

BEST TIME TO POST ON LINKEDIN



Most clicks and shares

Tuesday 11 a.m. to 12 p.m.



The worst time for LinkedIn

10pm to 6am, especially on Friday nights and weekends.



Best time to post

In the morning before work from 7am to 8am and after work 5pm to 6pm.



When is LinkedIn most used?

During the lunch break at 12 noon and after work from 5pm to 6pm.

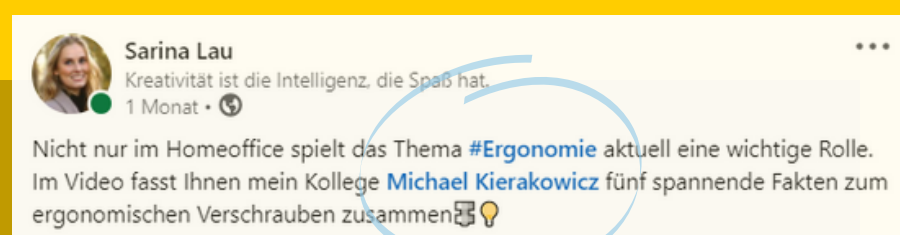
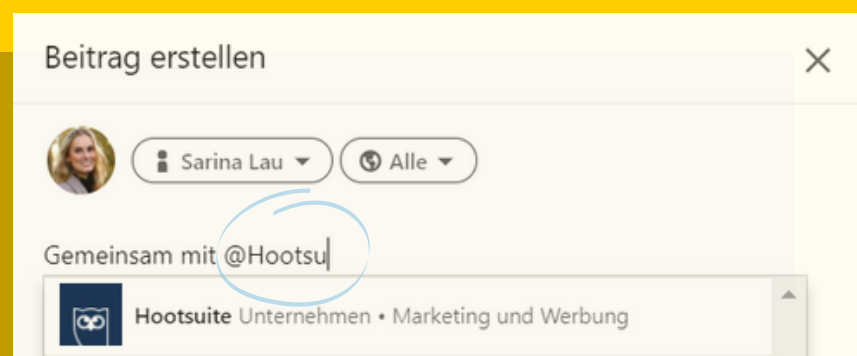
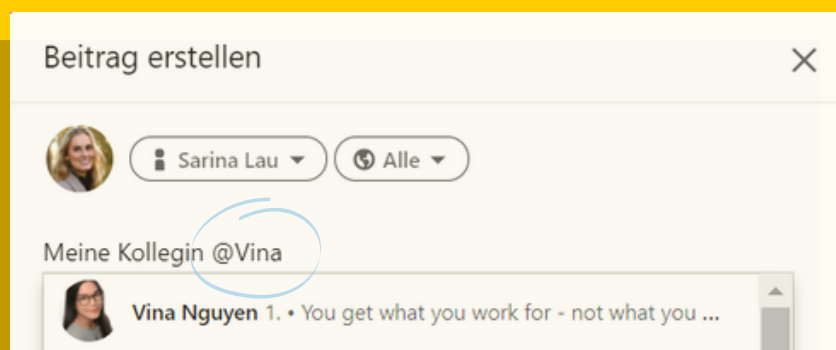
Increase your reaches

SOCIAL MEDIA HACKS



TAG YOUR COLLEAGUES, CO-WORKERS OR OTHER COMPANIES

When you tag other contacts or companies, you're promoting your engagement, either in your own post or in the comments section of an interesting post. To do so, enter an @ and the respective name.



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SOCIAL MEDIA HACKS



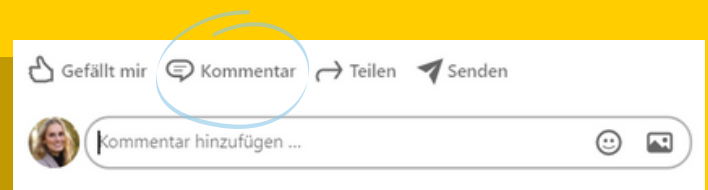
INTERACTION

Engagement is the key on LinkedIn.

The more people like, comment, share, or send your post to other contacts, the greater your reach will be.



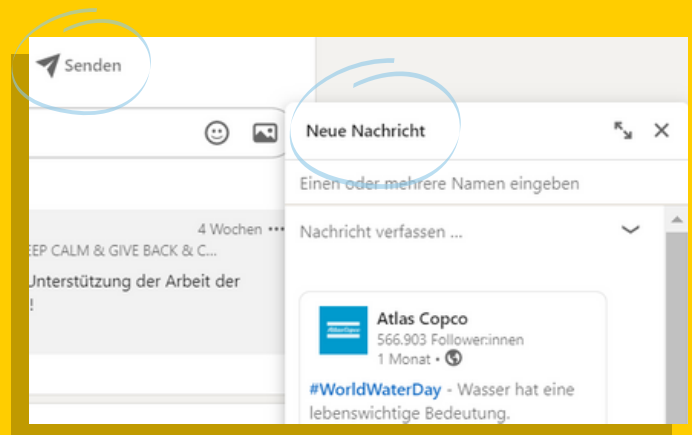
If you like the post, you can express this by clicking the "Like" button.



