





















Date:

Version:

LinkedIn Content Strategy Canvas

My Public Self

This is how I want to be perceived overall by others. Others should derive these core messages from everything I post, say and show:
“(My Name) ...”

<p>Strengths </p> <p>What comes naturally to me in developing and implementing content? What do I enjoy doing? What energizes and motivates me?</p>	<p>Target Audiences </p> <p>Who do I want to reach? With whom do I want to interact? (label and short description)</p>	<p>Goals </p> <p>What do I want to achieve with my LinkedIn activities? (short-, medium- and long-term)</p>	<p>KPIs </p> <p>How do I measure my success? How do I use the results and insights to develop my strategy further?</p>	<p>Formats </p> <p>What content formats do I use? What content categories do I define for myself?</p>
<p>Stress </p> <p>What holds me back from implementing my strategy and being active? What weakens, blocks or limits me?</p>	<p>Competition </p> <p>Who are my strongest competitors – in the industry and/or in topic authority?</p>	<p>Authority </p> <p>In which topic area, in which specialty or niche do I want to be the leading voice?</p>	<p>Knowledge & Skills </p> <p>What do I know and what are my capabilities?</p>	<p>Resources </p> <p>How much time and effort do I invest in my LinkedIn content strategy (initially and on an ongoing basis)?</p>
<p>No-Gos </p> <p>What do I avoid or decline – even if widely recommended?</p>	<p>Allies </p> <p>Who are my supporters – and whom do I support? Who gives me visibility, reach and relevance?</p>	<p>Topic areas </p> <p>What core themes do I stand for? What sub-areas can my field of expertise be divided into?</p>	<p>Solutions & Benefits </p> <p>What problems/challenges do my posts solve for my target audiences? What value do they get from them?</p>	<p>Frequency & Timing </p> <p>How often and when do I want to post, respond, interact? How often do I review results and adjust accordingly?</p>
<p>Support </p> <p>Where do I need operational help, feedback or other support? From whom?</p>	<p>Best Practice </p> <p>Which profiles and their content are good role models I can learn from?</p>	<p>Specific Features </p> <p>Which current, LinkedIn-specific features are relevant to me – and how do I leverage them?</p>	<p>Language & Tone </p> <p>How do I speak and write? (e.g., formal, informal, engaging, creative, positive, professional ...)</p>	<p>Organization </p> <p>With what plans, processes and tools do I implement my strategy and develop it consistently, flexibly and successfully?</p>