

# How to make impact with your LinkedIn post?

## Communication guide for LinkedIn

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## How to post a vacancy on LinkedIn?

Show the post with the advert to your network by clicking 'Like' (or another emoticon), click 'Comment' and write a short text (very effective) or 'Share' the vacancy in your own network with some own text if you like.

You can also choose 'Send' if you want to send it to a specific person within your network.

Everyone has a different network, so every interaction really counts for us.

Like, comment and share LinkedIn vacancy advert for more exposure to your network and to attract more people.

**Japie van Deventer** • 1st  
Talent Acquisition Specialist. Hiring across Europe, Middle East & Africa. Let's...  
4d •

Vacancy Alert: Global Product Structure Specialist at **Marel** in Aarhus, Denmark. In this position you will be responsible for pro-actively steering the Creation & Maintenance Process of Product Structures and other agreed Deliverables. ...see more

**Global Product Structure Specialist Aarhus, Denmark**

Yvonne Bos and 9 others

Like Comment Share Send

**Una Komar** • 1st  
Talent Acquisition Specialist at Marel  
Copenhagen Metropolitan Area • [Contact info](#)  
500+ connections  
57 mutual connections: Maarten Krepel, Boudewijn Timmers, and 55 others

[Message](#) [View in Recruiter](#) [More](#)

**About**

A psychologist with experience in talent acquisition, employer branding, HR operations, L&D and internal communications. Worked in three countries and six organizations so far. Currently a Talent Acquisition Specialist in Marel; a global leader in transforming the way food is processed.

**Activity**  
817 followers

- Marel is looking for an Industry Process Specialist to join our Roskilde team! If...  
Una shared this  
31 Reactions • 1 Comment
- Would you like to play a key part in creating world-class automated foo...  
Una shared this  
29 Reactions • 1 Comment
- Are you strong in developing concepts for both new and existing machines?...  
Una shared this  
21 Reactions
- Marel is looking for a Global Master Data Specialist to join the Master Da...  
Una shared this  
24 Reactions • 1 Comment

[See all activity](#)

## Creating your own post

Creating your own LinkedIn post is not only beneficial for Marel, it is also helpful to engage your professional network and build your personal brand. Here are some tips to help you create LinkedIn posts.

### 1. What do you want to write about?

Did something happen in your work or personal life? Did you go to an event? There are many different things you can write about. Do you want to write something, but don't have any inspiration? [Go to ideas for posts \(p. 7\).](#)

Before you start writing, be clear about your goal. Do you want to broaden your network? Share your expertise. Do you just like to share what you experienced? Your objective will influence your post's content and tone.

#### Important: Make it personal!

Share personal experiences to make your posts more relatable. Write how you felt about a certain situation or how you experienced it and share your own picture. Find some inspiration of your colleagues [here](#).

### 2. A headline (optional)

The headline is the first thing people see, so capture your readers' attention immediately. It should give a clear idea of what your post is about and why it's worth reading. Use a hook, ask a question, or make a bold statement to encourage people to keep reading. You can use different fonts to make it stand out even more. Find [here](#) the instructions to do so.

*Please note: It is not necessary to use a headline. If you want people to really notice and read your post, this is a great way to do so.*

### 3. Keep it short, but not too short:

LinkedIn posts should be concise and to the point. Aim for around **100-150 words**. Long-winded posts may discourage readers. If you only have an idea what you want to write about, but you do not know where to start, you can use [ChatGPT](#) to help. On page 5 and 6 is written how you can use ChatGPT for this.

### 4. Tags and Hashtags

If you write about something related to work you can tag Marel. Just put an @ before the name. If you want more exposure, you can always tag other people so they can easily like and share it as well. You can tag @Marel @Marel Poultry @Marel Meat @Marel Fish @Marel Software Solutions @Marel Further Processing. Or tag your colleagues f.e. if they relate to your post as well.

Incorporate appropriate hashtags to increase the discoverability of your post. Which hashtags to use really depends on what you are writing about. Some examples of hashtags:

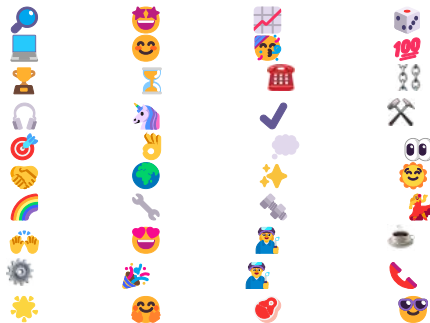
#Innovation #Technology #personaldevelopment #motivation #education #culture #travel  
#productivity #networking #strategy #business #hiring #health #sustainability

## 5. Add Visuals

Visual content, such as images or videos, can significantly increase engagement and makes the post more fun. Your own picture is a great way to reach your network. Don't have your own content? You can use [Pexels](#) or [Unsplash](#) to download free pictures.

