



6

Content Hacks

TO BRING LEADS
INTO YOUR PIPELINE

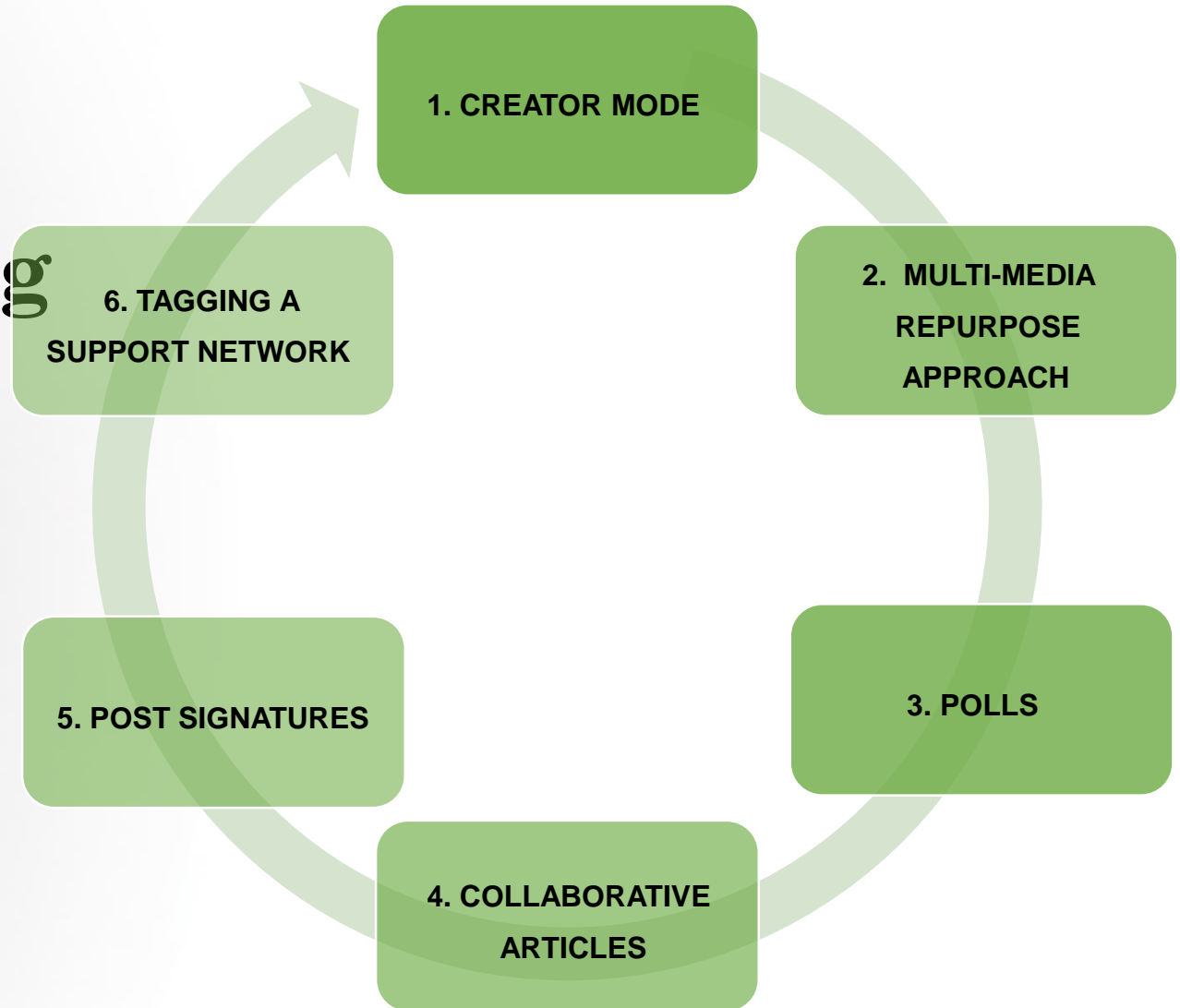


Why LinkedIn?

