

The Executive LinkedIn Playbook

Watch, then act. Nine short videos that help leaders build the visibility that attracts the right people. Each section gives you the takeaway and a few quick moves you can make today.

9

short videos to work through

3–5

calls to action per video

15 min

a week is all the routine needs

1

Candidates Are Researching You

[Watch the video →](#)

KEY TAKEAWAY

Before they apply, candidates study your company, your founder and the person they may report to. What they find on LinkedIn shapes how they feel about the job.

DO THIS NEXT

- ✓ Search your own name and company the way a candidate would
- ✓ Ask a recent hire what they found before they applied
- ✓ Scan your last 10 posts and ask if they show a company that is growing

2

What Your Profile Needs to Communicate

[Watch the video →](#)

KEY TAKEAWAY

A candidate-ready profile makes three things clear fast: what the company does, where it is going and why the work matters.

DO THIS NEXT

- ✓ Rewrite your headline to say more than your title
- ✓ Reframe your current role as direction, not a job description
- ✓ Update your About section with the problem you solve and your growth stage
- ✓ Add an interview, milestone or employee story to Featured

3

What Executives Should Post About

[Watch the video →](#)

KEY TAKEAWAY

You do not need endless ideas. Strong executive content fits five buckets: where you are going, what you are building, what you believe, who is building it and why now.

DO THIS NEXT

- ✓ Pick two or three of the five categories that feel natural
- ✓ Keep the five categories somewhere visible before you post
- ✓ Draft one post for each category you chose
- ✓ Recognize an employee, partner or customer in your next post

4

Talk About Hiring Without Just Posting Jobs

[Watch the video →](#)

KEY TAKEAWAY

The job link explains the role. Leadership content explains the opportunity. Strong candidates want to understand the impact they can have.

DO THIS NEXT

- ✓ Rewrite your next hiring post to explain why the role exists
- ✓ Name the problem this person will help solve
- ✓ Describe what they will get to build, lead or improve
- ✓ Add who they will work with and why now matters

5

How People Leaders Can Activate the C-Suite

[Watch the video →](#)

KEY TAKEAWAY

Do not ask executives to write from scratch. Build a simple capture process around the conversations they are already having.

DO THIS NEXT

- ✓ Schedule a short monthly interview with each leader
- ✓ Capture voice notes right after key meetings
- ✓ Turn ideas into drafts that keep their real voice
- ✓ Follow the flow: capture, shape, approve, publish, amplify

6

The 15-Minute Executive LinkedIn Routine

[Watch the video →](#)

KEY TAKEAWAY

Visibility is participation, not just posting. Fifteen consistent minutes a week is enough to build a meaningful presence.

DO THIS NEXT

- ✓ Reply to every comment on your recent posts
- ✓ Add real perspective on two or three posts from your network
- ✓ Share one company post and say why it matters to you
- ✓ Publish one post a week about your company or team
- ✓ Block 15 minutes in your calendar to protect the habit

7

What Not to Do on LinkedIn

[Watch the video →](#)

KEY TAKEAWAY

A few habits quietly erode credibility: only showing up to hire, resharing with no perspective, sounding like a press release, fully delegating and posting then vanishing.

DO THIS NEXT

- ✓ Audit recent posts for job-link-only content
- ✓ Rewrite one post that reads like a press release
- ✓ Commit to replying after you post, not disappearing
- ✓ Add your own take every time you reshare company news
- ✓ Contribute real ideas even when someone helps you write

8

Build Your 30-Day Leadership Visibility Plan

[Watch the video →](#)

KEY TAKEAWAY

Stop deciding what to post every time. A four-week rhythm gives you four meaningful posts: the story, the work, the people and the opportunity ahead.

DO THIS NEXT

- ✓ Week 1: share why the business exists
- ✓ Week 2: highlight a problem the team is solving
- ✓ Week 3: recognize an employee, customer or partner
- ✓ Week 4: talk about where the company is going and who you need
- ✓ Support each post with comments and engagement

9

How to Know Whether It Is Working

[Watch the video →](#)

KEY TAKEAWAY

Do not measure success by likes. The better question is whether more of the right people understand and are interested in the company.

DO THIS NEXT

- ✓ Watch who is viewing your profile, not just how many
- ✓ Read the quality of comments and messages you receive
- ✓ Ask candidates if they saw leadership content before applying
- ✓ Track whether employees share and participate more

Ready to turn visibility into hires?

Pivot + Edge helps leaders tell the story candidates need to hear, then connects them with the people who want to help build it.

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