paragraphs.

You have 1250 characters to play with in comments.
White space is your friend.



Tip 4

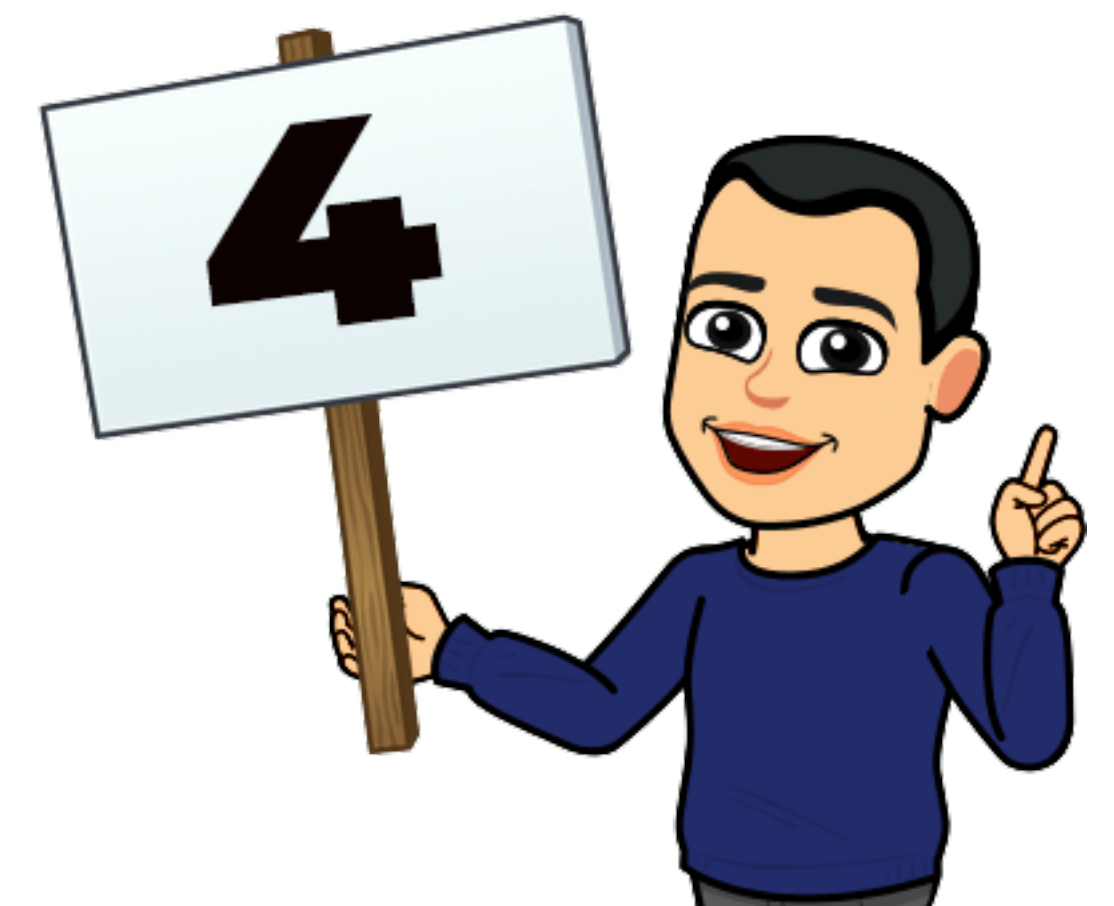


Use emojis as list item markers

Rich-text formatting isn't supported on LinkedIn, but you can use emojis as a replacement for bullet points in lists.

🕒 This is an emoji bullet.

On macOS, press **Ctrl-Command-Space** to call up the emoji panel. On Windows, press **Windows-;** (semicolon).



Tip 5



Don't use external links

As much as possible, keep the debate on LinkedIn. Using links could be seen as spammy practice.

Linking out to external sources may be useful if you've already answered a question at length and don't have the space or time to cover it all again in a comment.



Tip 6



Tag the person you're responding to

Tagging the person you're responding to should send them a notification, meaning that they're more likely to remain engaged in conversation.

On busy posts, people might have turned off notifications about activity on the post. Tagging them cuts through that. But use it responsibly!