- It's the #1 social media platform
- A vast digital network
- The future of work
- An engaged & interactive audience
- Build your BRAND



6 Content Hacks to Bring Leads into your Pipeline



Creator Mode

1) Creator Analytics

2) Video Cover Story

3) Creator Tools (Newsletters & more)

4) Hashtags

Creator Mode – “On”

Resources

 Private to you



Creator mode **On**



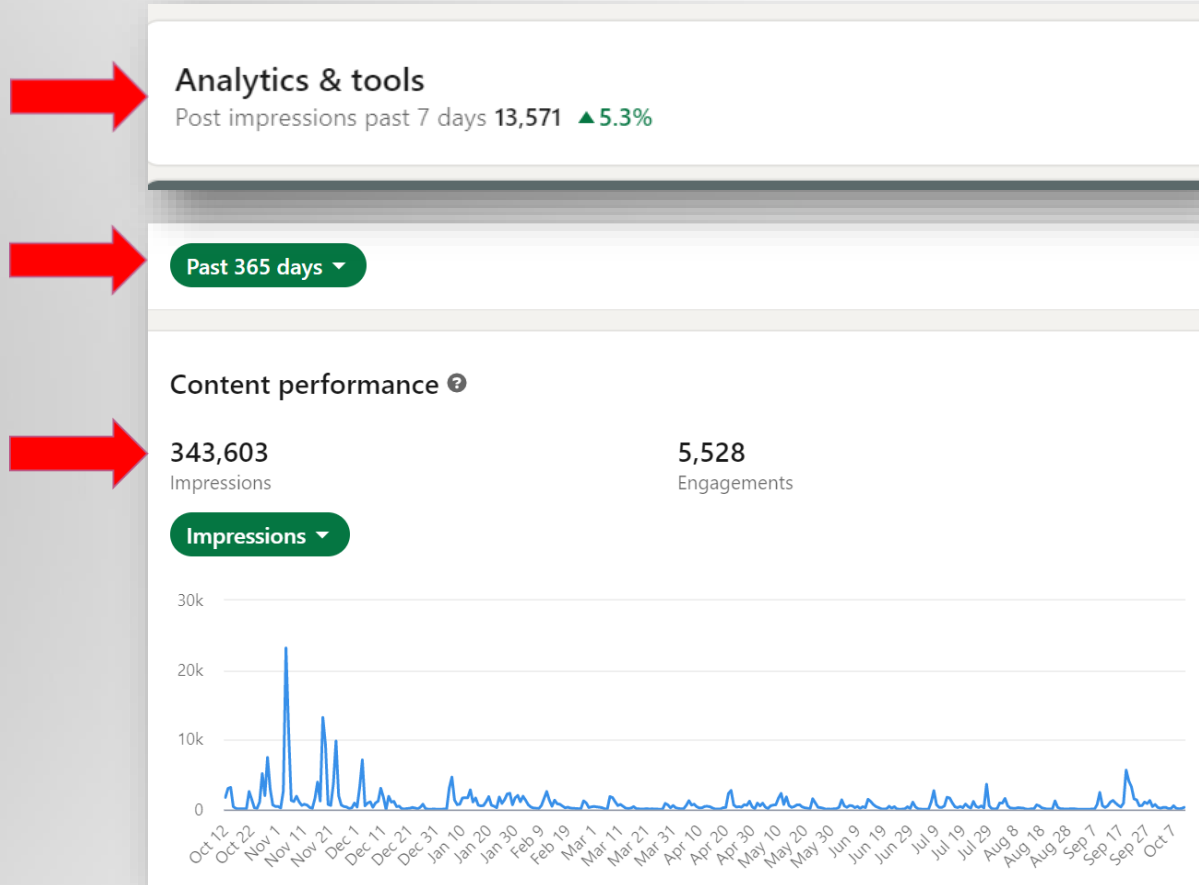
Get discovered, showcase content on your profile, and get access to creator tools



My network

See and manage your connections and interests.

Creator Mode – Analytics



Creator Mode – Cover Story

#creatoreconomy #resourcehumans

Are using your LinkedIn Profile Video Cover Story?

You can see how people vote. [Learn more](#)

Yes! I love the feature.	20%
No, but I would like to.	38%
I don't know what to record	16%
What is a video cover story?	27%

96 votes • 2d left • [Hide results](#)

