



YOUR WEEKLY ACTION PLAN TO INCREASE YOUR SSI SCORE

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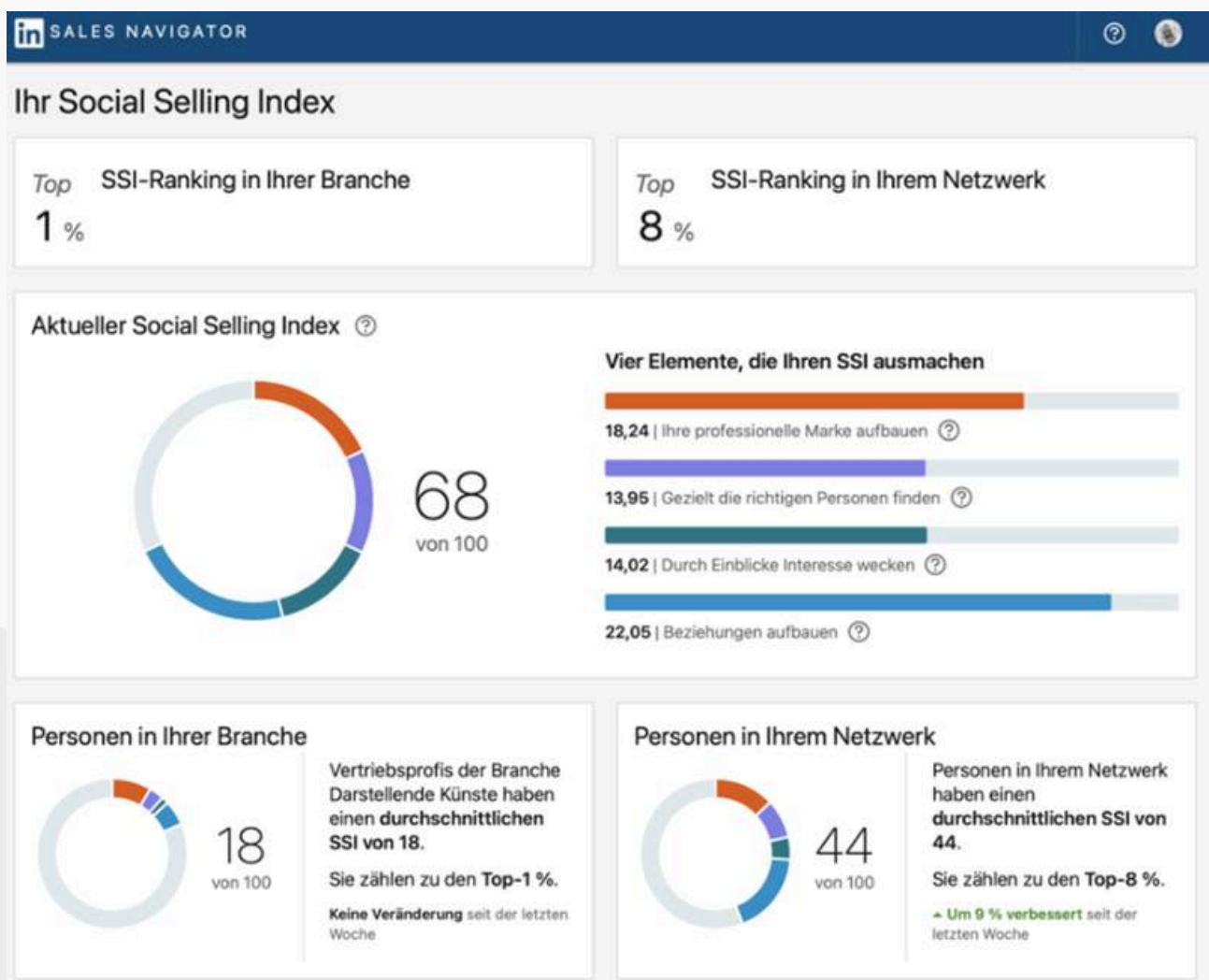


First things first: Contrary to widespread opinion, the SSI value (Social Selling Index) has no direct influence on job searches via LinkedIn.