Tip 7



Don't tag people unnecessarily

Tag the people you're already talking with but be mindful about dragging new people into the conversation. Tag them only if the topic is highly relevant to them.

Name-dropping or tagging people simply to chase engagement isn't cool.

Be respectful of other people's notifications burden.



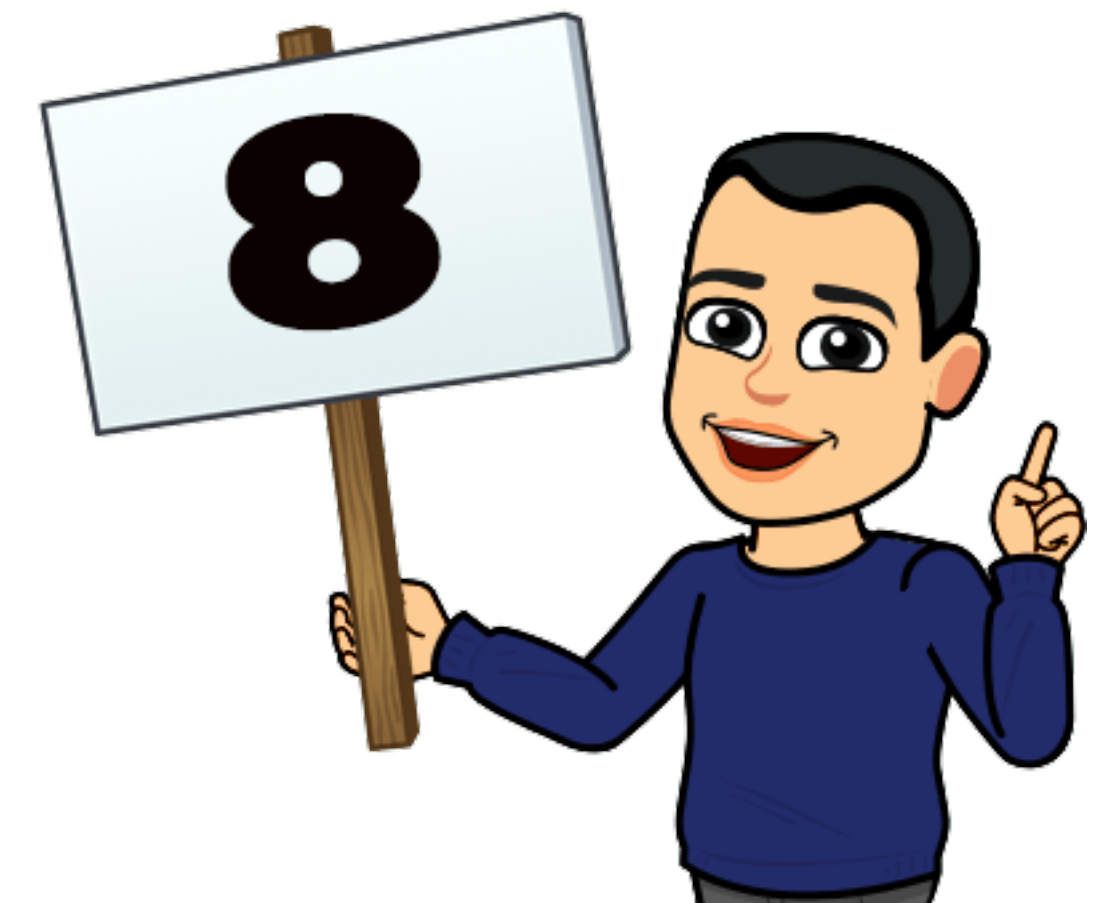
Tip 8



Keep it on topic

Your comment should enrich the discussion, not sidetrack it.

If you want to make a separate point, start your own post and perhaps refer back to the post that prompted it.



Tip 9



Include an image

Visuals often aren't needed in comments, but if there's a relevant image or screenshot that helps you make your point, don't be afraid to include it.

GIFs don't animate in comments (yet), and you can't attach videos.

Any transparent parts of images will be "flattened" to white.



Tip 10



Challenge content not people

It's OK to disagree with the subject of a post or with specific points made by the poster or other commenters.

Remember to judge the *substance* of what's written. Don't descend to personal confrontation.

Block people if you need to avoid content that makes your blood boil. Life's too short for fighting.



Need help?

espirian.co.uk

