

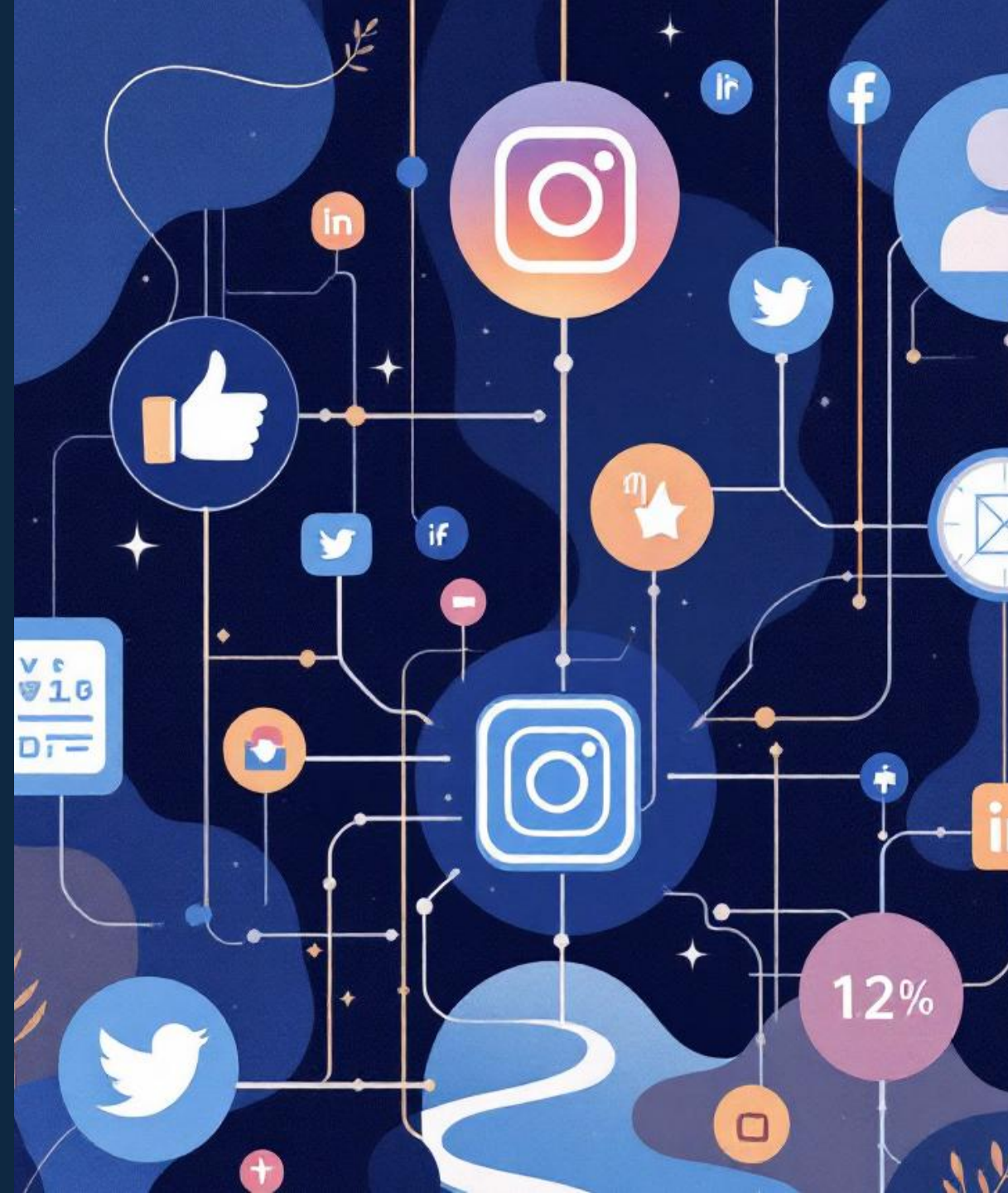
Best practices guide

From the
“Do’s and don'ts industry workshops”
EuroCC2 & CASTIEL2-WP4
September 2025

With NCC Belgium, NCC Germany and NCC
Luxembourg

LinkedIn & Social Media to Target Industry

- Inputs extracted from the presentations made by NCC Belgium, NCC Germany and NCC Luxembourg
- On September 15th, 2025





Do's

- Maintain an active NCC LinkedIn channel with mixed content (success stories, events, trainings).
- Post consistently (~4 per week) and engage via comments, polls, and reactions.
- Pick strategic sectors and use relevant keywords (OpenFOAM, STAR-CCM+, CFD, FEA).
- Identify and contact leads via multiple channels (LinkedIn, email, events).
- Use LinkedIn Sales Navigator for refined filtering and automation.