This value is simply an indicator of an individual's visibility on LinkedIn. It is therefore advisable to aim for a high value, but through the 7-step program, especially in phases 4 and 5, the SSI value will probably increase automatically if the necessary steps are carried out consistently.

We are already showing you a basic framework for increasing your LinkedIn SSI, which consists of four key components:

1. Establishing a professional brand
2. Finding the right people
3. Engaging with insights
4. Building relationships



With this weekly action plan - based on best practices and designed to work effectively with the LinkedIn algorithm - you can increase your SSI in a short amount of time:

Monday: Optimize Your Profile



- Review and optimize your LinkedIn profile (if necessary), focusing on your photo including background, headline, summary and work experience.
- Make sure your skills, certifications and endorsements are up to date.

Complete and professional-looking profile: Make sure your profile is 100% complete with a high-quality profile picture, an appealing cover photo, a meaningful headline and a well-written summary. Update your experience, education, skills and achievements.

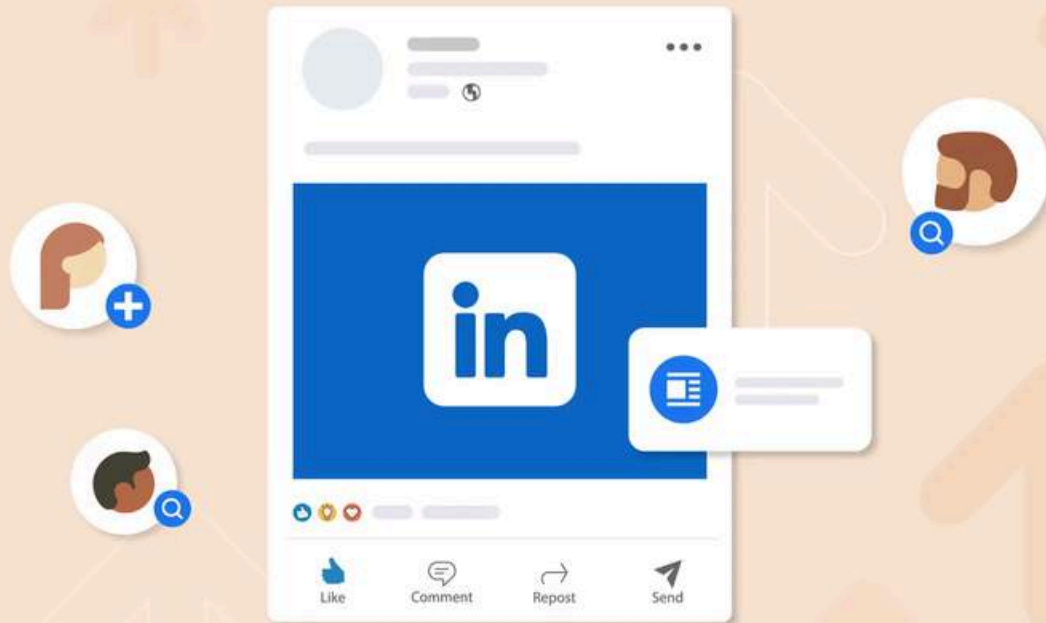
If needed, our specialists will be happy to help you professionally optimize your LinkedIn profile

Tuesday: Connect



- Send 5-10 personalized contact requests to relevant professionals in your industry or target company.
- Spend 15-30 minutes engaging with content (liking, commenting and sharing - commenting on posts has the biggest impact on your follower count and therefore lead generation).

Wednesday: Share Valuable Content



- Create and post an insightful article, news or content from your industry.
- Spend 15-30 minutes engaging with the content (liking, commenting and sharing).

Thursday: Engage with Influencers



- Engage with posts from industry influencers or thought leaders, leave comments or share their content.
- Spend 15-30 minutes engaging with content (liking, commenting and sharing).

Friday: Demonstrate your Expertise



- Create and post a personal insight or experience related to your industry or role.
- Engage with the content for 15-30 minutes (like, comment and share).