Feedback is always good - in the comment field you can join in the discussion, ask questions or simply leave praise.



Posts can be shared and supplemented with a personal text.



The "Send" button can be used to forward interesting posts to contacts via private message.

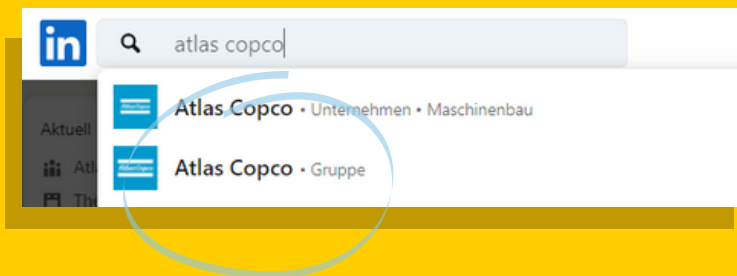
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SOCIAL MEDIA HACKS



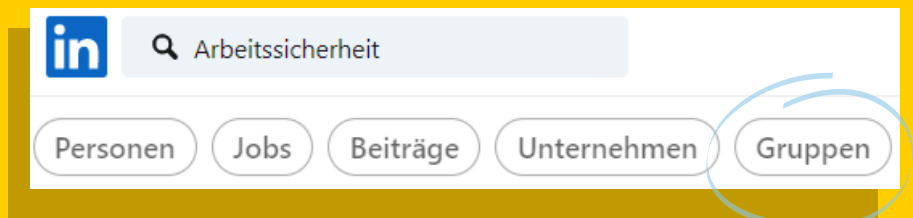
LINKEDIN GROUPS

Get involved in LinkedIn groups. You can also share your articles in those groups. This will help to reach people, who are not in your network. But of course, make sure, that your content is relevant to the whole group. But of course, make sure your content is relevant to the whole group.



Enter relevant keywords in the search field, e.g. there is already an Atlas Copco group.

Tip: You can also filter your search. Enter your keyword and search for interesting groups.



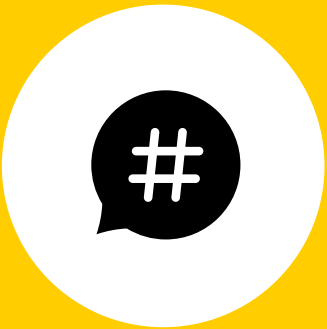
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SOCIAL MEDIA HACKS



POST REGULARLY

Post 2-3 times a week to avoid being forgotten by your followers.



USE THE RIGHT HASHTAGS

Hashtags are keywords, that categorize your post. You can also follow them and get the posts in which the hashtag was used displayed.



Tip: Choose hashtags that already have followers. So, the chance of reaching even more people is higher.

Use hashtags correctly

SOCIAL MEDIA HACKS



GROUP HASHTAGS

#AtlasCopcoGroup #HomeOfIndustrialIdeas
#AtlasCopcoPassionatePeople #InsideAtlasCopco



INDUSTRIE GENERAL

#Industry40 #Digitalisierung #IIoT #Innovation #Technology
#SmartFactory #Optimization #SmartManufacturing
#Machinelearning #Digitaltransformaton #Digitalization
#Manufacturing #Assembly #Maintenance #Electronics
#IndustrialSecurity #IndustrialTools



AUTOMOBIL

#ElectricVehicle #EMobility #EV #Automotive
#AutomotiveIndustry #Sustainability #Environment



AEROSPACE

#Aerospace #Aerospacemanufacturing #Luftfahrt #Aircraft
#Aviation



RAILWAY

#Trains #Transit #Transportation #RailIndustry #Railsystems
#RailSafety

Use hashtags correctly

SOCIAL MEDIA HACKS



WINDENERGY

#Energy #Onshore #Windenergy #Offshore #RenewableEnergy
#Sustainability #GreenHydrogen #Windpower
#SmartConnectedBolting #Bolting



SERVICE

#Service #Maintenance #CustomerService
#CustomerExperience #Calibration #Testing #Accreditation



ELECTRONIC INDUSTRY

#Electronics #SmartDevices #SmartElectronics
#ElectricalEngineering #MobileTechnology
#ElectronicManufacturing #Smartphone #MedicalEquipment
#Automotiveindustry #MedTech



INDUSTRIAL ASSEMBLY

#Engineering #Montage #IndustrialSecurity #Ergonomie
#Ergonomics #Health #Healthcare #Arbeitssicherheit
#Flexibility



Hashtags are a combination of letters, numbers and emojis preceded by the # symbol. Ideally, you should use **three** to **four** hashtags.