## 6. Add emoticons

If you add emoticons, the message will stand out and be more fun to read. Place them in front or at the end of a sentence, not in de middle. Note: do not exaggerate. Use 2 or max. 3 emoticons in your post. Some examples:



Gratitude and inspiration:



Important / Attention:



Goals and success:



## 7. Maintain a professional tone:

LinkedIn is a professional platform, so maintain a tone that aligns with that. Of course, it is important that you make it personal, but keep in mind that it is not Twitter, Facebook or Instagram.

Even though LinkedIn is an open platform and you can post anything you want, your name is linked to the company you work for. LinkedIn is a professional networking platform and that is something to keep in mind.

Here are some things you might want to reconsider writing a LinkedIn post about:

- LinkedIn is not the place to vent personal frustrations or complain about your job or colleagues;
- Avoid sharing overly personal details, such as relationship problems or family matters;
- Make sure that what you post about Marel, can already be found online, such as on our website. If it is not published, you should ask your manager if you are allowed to share that information;
- LinkedIn is not the platform for discussing political or religious beliefs. Some people do it, but please think twice before doing so;
- Avoid posting about topics that are highly controversial or divisive, such as hot-button political issues, contentious social debates, or sensitive cultural matters. It's best to maintain a neutral, professional tone;
- Steer clear of content that could be considered offensive, discriminatory, or disrespectful. This includes offensive language, jokes, or images that may offend others;
- LinkedIn has its own user policies and guidelines. Ensure your posts comply with their rules to avoid potential account restrictions.

Always consider the professional nature of the platform and the expectations of your network when posting on LinkedIn. Your posts should add value to your connections and contribute positively to your professional image.

## Extra tips if you want to grow your network

### 1. Encourage interaction

Include a call to action that encourages engagement. You could ask a question, invite comments, or suggest sharing the post.

### 2. Engage with comments

Respond to comments on your posts to foster meaningful discussions. Acknowledge and engage with people who take the time to interact with your content.

### 3. Post consistently

To keep your presence on LinkedIn fresh, it is best to establish a regular posting schedule. Consistency helps you stay top of mind with your network. However, always make sure your post has a clear message or an honest story.

### 4. Network and connect:

- Don't limit your engagement to just posting
- Actively connect with professionals in your field
- Join relevant LinkedIn groups
- Engage in meaningful conversations

## Tools

There are a couple of different tools you can use to improve your posts:

### 1. [Canva](#)

Canva is a nice tool which you can use to make many different things, such as: infographics, presentations, posters, flyers, Social Media posts, CV's, Logo's, Documents, Moodboards. A lot of templates are free and it is easy to adjust them to your liking.



### 2. Copilot

This AI-tool is a really helpful tool as well, you can use it directly in your Microsoft edge browser by clicking on the copilot button in the right top corner. It's very valuable to see Copilot as your digital colleague. You can ask it the following things:

- Create a linkedIn post including a headline, based on this information:
- Give me options for headlines based on this LinkedIn post:
- Create a LinkedIn post about.....

It makes your tekst more professional and can give you inspiration. The only downside is that it is very long and general. A good way to use it, is as follows:

- Write a piece yourself
- Paste it in Copilot and ask: "Improve the linkedin post below in max 100 words."
- Repeat a couple of times if you don't like what it has written
- Change the post to make it more personal and get rid of some words you wouldn't normally use.

Copilot's secret is in the input. Everything revolves on the right prompts. What is a prompt? Simply put, the prompt is to get Copilot to perform a task execute. If you ask the right questions, you will get better answers. Just try it out, you will get better at it everytime.

### 3. Bold Text generator

This is a tool you can use to get the different fonds, such as bold or cursive. Also really easy to use. [Visit the website.](#)

## Ideas for posts

There are many different topics to post about, below are some options.

Workrelated events +  
upcoming events

Give your opinion  
about a trend or  
actuality in your  
industry

Who has made you  
think recently? Even  
the smallest  
statements can have a  
big impact

Put two strategies,  
products or tools  
against each other  
with a list of pros and  
cons

Answer a question you  
get asked a lot

An experience that  
taught you something  
or something valuable  
that has happened

Why did you start  
working at Marel?  
What has changed in  
your (work) life the  
past years?

Tell about a course,  
webinar or training  
you have seen and  
what you learned

What can't you work  
without? How do you  
sit during a meeting?

Talk about your week  
– exciting things  
coming up, new  
projects, important  
conversations

What did you  
overcome to get  
where you are now  
and how did you do  
that?