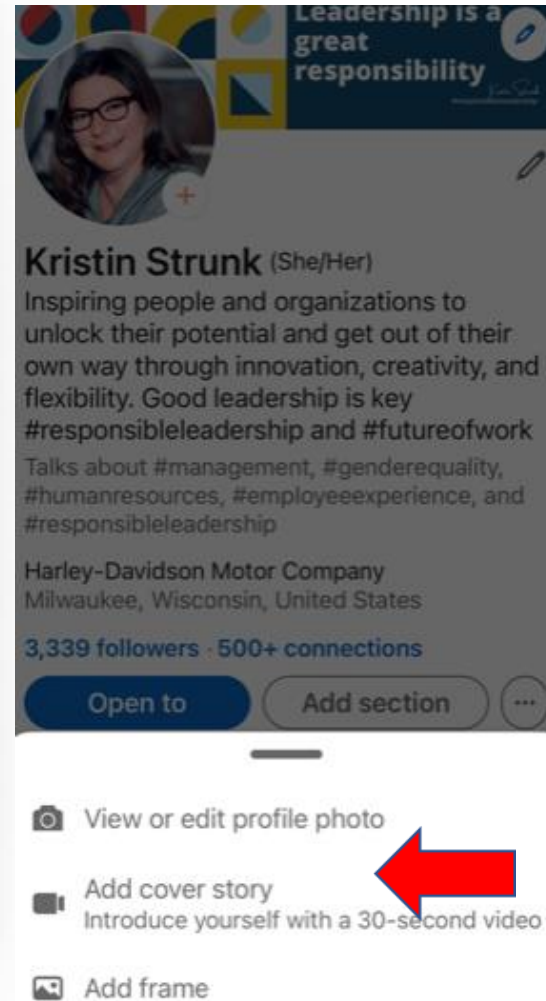
Creator Mode – Cover Story Script

I am _____ . I create content
on _____ .

I am here on LinkedIn to _____ .
You are welcome to follow me to learn more about
_____ .





Creator Mode – Cover Story




Creator Mode – Creator Tools

Resources
Private to you

 **Creator mode** On 

Get discovered, showcase content on your profile, and get access to creator tools


 **My network**
See and manage your connections and interests.

Creator hub ×

Creator tools
Creator mode gives you new ways to reach your audience by enabling access to the available tools. [Learn more](#) about creator tool access.

LinkedIn Live	✓ Available >
Audio Event	✓ Available >
Newsletters	✓ Available >

[Turn off creator mode](#)

Done 

Creator Mode – Hashtags



KRISTIN STRUNK

LEADERSHIP IS A GREAT
RESPONSIBILITY

#RESPONSIBLELEADERSHIP

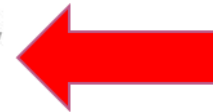


Kristin Strunk (She/Her) · 1st

 ManpowerGroup

Inspiring people and organizations to unlock their potential and get out of their own way through innovation, creativity, and flexibility. Good leadership is key #responsibleleadership and #futureofwork

Talks about #management, #genderequality, #humanresources, #employeeexperience, and #responsibleleadership



Milwaukee, Wisconsin, United States · [Contact info](#)



Multi-Media Repurpose



1) Polls



2) Comments to Posts



3) Collaborative Articles

Multi-Media Repurpose - Polls

Create a poll ✕

Your question*

What HRTech topics would you like us to cover in Season 3 of Progressive HR Live?

81/140

Option 1 *

Wellbeing/Wellness tech

23/30



Option 2 *

Team Building/Belonging tech

28/30

[+ Add option](#)

[Back](#) [Done](#)



 Coreyne Woodman-Holoubek (She/Her) • You
LinkedIn Top Voices in Company Culture 2022 | HR Tech | Workplace Tech | W...
2w • Edited • 






#HR pros, HR leaders, Founders & C-suite, I am looking for your input on Season 3 of [Progressive HR Live](#). What [#HRTech](#) topics would you like the season to cover? ...see more

What HRTech topics would you like us to cover in Season 3 of Progressive HR Live?
You can see how people vote. [Learn more](#)

