

# Marketing Your Ministry on LinkedIn

How to make this unique platform work for YOU



*“But isn’t LinkedIn just a site for professional networking or finding a job?”*

As the use of LinkedIn continues to rise in scope and popularity, perhaps you’ve heard someone ask this question. Or maybe you’ve even thought it yourself. And while that was the initial use of this site, LinkedIn has moved way beyond its humble beginnings.

**LinkedIn is rapidly evolving as a way to stay connected with people in your industry,** share knowledge and stories, and engage in deeper, more meaningful conversations with your connections. And yes, you can still find job postings and career opportunities.



There are 1M nonprofits on LinkedIn and 26M nonprofit professionals.



For every 1,000 email addresses, nonprofits have an average of 58 LinkedIn followers with an engagement rate of 1.19%.



**42% of US donors use LinkedIn to research nonprofits** and 26% discover donation opportunities on LinkedIn.



Small nonprofits have an average of 785 LinkedIn followers. Medium have 2,837. Large have 10,107 in 2024.

*\*Source: [nptechforgood.com/101-best-practices/social-media-statistics-for-nonprofits/](https://nptechforgood.com/101-best-practices/social-media-statistics-for-nonprofits/)*

**LinkedIn offers an incredible opportunity to share your heart and connect with volunteers, staff members, corporate partners and donors.** With its professional environment, LinkedIn can be an ideal space for sharing your Mission’s purpose and goals — positioning your organization as a credible, impactful and influential organization in your community.

## What makes LinkedIn unique?

LinkedIn is different from platforms like Facebook, Instagram and X (formerly, Twitter) because it focuses on professional networking and industry knowledge-sharing. While other social platforms prioritize entertainment and casual content, LinkedIn rewards posts that generate value through knowledge transfer and engagement.

### Here's how it works:

Your Mission's posts are shown to your direct connections first. Then, LinkedIn serves content based on interactions within a user's extended network, such as mutual comments or shared interests. **The algorithm favors engagement – comments and shares over likes or reactions**, which encourages deeper interaction for users and makes conversations more meaningful.

### Put the LinkedIn algorithm to work for you

LinkedIn looks for 3 key elements in published content:  
Relevance, Expertise and Engagement

**Relevance is Rewarded:** LinkedIn considers the relevance of posts to a user's network. If the content aligns with the user's interests, expertise or professional background, it's more likely to be shown in their feed.

**Expertise is Factored in:** LinkedIn deliberately highlights users who create posts that demonstrate knowledge and expert advice. They take into account your level of engagement and share well-received content, interpreting that you're writing something people want to read.

**Engagement is Key:** The algorithm prioritizes posts that receive comments and shares, showing them to more users in their feeds. Engaging in meaningful conversations – responding to comments, reposting and commenting on other posts – helps extend your reach.



### PRO TIP!

LinkedIn's algorithm will deprioritize posts that contain links in the main text, as they can take users off-platform. Instead, place links in the comment section to encourage engagement and keep users on LinkedIn longer.

**Want to enhance your LinkedIn presence? Keep reading for easy ways you can make the most of this platform!**



# 10 Ways to Optimize Your LinkedIn Presence

## 1. STRENGTHEN YOUR LINKEDIN PAGE PROFILE

Ensure your profile has a strong “About” section, a high-quality banner and logo, and links to your website or donation page.

## 2. CONSISTENT AND AUTHENTIC ENGAGEMENT

Post regularly (2–4 times a week), and post during peak engagement times on LinkedIn, such as Monday, Tuesday and Thursday mornings (7–9 a.m.) and mid-afternoons (1–3 p.m.). If you’re not sure what type of content to post, the 3-2-1 content model is a good starting point.

Each week post the following...

- **THREE pieces of curated content:** repost local news pages, nonprofit updates, tagged content, etc. These are reposts only.
- **TWO pieces of “proud” content:** Photos from events, volunteer shout-outs, thank yous to corporate partners, staff spotlights, etc.
- **ONE piece of call-to-action content:** Asking for donations, registrations to an event or webinar, etc.

## 3. DISCUSS CONTENT THROUGH COMMENTING

LinkedIn honors activity and engagement with other users. Be an active LinkedIn user by discussing content in the comments — adding your unique points of view, studies, stats and experiences. If your organization is going to post, make sure you have a plan for someone in your Mission to respond in a timely and thoughtful way.

## 4. SHARE IMPACT STORIES AND TESTIMONIALS

Use real stories from your Mission and impactful imagery to increase connection and engagement. And whenever possible, be sure to share videos — they tend to perform better on the platform than static images.

## 5. UTILIZE LINKEDIN’S CONTENT TOOLS

Publish content that demonstrates expertise, shares insights on critical issues and leans into your followers’ questions and pain points. LinkedIn gives you the ability to share multi-page PDF documents, publish upcoming event registrations and post polls to help boost engagement on your posts.

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## 10 Ways to Optimize Your LinkedIn Presence (cont.)

### 6. ADVOCACY

Encourage employees, volunteers and corporate partners to engage with your content and tag your Mission in their posts – this signals to LinkedIn’s algorithm that your posts are valuable. In the same way, be an advocate for your corporate partnerships and volunteers by tagging them in your posts, which will help extend the reach of your content.

