

SESSION 1

FROM UPDATES TO IMPACT: STRATEGIC COMMUNICATIONS ON



HELLO!

What emoji represents your
LinkedIn experience?



Why LinkedIn matters for institutions today?

what it can achieve:

- Increase visibility and credibility
- Reach policymakers, donors, researchers, NGOs, and private-sector actors
- Build strategic partnerships and professional networks
- Mobilize communities around campaigns, events, reports
- Amplify member organizations and partner voices
- Influence conversations



Why LinkedIn matters for institutions today?

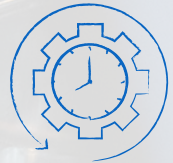
what it cannot achieve:

- Guarantee policy change or funding outcomes
- Build trust instantly without consistent and authentic communication
- Compensate for unclear strategy, weak messaging or lack of content capacity
- Replace broader communications channels
- Turn visibility into impact without follow-up actions and real relationships

LinkedIn as a reputation + influence ecosystem



Expertise: sharing knowledge, evidence, insights, lessons learned



Consistency: posting regularly and maintaining a clear institutional voice



Engagement: interacting with partners, policymakers, practitioners, communities



Amplification: employees, members, partners extending the reach of messages



Social proof: mentions, collaborations, comments, reposts, endorsements increase legitimacy

Who are we really reaching?

- Policymakers: shape agendas, regulations, and public strategies
- Funders, foundations: Influence financing priorities and resource allocation
- Researchers, scientific networks: provide evidence, legitimacy, and knowledge exchange
- NGOs, advocacy actors: amplify messages and translate ideas into action
- Industry stakeholders: engage with implementation, innovation, value chains

Often invisible but important

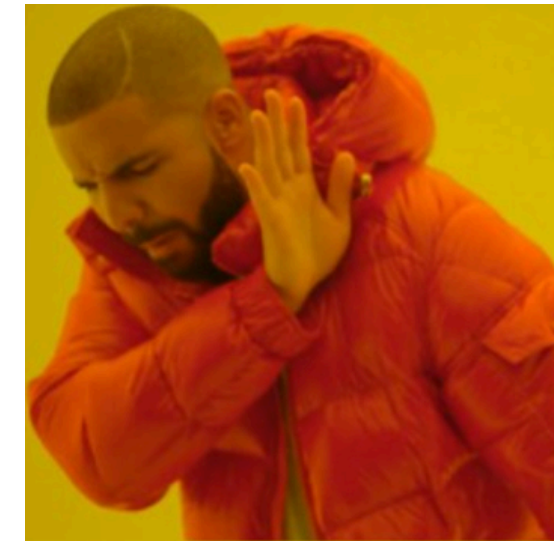
- Silent readers: most audiences do not comment or react, but still read and absorb content
- Indirect influencers: people who share internally within institutions or networks

What visibility means on LinkedIn?

Visibility = access

(to networks, partnerships, funding conversations, strategic influence)

- Appearing in relevant professional conversations
- Reaching policymakers, donors, researchers and partners
- Increasing awareness of projects, expertise and impact
- Staying present and recognizable over time
- Creating opportunities for collaboration and influence



**being
seen**



**being seen
by the
right audiences**

Opportunities vs. limitations of the platform

Credibility building

- Institutions can establish authority through consistent, evidence-based content
- Publications, field results and partnerships reinforce expertise over time

Network amplification

- Messages spread through professional networks via shares, reposts, and employee advocacy
- Partners and stakeholders can extend institutional reach organically



Agenda-setting

- Shapes conversations in policy, development and sustainability spaces
- Helps elevate topics like agroecology into mainstream professional discourse

Opportunities vs. limitations of the platform

Echo chambers

- Content often circulates within like-minded professional circles
- Hard to reach audiences outside the “sustainability / development” ecosystem

Uneven reach across regions and sectors

- Stronger penetration in Global North, urban and professional audiences
- Limited direct access to many farming communities and local actors



