

POWER TO YOUR PEOPLE ⚡

LinkedIn For Teams

Chorus Works

The
POLKA.✳

Where are you now?

A quick LinkedIn audit for your team



1. Who is active?

Who posts regularly — and who stays quiet?



2. Who owns it?

Is LinkedIn clearly owned, or happening by accident?



3. Who champions it?

Who role-models good LinkedIn behaviour?



4. Company page

What role does the company page really play?



5. Personal profiles

How visible are your team members individually?



6. Confidence

What is stopping people from contributing?



7. AI use

Are people using AI in a joined-up way — or making it up as they go?



Audit first. Improve second.

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What does LinkedIn look like in your business right now?

Different models work for different businesses. *Which one sounds most like you?*

Founder-led



- The founder is the main (or only) voice
- High visibility, but often hard to sustain
- Business growth is closely tied to the founder's time

Marketing-led



- Marketing team owns the company page (and sometimes employee posts too)
- Good for consistency
- Can feel distant if it's not backed by people

Company page heavy



- All the focus is on the company page
- Little activity from individuals
- Limits reach, credibility and relationships

One active senior voice



- One senior person does most of the posting
- Builds visibility for them, but the rest of the team stays quiet
- Hard to scale

Joined-up team model



- People across the business are active, with a clear plan
- Different voices, one cohesive story
- More reach, more trust, more impact



Where are you now – and what's the next sensible step for your business?



There's no "right" model.
The key is choosing it on purpose – not by default.

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Not everyone needs to do LinkedIn in the same way

Different roles. Different strengths. One stronger presence.

Think: orchestra
not soloist
★

— The different roles people can play on LinkedIn —


Visible voice



Creates original content regularly.

- Shares ideas and opinions
- Leads conversations
- Builds authority and trust


Occasional contributor



Posts when they have something valuable to say.

- Shares insights and updates
- Adds expert perspective
- Supports key campaigns


Amplifier



Engages with and shares others' content.

- Shares, comments, reacts
- Extends reach and impact
- Builds relationships


Observer / researcher



Stays close to the market and brings insight back.

- Monitors trends
- Gathers intelligence
- Informs the team

Champion / role model



Sets the tone and shows what good looks like.

