

LINKEDIN AS A PERSONAL BRAND DEVELOPMENT TOOL

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Abstract

LinkedIn can be defined as a modern professional social network platform for engaging communication between businesses and customers. Businesses use social media to improve their online reputation. Good communication on LinkedIn can help a company attract new clients, increase brand awareness, improve relationships with existing clients, and strengthen its position in the market. The LinkedIn social network was designed as a network for professionals who can make useful business connections. This paper explores LinkedIn as a strategic tool for personal brand development in the digital era. It examines how professionals can build credibility, visibility, and authority by effectively managing their online presence through purposeful communication, valuable content creation, and active engagement. The findings underline that a strong personal brand on LinkedIn enhances career opportunities, professional relationships, and long-term employability.

Keywords: *personal branding, LinkedIn, professional identity, digital communication.*

JEL classification: *O360, O350, O140.*

INTRODUCTION

Today among digital platforms, LinkedIn has established itself as the leading space for professional interaction, career development, and thought leadership. The rise of digital communication has transformed how professionals present themselves and manage their careers. In today's competitive labor market, personal branding is no longer optional—it has become a crucial part of professional identity and reputation management. LinkedIn can be defined as a modern professional social network platform for engaging communication between businesses and customers.

LinkedIn's structure encourages authenticity, expertise sharing, and networking, which makes it an ideal environment for building a personal brand based on trust and credibility. This paper investigates LinkedIn's potential as a personal brand development tool. It examines how individuals can strategically use the platform to strengthen their professional image, communicate their values, and connect with relevant audiences.

2. LINKEDIN BRANDING BEST PRACTICES AND STRATEGIES

The LinkedIn social network was designed as a network for professionals who can make useful business connections. Optimizing LinkedIn for branding requires strategic, consistent actions. Key best practices include maintaining regularly updated profiles enriched with industry-specific keywords and visually appealing graphics, including professional logos and banners.

Utilizing diverse content formats—such as videos, infographics, long-form articles, and interactive posts—maximizes audience engagement and expands reach (Marin & Nilă, 2021). Participation in LinkedIn groups, consistent contribution of valuable industry insights, and active discussion engagement further reinforce organizational visibility and establish thought leadership. Leveraging analytics provided by LinkedIn allows continuous assessment and refinement of strategies, enhancing overall effectiveness and responsiveness to audience engagement.

2.1. PERSONAL BRANDING STRATEGIES ON LINKEDIN

LinkedIn is a powerful platform for individuals seeking to build strong personal brands. Professionals can effectively communicate their career goals, achievements, and unique competencies through strategic LinkedIn use.

Professionals should leverage LinkedIn's comprehensive tools to highlight their unique skills and experiences, fostering opportunities for career advancement and personal brand differentiation. Actively engaging in relevant industry discussions further solidifies professional credibility and expands professional networks.

Our recommendations include:

- Regular updates to LinkedIn profiles (at least monthly): Ensure personal LinkedIn profiles remain updated with recent projects, skills acquired, certifications, and professional recognitions.
- Publishing individual professional insights and content (weekly): Encourage posting short-form content and industry-related comments to position managers as authoritative and credible voices in their respective fields.
- Strategic networking and expanding personal connections (weekly, 2–3 new connections): Actively build relationships by strategically engaging with relevant professionals, industry leaders, and prospective partners or clients.

- Engagement in relevant industry groups (weekly): Managers should actively participate in discussions and offer valuable contributions within industry-focused LinkedIn groups, enhancing personal visibility and influence.



Figure 1: How to write engaging LinkedIn posts

Source: <https://www.linkedin.com/business/talent/blog/talent-acquisition/how-to-write-engaging-post-in-linkedin-feed>