### 7. JOIN LINKEDIN GROUPS

Engage in discussions and connect with professionals in relevant groups to build relationships and share your nonprofit’s insights. This is an easy way to connect with prospective donors and partners who may be interested in engaging with your Mission.

### 8. LAUNCH A LINKEDIN NEWSLETTER

If your Mission has an ongoing blog or newsletter, utilize the [LinkedIn Newsletter feature](#) to share this content with your subscribers. Not only does the LinkedIn algorithm favor content that is built as a post and a newsletter, it automatically sends your LinkedIn newsletter content to subscribers via email, driving more eyes to your content.

### 9. CROSS-PROMOTE ON OTHER PLATFORMS

Drive traffic to LinkedIn by sharing your LinkedIn content on other social channels. Encourage your Facebook and Instagram followers to follow you on LinkedIn and subscribe to your LinkedIn newsletter (*see above*).

### 10. MEASURE AND OPTIMIZE WITH ANALYTICS

On a monthly basis, review your LinkedIn metrics such as comments, shares and click-through rates to understand what resonates with your audience. [LinkedIn for Nonprofits](#) allows organizations to see special insights about their connections.



We understand this is a lot of information to throw at you – particularly if you don’t have a large, established presence on LinkedIn (or even one at all!). In addition to the wealth of resources in the Library, your BDI team is here to help if you need examples, suggestions or inspiration on how your Mission can make LinkedIn a valuable part of your social media strategy.



## Now that you're ready... jump on in!

**N**ow that you've read this far about why LinkedIn can benefit your Mission and how the platform works, it's time to dive in headfirst and start posting your content. There are so many ways you can promote the incredible people and events at your Mission, but sometimes it can be overwhelming to know where to begin.

We've compiled a helpful list of the types of posts that will get noticed and drive engagement with your Mission.

- 1. Impact Stories:** Share a story of someone your Mission has helped. Include before-and-after photos (if appropriate) or a testimonial.  
*Example: [Union Rescue Mission Wichita Post](#)*
- 2. Volunteer or Staff Spotlights:** Highlight a dedicated volunteer or staff member — sharing what they do, why they volunteer and the impact they've made.  
*Example: [Bay Area Rescue Mission Volunteer Post](#)*
- 3. Inspiration:** Post an inspirational quote, scripture or update to engage your followers and share the heart and hope behind your Mission.  
*Example: [American Bible Society Post](#)*
- 4. Program Highlights:** Showcase a particular program or service you offer, with details about how it's making a difference.  
*Example: [American Red Cross Hurricane Helene Post](#)*
- 5. Partnership Announcements:** Highlight partnerships or collaborations with other organizations, sponsors or local businesses.  
*Example: [Feeding America Post](#)*
- 6. Employee Advocacy Posts:** Share posts written by staff that highlight their connection to and heart for your Mission. This can build credibility and showcase your team's passion. Make sure to also like and comment when staff members share your posts in return!  
*Example: [James Read BDI Reshare](#)*
- 7. Event Promotions and Recaps:** Promote upcoming events like fundraisers, galas or webinars. After the event, share a recap with photos, key takeaways and impact.  
*Example: [URMLA "Just Help 1" Event Post](#)*
- 8. Fundraising Campaigns, Results and Organizational Wins:** Share updates and stories related to your current fundraising campaigns. This could include sharing your Mission's impact using key statistics or results from a recent initiative such as a Capital Campaign or Matching Challenge.  
*Example: [Charity Water Ad Post](#)*

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## Now that you're ready... jump on in! (cont.)

**9. Thought Leadership and Educational Resources:** Share reports and articles published by your Mission, staff or industry partners. This could include recent events in your community, industry trends or reports on your organization's progress.

*Example:* [World Wildlife Fund Milestone Report](#)

**10. Awareness Posts:** Raise awareness about issues relevant to your mission to overcome homelessness. Include statistics or current news that affect your cause and are of interest to your audience.

*Example:* [UNICEF Nepal Post](#)

**11. Celebrating Milestones:** Celebrate organizational milestones like anniversaries, graduations, reaching fundraising goals or significant impacts.

*Example:* [Wheeler Mission 130 Years Post](#)

**12. Polls and Engagement Questions:** Use [LinkedIn's polling feature](#) or ask open-ended questions to engage your audience with your content.

*Example:* [National Wildlife Federation Poll](#)

**13. National and Local Holidays:** Post about local and national holidays that apply to your cause. Remember, BDI client partners have access to a [free Nonprofit Social Media Calendar in the Library!](#) >>

*Example:* [World Health Organization #WorldRabiesDay Post](#)

After making your way through all this information on LinkedIn, we hope you're convinced that this platform offers your Mission a unique opportunity to showcase your impact, connect with professional networks and establish thought leadership.

By implementing these strategies — from optimizing profiles and mastering the algorithm to sharing compelling content and interacting authentically — you can create a strong presence on LinkedIn to effectively communicate your mission.

**Remember, success on LinkedIn relies on consistency, relevance and engagement.**

By leveraging the platform's tools and nurturing your online community, you can increase visibility, deepen relationships and, ultimately, drive greater support for your cause.