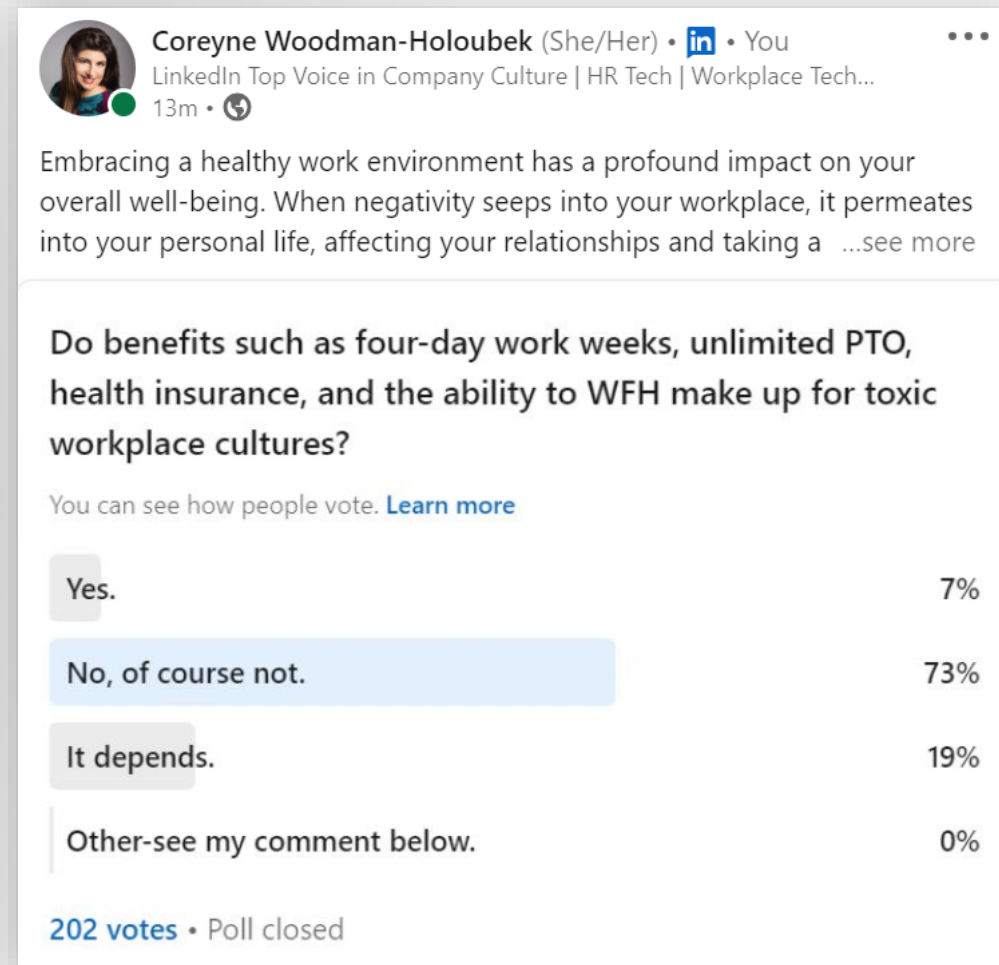
Wellbeing/Wellness tech	30%
Team Building/Belonging tech	39%
Tech for remote/hybrid work	24%
Other - add to comments below	6%

33 votes • Poll closed

  8 5 comments

  Like  Comment  Share  Send

Multi-Media Repurpose - Polls



A screenshot of a LinkedIn post by Coreyne Woodman-Holoubek. The post includes a poll question about workplace benefits and a bar chart showing the results. The poll is closed and has 202 votes.

Coreyne Woodman-Holoubek (She/Her) • [in](#) • You
LinkedIn Top Voice in Company Culture | HR Tech | Workplace Tech...
13m •

Embracing a healthy work environment has a profound impact on your overall well-being. When negativity seeps into your workplace, it permeates into your personal life, affecting your relationships and taking a ...see more

Do benefits such as four-day work weeks, unlimited PTO, health insurance, and the ability to WFH make up for toxic workplace cultures?


You can see how people vote. [Learn more](#)

Yes.	7%
No, of course not.	73%
It depends.	19%
Other-see my comment below.	0%

202 votes • Poll closed

Multi-Media Repurpose – Comments to Posts



Most relevant ▾

 **Kristin Strunk** (She/Her) **Author** 1w ...
Helping women leaders establish their voice & develop confiden...

[Coreyne Woodman-Holoubek](#) I'd love your thoughts based on our conversation earlier this week?

Like · 🗨️ 1 | Reply · 2 Replies



Load previous replies

 **Coreyne Woodman-Holoubek** (She/Her)  6d ...
• You
LinkedIn Top Voice in Company Culture | HR Tech | Work...

I think ChatGPT prompt design is going to be a top skill for HR pros in the next few months and into 2024. I can also speculate that we will be adding ChatGPT HR Prompt Designer and Engineer as a title/role in our HR departments.