3. MEASURING EFFECTIVENESS AND KEY METRICS ON LINKEDIN

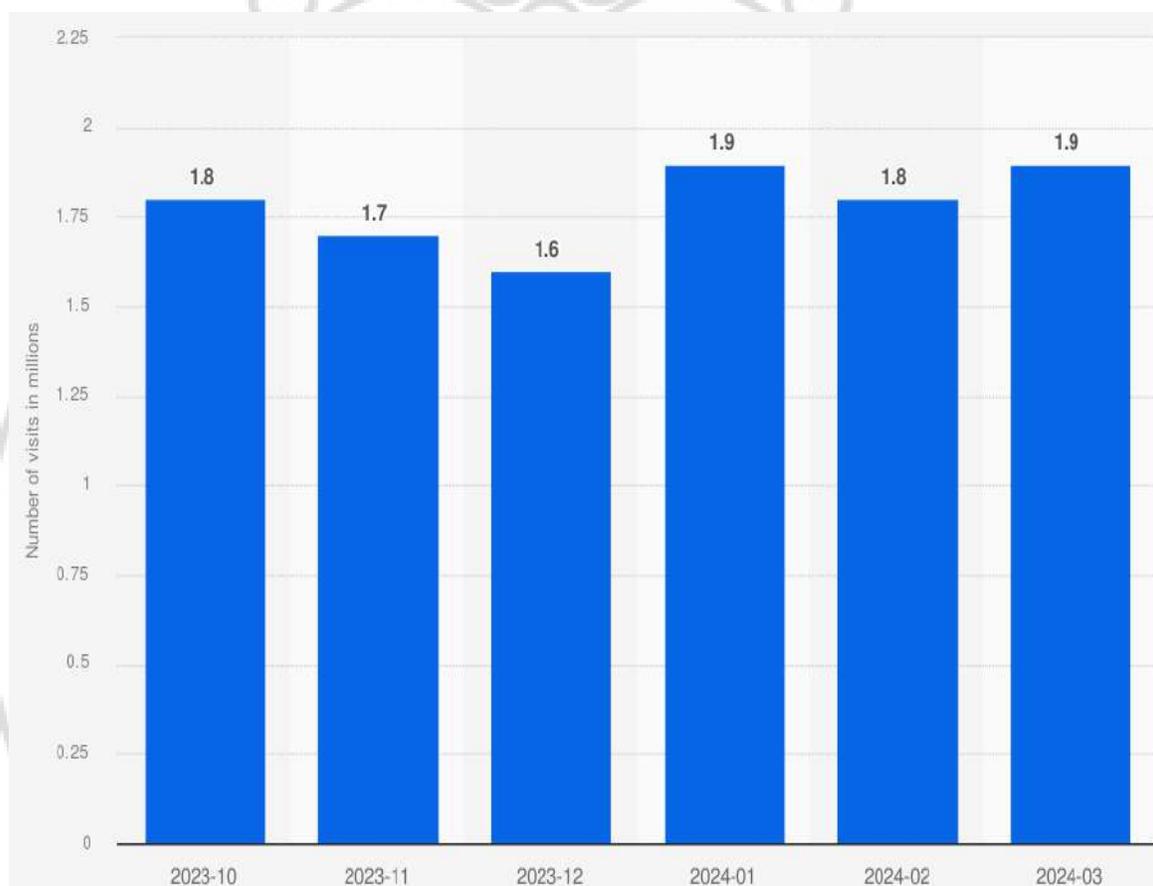
Businesses use social media to improve their online reputation. We can say that one of the most important social networks is LinkedIn. Good communication on LinkedIn can help a company attract new clients, increase brand awareness, improve relationships with existing clients, and strengthen its position in the market.

With LinkedIn, users can create job profiles, join professional groups and networks, and search for job opportunities (Qualman, 2019).⁸⁶ For entrepreneurs and brands, social media is an important tool for marketing and brand building.

⁸⁶ QUALMAN E., 2019. Socialnomics: How Social Media Transforms the Way We Live and Do Business. John Wiley & Sons. ISBN: 978-1118232651

Effectively leveraging LinkedIn for personal and corporate branding is significantly enhanced by regularly measuring and analyzing performance through clear, relevant metrics. Our practical experience highlights that continuous monitoring, coupled with effective data-driven decisions, allows organizations to optimize their branding efforts, ensuring long-term strategic benefits.

This cross-platform consistency enhances general confidenceworthiness, message coherence, and brand recall. Ultimately, companies who use a methodical, data-driven, strategically aligned LinkedIn branding are more likely to have long-lasting competitive advantage.



Graph 1: Worldwide visits to LinkedIn.com from October 2023 to March 2024 (*in billions*)

Source: *Statista*. Retrieved October 25, 2025, from <https://www.statista.com/statistics/274052/number-of-unique-visitors-to-linkedin/>

In March 2024, close to 1.9 billion unique global visitors had visited LinkedIn.com. LinkedIn is an employment-oriented online service and social network.

3.1. LINKEDIN ANALYTICS TOOLS AND INTEGRATIONS

The social network LinkedIn is constantly improving its tools and algorithms, which can be a source of uncertainty for some companies, so it is important for companies to be informed about changes and innovations and to be able to adapt to them.

To comprehensively assess the impact and effectiveness of branding initiatives on LinkedIn, organizations should employ specialized analytics tools and integration methodologies.

Utilizing these tools can provide crucial insights into audience behaviors, content performance, and overall strategic efficacy, ultimately enabling organizations to refine and optimize their LinkedIn branding activities based on empirical evidence.

Shield App is specifically developed for deep LinkedIn analytics, particularly valuable for personal profiles as well as corporate accounts. This tool provides granular content performance analysis, trend tracking, and extensive audience insights. With Shield App, organizations and individuals gain precise data regarding engagement fluctuations, detailed demographic breakdowns, and content-level analytics, facilitating advanced performance assessments and strategic optimizations tailored exclusively for LinkedIn.

Google Analytics with LinkedIn Integration via UTM Tagging represents an advanced analytical technique for measuring LinkedIn's contribution to website traffic and conversions. Utilizing UTM (Urchin Tracking Module) parameters in LinkedIn posts allows precise tracking within Google Analytics. This integration method provides valuable data on visitor behaviors originating from LinkedIn, including traffic patterns, conversion rates, and the effectiveness of specific content types, thus enabling organizations to quantitatively link LinkedIn activities with business outcomes.

By combining these analytical tools, professionals can make data-driven adjustments to improve their reach, engagement, and positioning within their target audience.

CONCLUSION

A well-crafted personal brand on LinkedIn enhances trust and recognition, positioning individuals as reliable and knowledgeable contributors within their industries. Using LinkedIn empowers professionals to shape their digital identity, expand meaningful connections, and sustain long-term professional growth in the modern, interconnected world of work and economic progress. We can conclude that in addition to individual benefits, personal branding on LinkedIn contributes to broader professional ecosystems. In a marketplace where organizations increasingly value the authentic voices of their employees, the lines between personal and corporate branding continue to blur — making individual credibility an essential part of collective reputation.

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