

LINKEDIN WEEKLY VISIBILITY PLANNER

A practical routine for professionals and service-based businesses



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WEEK OF: _____

MY MAIN OBJECTIVE: _____

1. PREPARE

- ☐ Choose one useful topic or client question.
- ☐ Identify who the content should help.
- ☐ Decide the single point you want readers to remember.
- ☐ Choose a natural next step or call to action.

3. ENGAGE

- ☐ Leave 2-3 thoughtful comments on relevant posts.
- ☐ Reply to messages and connection requests.
- ☐ Acknowledge relevant achievements or updates.
- ☐ Join conversations where your expertise is useful.

2. PUBLISH

- ☐ Publish one useful LinkedIn post.
- ☐ Make the opening sentence clear and relevant.
- ☐ Use an image, document or link only when it adds value.
- ☐ Check spelling, facts and confidentiality before posting.
- ☐ Respond to meaningful comments on your post.

4. CONNECT

- ☐ Send 3-5 carefully selected connection requests.
- ☐ Personalise the request when there is genuine context.
- ☐ Welcome new connections without immediately selling.
- ☐ Follow up naturally with one existing connection.
- ☐ Record any conversation that needs a later response.

A SIMPLE WEEKLY RHYTHM

MON

Choose a topic

TUE

Engage & connect

WED

Publish

THU

Continue conversations

FRI

Review & plan

Consistency matters more than intensity. A small, relevant routine is more sustainable than posting every day without purpose.

LINKEDIN WEEKLY VISIBILITY PLANNER

Plan useful content, measure meaningful activity and decide what to improve



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CONTENT PROMPTS

1 What question do clients frequently ask me?

2 What common misunderstanding can I clarify?

3 What lesson or observation can I share from my work?

4 What industry development can I explain in plain language?

5 What useful article, checklist or resource can I share?

RESULTS TRACKER

MEASURE	THIS WEEK
Posts published	
Thoughtful comments made	
Relevant connections added	
Profile views	
Website visits from LinkedIn	
Meaningful conversations	
Enquiries or referrals	

END-OF-WEEK REFLECTION

What received the most relevant response?

Which conversation should I continue?

What will I repeat or improve next week?

My next post topic:

REMEMBER

Do not judge LinkedIn only by likes. Relevant conversations, profile visits, referrals and enquiries are stronger signs of progress.