Like · 🗨️ 1 | Reply



 **Coreyne Woodman-Holoubek** (She/Her) •  • You
LinkedIn Top Voice in Company Culture | HR Tech | Workplace Tech...
3m • Edited • 🔄

🚀 Exciting times ahead for HR professionals! 🚀 As we enter the next phase of technological advancements, I strongly believe that ChatGPT prompt design will emerge as a top-notch skill for HR experts in the coming months and throughout 2024. 🌟

The ability to effectively harness the power of ChatGPT, a cutting-edge language model, is poised to revolutionize the HR landscape. With its capability to understand and generate human-like text, ChatGPT can assist us in streamlining various HR processes, enhancing candidate experiences, and optimizing employee engagement. 📦

Considering its immense potential, I dare say that it won't be long before we witness the rise of the "ChatGPT HR Prompt Designer and Engineer" as a prominent title and role within our HR departments. 💡

By embracing this emerging skill set, HR professionals will be at the forefront of leveraging technology to create meaningful connections, drive efficiency, and unlock unprecedented possibilities for our teams. Together, we can shape the future of HR and reimagine the way we engage with talent. 🙌

[#HR](#) [#FutureOfWork](#) [#ChatGPT](#) [#Innovation](#) [#HRTechnology](#)



Multi-Media Repurpose - Comments

1) Use High Engagement Comments

2) Introduce the Topic to Start

3) Add Expanded Insights

4) Pose Questions or Invite Different Perspectives

Collaborative Articles

Consulting
229,346 followers
3d · 🌐

+ Follow

You've done the hard work of conducting market research and analysis for your client. But... see more

How do you present your market research and analysis?
Collaborative article · 3 min read

👍❤️ 27 8 contributions · 1 repost

Like Repost Send

"If you can't explain it to a six-year-old, then you don't understand it yourself" Albert Einstein.
... see more

Ema Roloff · 1st
Digital Transformation | Insurance | Change Man...

↑ 4 insightful upvotes

Collaborative Articles

- 1) Search for skill-related keywords on LinkedIn
- 2) See collaborative articles in your feed and notifications
- 3) Search for collaborative articles on any external search engine
- 4) Search the list of collaborative articles (link in the chat)

Hashtags - Signatures



Interested in more content like this?

Click my name + Follow + 🔔

I'm Coreyne Woodman-Holoubek and I help HR Execs, Tech Founders and Benefits Pros develop their thought leadership on LinkedIn.

[#AI](#) [#FutureOfWork](#) [#LinkedInTopVoices](#) [#ResourcefulHumans](#)



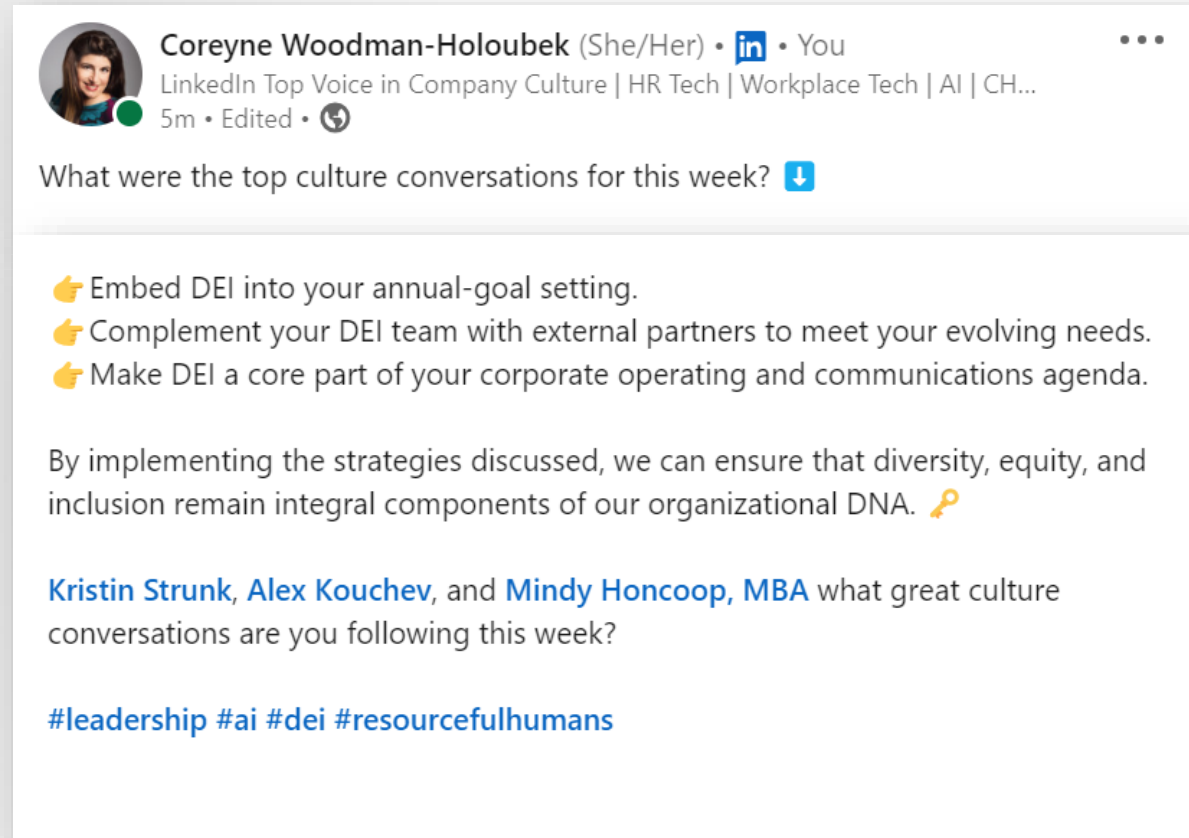
Office workers everywhere are about to face their own Uber moment