Don'ts

- Don't rely solely on cold LinkedIn messages or paid ads.
- Don't target unverified or irrelevant profiles (e.g., academic researchers).
- Don't underestimate screening effort — automate where possible.
- Don't depend only on LinkedIn; integrate events, media, and surveys.



Do's

- Collaborate with hubs, incubators, EDIHs, CoEs, and spin-offs.
- Base outreach on practical HPC use cases and open-source software accessible to SMEs.
- Send short, specific messages with a clear offer or meeting request.
- Focus on “quick wins” and qualified decision-makers.
- Use ecosystem collaboration to open new industrial channels.



Don'ts

- Don't overlook personalization — avoid generic outreach.
- Don't forget to follow up leads after first contact.



Do's

- Use LinkedIn as the main social media channel to reach industry stakeholders.
 - Plan and maintain a balanced posting rhythm (1–3 posts per week).
 - Mix business updates, announcements, and personal insights.
 - Schedule posts and monitor impressions, clicks, comments, reposts.
 - Use analytics dashboards to track post engagement, followers, and competitors.
- Export data (CSV/XLS) regularly to preserve long-term trends (>365 days).
 - Use LinkedIn's Social Selling Index (SSI) to assess profile impact.
 - Test ChatGPT, emojis, or icons to make posts more engaging.
 - Keep experimenting with post formats to improve visibility.
 - Combine personal and organizational accounts strategically.

Don'ts

- Don't post too frequently or too rarely — both reduce reach.
- Don't expect immediate visibility; LinkedIn tests content first.
- Don't ignore timing — optimal posting hours matter.
- Don't skip exporting analytics — older data is lost automatically.

- Don't depend on “trial and error” — use metrics to guide strategy.
- Don't ignore comment engagement — it boosts algorithmic visibility.

Do's

- Leverage event momentum: publish 1-minute recap videos the same day.
- Tag strategic partners (ministries, research centers, initiatives) to maximize reach.
- Share team photos and human-centred posts for stronger engagement.
- Use videos, GIFs, and carousels to increase reach and impressions.
- Repurpose content (#ThrowbackThursday) and tell stories (e.g., project origins).
- Publish articles on your website (for SEO and traffic), not only on LinkedIn.
- Run 3–4-part content series (e.g., “HPC Architecture”, “HPC Software”, “Network”, “Security”).
- Allow posts at least 3 days to perform before adjusting strategy.

Don'ts

- Don't post without a clear communication goal.
- Don't over-post about every small event; focus on impactful ones.
- Don't use lead-gen forms for cold audiences.
- Don't judge engagement too early — wait for organic growth.
- Don't duplicate the same content across platforms without adapting tone.
- Don't neglect series follow-up — maintain consistency.



Takeaway



NCC Belgium

- Targeted keyword prospecting and ecosystem collaboration lead to higher conversion rates, though the process is time-intensive and requires consistency.



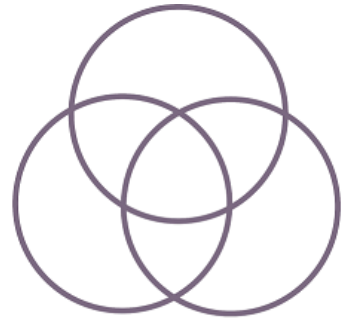
NCC Germany

- Continuous, data-driven posting and analytics are key to long-term visibility and growth of NCC Germany's LinkedIn presence.



NCC Luxembourg

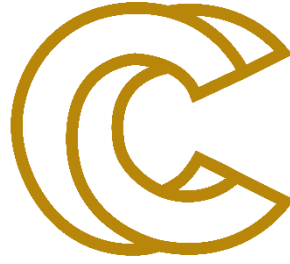
- Combining storytelling, tagging, and visual creativity with patience and data monitoring makes LinkedIn a high-impact tool for NCC Luxembourg's visibility and engagement.



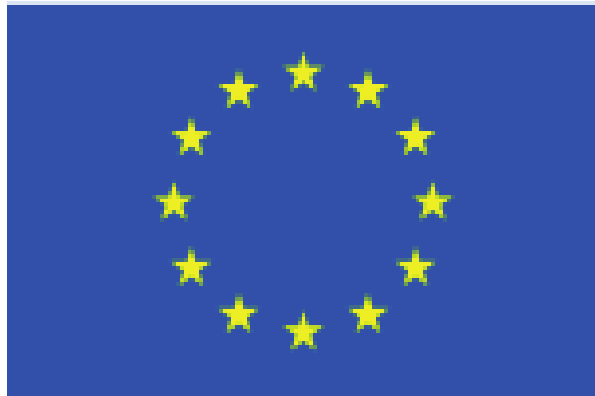
CASTIEL 2



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This project has received funding from the European High-Performance Computing Joint Undertaking (JU) under grant agreement No 101102047. The JU receives support from the Digital Europe Programme and Germany, Italy, Spain, France, Belgium, Austria, Estonia.