Saturday: Network and Build Relationships



- Reach out to new contacts via direct message and thank them for connecting and engaging in meaningful conversations.
- Maintain ongoing contact with your network by providing valuable resources, asking for advice and offering support.

Sunday: Review and Planning



- Review your progress for the week, including new connections, engagement metrics and SSI score The SSI does not change instantly, this takes a few days
- Plan your content and engagement strategy for the coming week

With this weekly action plan, they can build relationships and improve their online presence while working with the LinkedIn algorithm to increase their SSI score.

In Detail

To increase your LinkedIn SSI "**Professional Brand**", you can aim for the ideal numbers and metrics using the following activities:

1. **Optimize** your LinkedIn profile using the points already mentioned
2. **Endorsements**: aim for at least 50 endorsements of your top skills. You can achieve this by recommending others and getting endorsements from your contacts.
3. **LinkedIn Posts**: Publish at least 2 articles per month showcasing your expertise in your industry or role.
4. **Followers Through Posts**: Monitor the number of followers you gain through articles and aim for 5-10 new followers per article. Adjust your content strategy depending on which articles resonate most with your audience.
5. **Page Views for Posts**: Aim for 500 page views per post. Experiment with different content formats and topics to see what generates the most engagement.
6. **Total Followers Gained**: Track your overall follower growth and aim for a steady increase of 5-10% per month. Interact with your audience, share valuable content and connect with relevant professionals to constantly increase your follower base.

In Detail

To increase your LinkedIn SSI "**find the right people**" rate, you can focus on the following activities and aim for these numbers and metrics:

1. **People Searches:** conduct at least 50 to 100 people searches per week to find potential contacts or leads in your industry, job function or target companies.
2. **Profile Views:** Aim for at least 100-200 profile views per week, which can include both potential contacts and industry influencers.
3. **Inbound Profile Views:** Optimize your profile and engage with others to get more inbound profile views. Aim for at least 50-100 inbound profile views per week.
4. **Active Days:** Be active on LinkedIn at least 5-6 days per week and dedicate 30-60 minutes per day to engaging with content, connecting with others and finding the right people.

In Detail

To increase your LinkedIn SSI "**engage with insights**" rate, you can focus on the following activities and aim for these ideal values:

1. **Posts:** Aim for at least 3-5 posts per week. This includes sharing valuable content, posting personal insights or sharing others' content with your perspective.
2. **Posts made and received (likes, comments, reshares):**
Engage with at least 10 posts daily by commenting and sharing. This increases your visibility and encourages others to engage with your content in return.
3. **Engage in long posts (likes, comments, shared posts):**
Publish 1-2 long posts per week, such as articles or comprehensive posts, to achieve higher engagement rates.
4. **Messages sent + InMail response rate (multiple types):** Send 5-10 personalized messages or InMails per week targeted to professionals in your industry or to target companies. Aim for a response rate of at least 20-30%.

In Detail

To increase your LinkedIn SSI "**Build Strong Relationships**" rate, you can focus on the following activities and aim for these numbers and metrics:

1. **Connections:** Aim for at least 1000 connections as this demonstrates a strong network and helps you reach a wider audience. Focus on connections with relevant professionals in your industry, target companies and role.
2. **Connections:** Make connections with at least 25-50 high-level professionals (vice presidents, directors or C-suite executives) in your industry or target company, as they can provide valuable insight, advice and potential opportunities.
3. **Internal connections (with other employees):** Connect with at least 80-90% of your current and former colleagues to cultivate strong professional relationships and leverage their networks for potential opportunities.
4. **Acceptance rate for contact requests sent:** Aim for at least a 40-60% acceptance rate for the contact requests you send. Personalize your contact requests and target professionals with similar interests, industries or job functions to increase the likelihood of acceptance.

Keep in mind that all of these numbers and metrics are guidelines and not strict rules. Customize your engagement depending on your industry, target audience and personal preferences to find the most effective strategy to increase your LinkedIn SSI rate.



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The rules of recruitment have changed, learn to play
the game the right way. Stop appearing to them as the
applicant in need of a job and become a solution
provider who solves their needs.