Low visibility for complex or controversial topics

- Nuanced or systemic issues often get less engagement
- Algorithm tends to favor simplified, emotionally engaging, or personal content

What agroecology can gain from LinkedIn presence

- Greater policy and funding visibility: keeps agroecology present in decision-making and donor spaces
- Stronger narrative framing: helps clarify and mainstream key concepts in food systems debates
- Coalition alignment: strengthens shared identity and visibility across actors
- More collaboration opportunities: increases chances of partnerships, funding leads and cross-sector connections
- Amplified evidence : spreads research and real-world examples beyond specialist circles

Communicating a potentially political topic

How pushback appears?

- Polite disagreement or “yes, but...” comments
- Questioning evidence, methods, framing
- Shifting the topic to competing approaches
- Silence or low engagement on sensitive posts
- Reposting with critical framing rather than direct confrontation

How to manage disagreement professionally?

- Stay factual and avoid defensive tone
- Acknowledge valid concerns where relevant
- Clarify assumptions or evidence calmly
- Critique of ideas is not critique of intent
- Keep the focus on learning and dialogue

Communicating a potentially political topic

Respond when:

- The comment raises a substantive misconception
- The audience is influential or broad
- Clarification adds value to the public discussion



Ignore when:

- It is purely provocative or bad-faith
- It risks derailing the conversation
- It does not add value for the wider audience

From posting to meaning: creating real engagement

Informational posts may fail because:

- Updates without context are quickly forgotten
- Data alone rarely triggers engagement or dialogue
- Generic messaging blends into the feed

If the goal is to create depth, focus on:

- Narrative: stories that show change, tension, or learning
- Lived examples: real projects, people, and field experiences
- Relevance: connecting content to current debates and decisions

LinkedIn features and strategic tools

Different formats serve different goals:

- Text posts => most common format for reach and engagement, best for insights, opinions, questions, and short narratives.
- Carousels (PDF posts) => one of the highest-performing formats for education and storytelling. Works well for reports, briefs, and simplified knowledge sharing
- Video trust and human connection => builds stronger trust through voice, presence, and field reality, effective for interviews, project updates, and storytelling from the ground.
- Articles / Newsletter => long-form space for analysis, thought leadership and synthesis. Builds sustained authority over time, it's less viral, but stronger for credibility and depth.

LinkedIn features and strategic tools

Algorithm basics

- Prioritizes early engagement quality (comments > likes)
- Rewards content that keeps people reading and interacting
- Favors consistent posting over viral spikes
- Distributes content based on network relevance first, then broader reach
- Downranks low-value or repetitive engagement bait

What works well in 2026

Content that performs best:

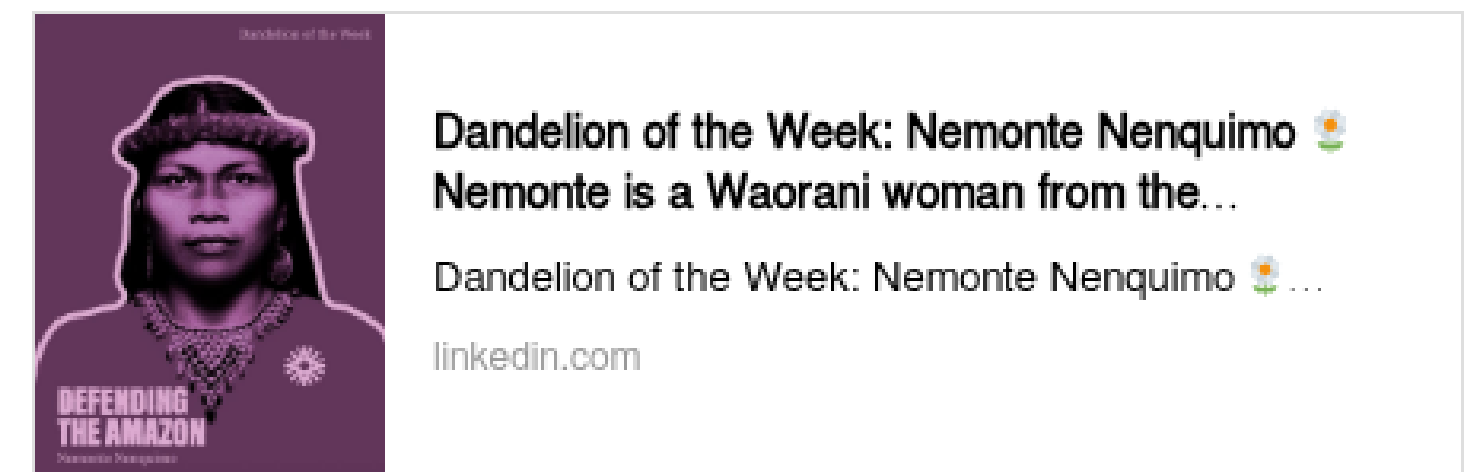
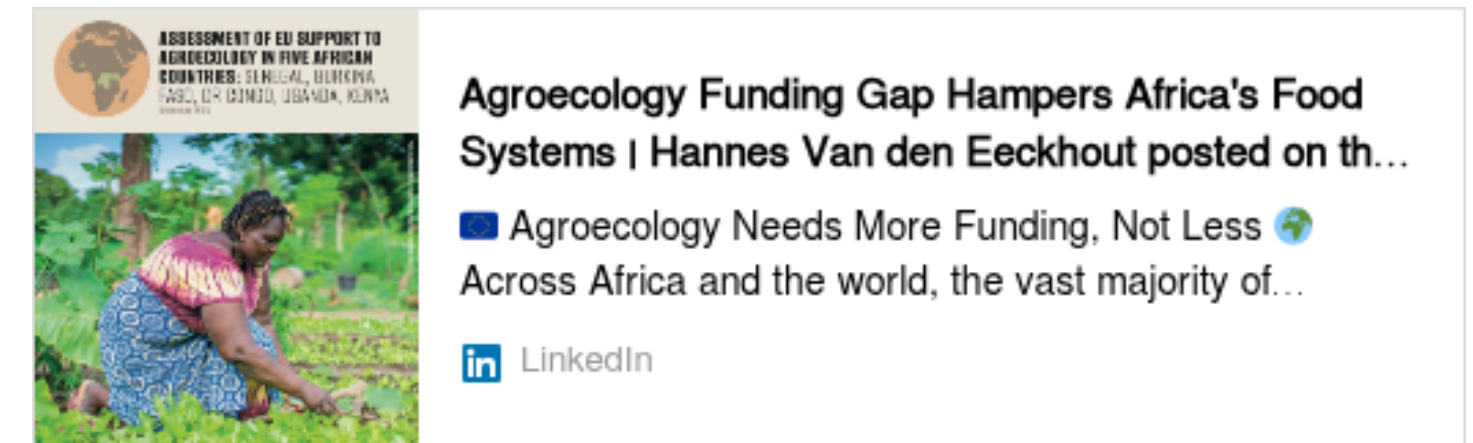
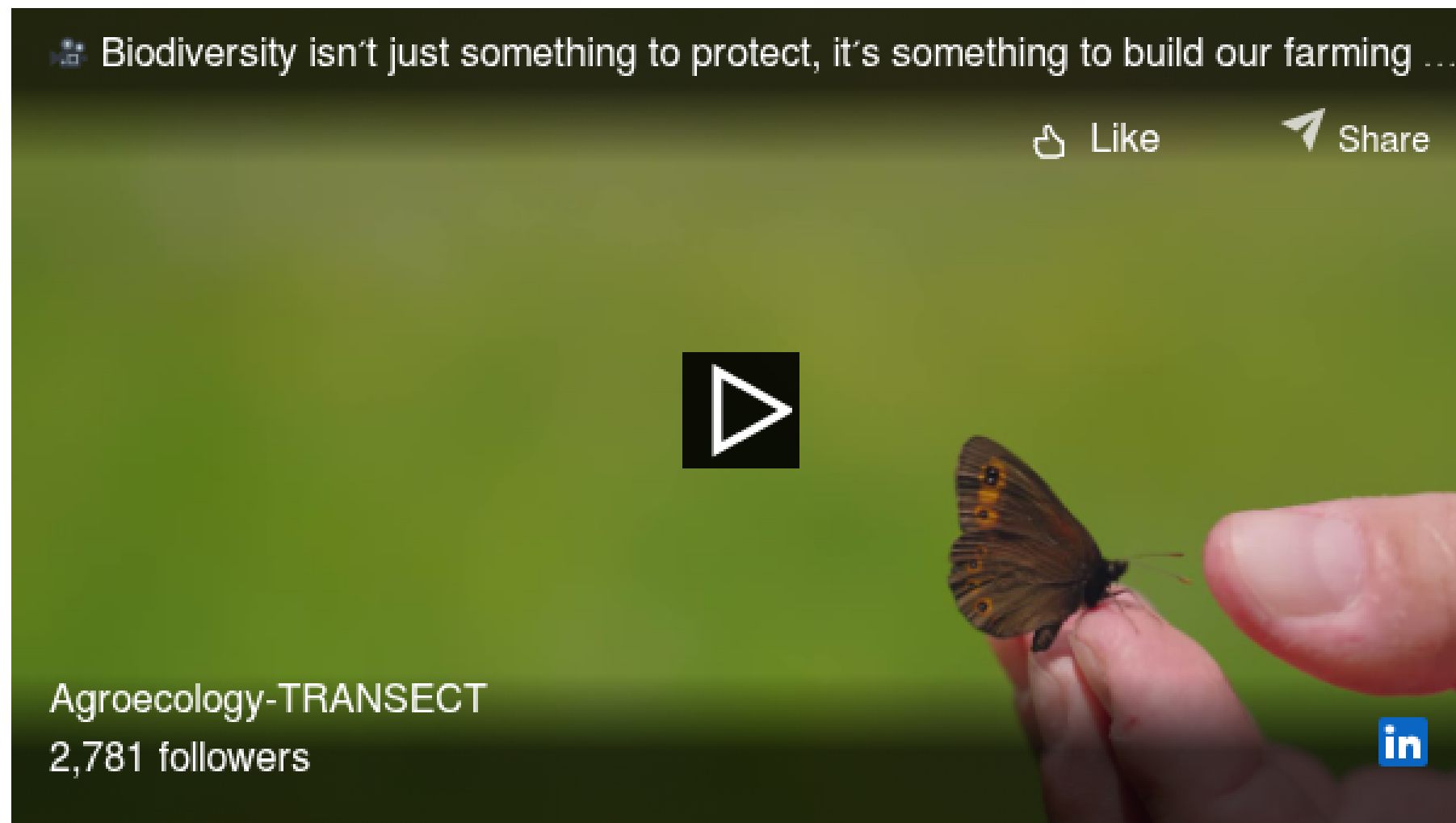
- Clear perspectives, not generic updates
- Human-centered storytelling with professional relevance
- Short, readable formats with strong opening lines
- Practical insights, lessons learned, and “behind-the-scenes” thinking
- Visual formats: carousels, short video, simple graphics

What works less today:

- Overly promotional content
- Engagement bait (“Agree?” / “Thoughts?” without substance)
- Too many hashtags or excessive tagging
- Long institutional statements without narrative or insight



Examples: what works



A woman with dark hair, wearing a dark top, is smiling and looking at a computer monitor. The background is a blurred office environment with warm, bokeh-style lights. A blue speech bubble with white text is overlaid on the image.

LinkedIn is not a reporting channel,
but a strategic influence space.

QUESTIONS