- Leads by example
- Encourages others
- Creates permission

Map your team *Who plays which role today?*

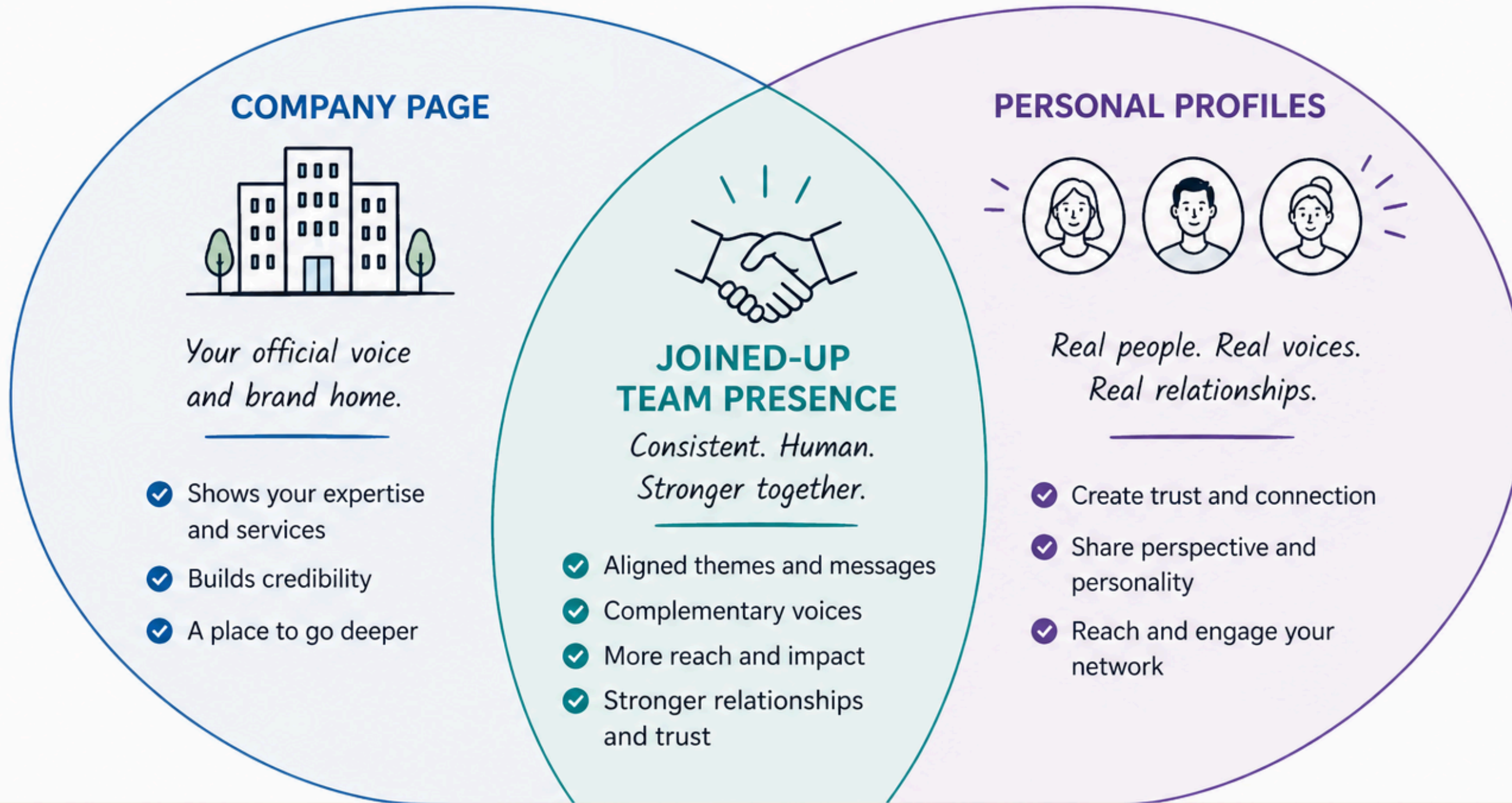
| Who | Visible voice | Occasional contributor | Amplifier | Observer / researcher | Champion / role model |
|----------|---------------|------------------------|-----------|-----------------------|-----------------------|
| Person 1 | ✓ | | | | ✓ |
| Person 2 | | ✓ | ✓ | | |
| Person 3 | | | ✓ | ✓ | |
| Person 4 | | ✓ | | | ✓ |
| Person 5 | | | ✓ | ✓ | |
| ... | | | | | |

 *When everyone plays their part, your LinkedIn presence becomes much more powerful.*

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It's not company page or personal profiles.

The strongest LinkedIn presence sits in the overlap.



When company page and people work together, your LinkedIn presence works harder.



||| CHORUS WORKS

Brings your people, content and strategy together so your expertise reaches the right people.

*Not more noise.
More impact. ★*

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What should your team actually post about?

Three simple buckets. Endless ways to add value.





Good LinkedIn content usually fits into one (or more) of these three types.



1. PROBLEM-SOLVING

Help your audience overcome real challenges.

Examples include:





-  Answering common client questions
-  Mistakes to avoid
-  Practical tips and how-tos
-  Lessons learned from a project



2. POSITIONING

Share your point of view and stand for something.

Examples include:

-  What you believe
-  What good looks like in your industry
-  What people get wrong
-  Where you take a different view



3. PERSONAL

Bring your perspective, stories and humanity.

Examples include:

-  Observations from your day
-  A story or experience
-  Behind-the-scenes moments
-  What you're learning



Mix it up.

A healthy mix of these three content types keeps your feed useful, interesting and human.



TIP:

Don't overthink it. Start with what you know, what you care about, and what your audience needs.

*Useful.
Relevant.
Human. ♥*

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Same point. Very different post.

It's the first two lines that decide whether people click 'see more'.


LinkedIn cuts off after ~2 lines, so make them count.

VERSION 1: VANILLA (OKAY)

VERSION 2: BETTER (STRONGER)

Weak opening
Tells people what you do, not why it matters.

The actual point is buried too far down.