[businessinsider.com](#)

Sarahmarie Abernethy, SHRM-CP and 14 others

7 comments • 2 reposts

Tagging a Support Network – Post



The image shows a screenshot of a LinkedIn post. At the top left is a circular profile picture of a woman. To its right is the name 'Coreyne Woodman-Holoubek (She/Her)' followed by a LinkedIn icon and the text '• You'. Below the name is the text 'LinkedIn Top Voice in Company Culture | HR Tech | Workplace Tech | AI | CH...' and '5m • Edited •' with a lock icon. To the right of the name is a three-dot menu icon. The main text of the post is 'What were the top culture conversations for this week?' followed by a downward arrow icon. Below this is a list of three bullet points, each starting with a yellow hand icon. The first bullet point is 'Embed DEI into your annual-goal setting.' The second is 'Complement your DEI team with external partners to meet your evolving needs.' The third is 'Make DEI a core part of your corporate operating and communications agenda.' Below the list is a paragraph: 'By implementing the strategies discussed, we can ensure that diversity, equity, and inclusion remain integral components of our organizational DNA.' followed by a key icon. Below the paragraph is a line of text: 'Kristin Strunk, Alex Kouchev, and Mindy Honcoop, MBA what great culture conversations are you following this week?'. At the bottom of the post are the hashtags '#leadership #ai #dei #resourcefulhumans'.

Coreyne Woodman-Holoubek (She/Her) • [in](#) • You
LinkedIn Top Voice in Company Culture | HR Tech | Workplace Tech | AI | CH...
5m • Edited • 🔒

What were the top culture conversations for this week? ↓

- ✎ Embed DEI into your annual-goal setting.
- ✎ Complement your DEI team with external partners to meet your evolving needs.
- ✎ Make DEI a core part of your corporate operating and communications agenda.

By implementing the strategies discussed, we can ensure that diversity, equity, and inclusion remain integral components of our organizational DNA. 🔑

[Kristin Strunk](#), [Alex Kouchev](#), and [Mindy Honcoop, MBA](#) what great culture conversations are you following this week?

[#leadership](#) [#ai](#) [#dei](#) [#resourcefulhumans](#)

Tagging a Support Network – Comments

Most relevant ▾



Coreyne Woodman-Holoubek (She/Her) **Author**

32s ...

Progressive HR | HR Tech | LinkedIn Live Host | Innovation | Future of W...

Kristin Strunk I thought I would bring you into this conversation as your insights on human resources leadership are inspiring. What are your thoughts on this conversation?

Like | Reply



Kristin Strunk (She/Her) **Author**

1w ...

Helping women leaders establish their voice & develop confiden...

Coreyne Woodman-Holoubek I'd love your thoughts based on our conversation earlier this week?

Like · 1 | Reply · 2 Replies



Summary – Best Practices

Kristin

- 1) Use Cover Story to introduce yourself
- 2) Use tools (i.e. Grammarly) to help expand comments
- 3) Engage with your contacts regularly

Coreyne

- 1) Review your weekly analytics.
- 2) Repurpose any high engagement comments.
- 3) Add post signatures.
- 4) Tag your support/leads in posts and comments.

Q&A

Do you have more questions?

- Direct Message Coreayne Woodman-Holoubek or Kristin Strunk on LinkedIn
- Follow us on LinkedIn





Thank you!

