Professor Ghassan Aouad
Chancellor of Abu Dhabi University, Past President ...
2w

LinkedIn Audience

I think the following categories (from most wanted to least) based on my humble analysis resonate with my LinkedIn audience:

- Personal news and stories
- Images and pictures
- Posting about others
- Professional achievements
- ADU news
- Tips and advice
- Inspirational quotes
- Thought leadership articles
- Deep and philosophical content

To me, the following post is by far the deepest in content, yet it didn't generate the expected interactions like others have. Perhaps the timing of the post played a major role.

https://lnkd.in/dv3HzJjj

Understanding these preferences helps us create more engaging content that connects with our audience. What kind of content do you prefer to see on LinkedIn?. This will help me post the right materials.

I am supposed to be on a break for a week, but my brain doesn't know how to rest.

"Getting an audience is hard. Sustaining an audience is hard. It demands a consistency of thought, of purpose, and of action over a long period of time." –Bruce Springsteen

#LinkedIn #AudienceEngagement #ContentStrategy #SocialMediaMarketing

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