 **Alex Morgan**
Director
1h • 🌐

We help organisations improve their marketing.
We work with clients across a range of sectors.

Our approach combines strategy, creativity and practical delivery.

Here are three lessons we've learned from recent projects that might be useful...

[...see more](#)






 **Alex Morgan**
Director
1h • 🌐

Most B2B marketers focus on activity.
The ones who win focus on **clarity.**

Here are three lessons from recent projects that helped our clients cut through the noise and get results.

[...see more](#)

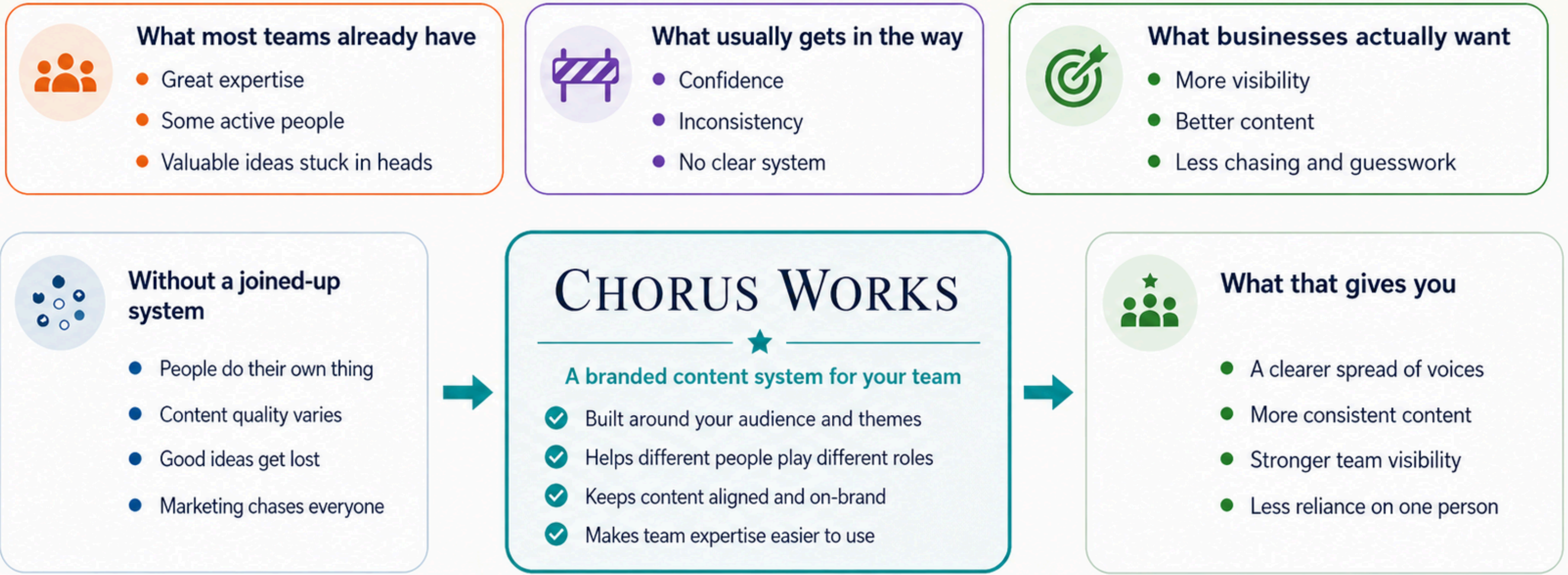
Clear angle
Hooks the reader with a point of view.

-  **Make your first two lines work harder.**
-  **Lead with value**
Start with the outcome, insight or question — not your service.
-  **Be specific**
Specificity builds curiosity and credibility.
-  **Create contrast**
Challenge assumptions or reframe the problem.
-  **Make it human**
A perspective, observation or experience works well.

☆ Great opening → more clicks → more reach → more impact

7 Where Chorus Works fits

A clearer way to turn team expertise into joined-up LinkedIn content



Chorus Works helps expertise-led businesses turn what their people know into joined-up, on-brand LinkedIn content that feels human and actually gets used.



www.chorusworks.co.uk



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chorusworks.co.uk