Post a top 10 of tips  
for work in an  
infographic



## Examples of successful posts



**Malissa Zwanikken** • You ⋮

  Dreaming of creating the newest food processing solutio...  
1mo • 

Afgelopen zaterdag was de **Marel**-versie van Tomorrowland: 'To Marel Land'. Twee grote feesttenten vol gezellige feestende collega's zorgden voor een geweldige avond. 🥳 🥳

Met drie podiums, elk met een unieke muziekstijl, was er voor iedereen wel iets te vinden. De toevoeging van een photobooth maakte het extra leuk, maar het hoogtepunt? Het gevarieerde foodcourt met heerlijke opties, van pompoensoep tot pizza, pasta, burger, shoarma, en zelfs een complete 'febo-wand'. De keuze was reuze. 🍕 🍕

Achteraf werden de collega's en hun partners veilig thuisgebracht. Wat mij betreft een onvergetelijke avond! 😊

[#party](#) [#worklifebalance](#) [#personeelsfeest](#)



   Jaap Keeren and 52 others

 Like  Comment  Repost  Send

 5,169 impressions [View analytics](#)





Vera Theunissen MSc (She/her) • U

Business Partner Field Service, Marel

2 j • Bewerkt •



Normaal werkzaam als HR business Partner - maar gisteren een dagje geoefend als radio dj bij Radio Marel United.

Samen met [Wim von der Heide](#), Paul Janssen, Andre Trommelen, Ellen ten Haken, [Maikel Sellink](#), [Bjorn Snijders](#), [Marja de Haan-Timmers](#), Wiljan van Hooren, [Roger Bugaj](#) en [Edwin de Bruin](#) hebben we een super mooie kerstuitzending verzorgd voor alle medewerkers van Marel in Nederland.

Wil jij ook werken bij dit prachtige bedrijf? Ga dan snel naar [Jobs.marel.com](https://jobs.marel.com) en kijk welke vacature bij jou past.

[#werkenbijMarel](#) [#lifeatmarel](#) [#voorendoormedewerkers](#) [#unity](#)

[Marel Poultry](#) | [Marel Fish](#) | [Marel Further Processing](#) | [Marel Meat](#) | [Marel](#) | [Lyndsay Frimpong](#) | [Niels Spit](#) | [Kim Huijs](#) | [Jaap Keeren](#) | [Erik van Grinsven](#) | [Japie van Deventer](#) | [Michiel Paes](#)



215

13 commentaren • 6 reposts

Interessant Commentaar Reposten Versturen

16.153 weergaven

[Statistieken weergeven](#)

## Bijdragen van ing. Orhan



ing. Orhan Gür · 1e

Layout Designer at Marel Poultry

6 mnd



Hygienic design and sustainability of food companies are important topics. Derk Pijnenburg and I represented Marel Poultry in the exchange of knowledge between companies. During the company visit, we discussed how hygienic design was included in the construction of the new production location at Ruitenberg Ingredients B.V.

We thank the Stichting PAVO for this opportunity



58

2 commentaren

Interessant

Commentaar

Reposten

Versturen





Maikel Sellink • 1st

Machinbouw , lasser roestvaststaal/aluminium , praktijkopleide...

5d • 🌐



Wat zijn wij als O&O team van [Marel](#) [#Lichtenvoorde](#) toch ontzettend trots dat we onze collega's hebben mogen enthousiasmeren om deel te gaan nemen aan een sportief event.

Na maandenlange gezamenlijke en individuele voorbereidingen was het afgelopen zondag dan eindelijk zover.

Aan de start van de [www.montferlandrun.nl](http://www.montferlandrun.nl) 🏃🏃🏃

Wij als O&O team hebben er alles aan gedaan om onze collega's zo goed mogelijk voorbereid aan de start te krijgen.

Dat begon met wekelijks samen trainen onder begeleiding van ervaren hardlooptrainers. Daarbij werd de focus vooral gelegd op het beter leren lopen door middel van simpele technieken.

Maar ook op de dag zelf heeft ons team de deelnemers in de watten gelegd door ze in 's-Heerenberg goed op te vangen en te begeleiden. Maar liefst veertig kanjers hebben de 7.5km of de 15km in koude maar mooie omstandigheden volbracht.

Een prestatie om trots op te zijn daar er verschillende collega's een paar maanden geleden nog nooit een stap in een hardloopschoen hadden gezet. [#chapeau](#)

Fijn dat onze werkgever [Marel Meat](#) het belangrijk vindt dat we met collega's op een [#sportieve](#) manier aan [#vitaliteit](#) mogen werken. Hierbij kwam ook één van onze kernwoorden van ons bedrijf [#unity](#) sterk naar voren.

Want door te gaan sporten met collega's van verschillende afdelingen versterk je het [#team](#) gevoel van het bedrijf. Ik zeg een win-win situatie en zeker voor herhaling vatbaar.

[#Marel](#) [#unity](#) [#hardlopen](#) [#Montferlandrun](#) [#sportiviteit](#) [#vitaliteit](#) [#gezondheid](#)

[Gerjanne Reins](#) [@ellentenhaken](#) [Maikel Sellink](#) [Eric Schurink](#) [Jelmer-Jan van der Werff](#)

[See translation](#)



Sharing your best experiences on  
LinkedIn? **Our people do**