

LinkedIn Thought Leadership Ads: What You Need to Know

What Are LinkedIn Thought Leadership Ads?

LinkedIn Thought Leadership Ads are a way for us to amplify content from the Smith community, showcasing their insights, experiences, and expertise to a wider audience. These ads highlight your perspective on industry trends, career growth, and the value of your Smith experience.

What Can You Expect?

If selected, your content—whether it's a LinkedIn post, article, or video—will be featured in a targeted campaign. This means:

- Increased visibility for your ideas, experiences and personal brand
- Exposure to a network of industry professionals, recruiters, and prospective Smith students
- The opportunity to contribute to conversations shaping your field

Who Sees Your Content?

Your content will be promoted to prospective Smith students who are considering programs like yours. This helps them gain real insights from current students and alumni on industry topics/trends, reflections on your time at Smith and the impact your program has had on your career.

Why Participate?

By taking part, you:

- Expand your professional network
- Build credibility and thought leadership in your industry
- Support the next generation of Smith students by sharing your experiences

Engagement and Follow-Up

If your post receives engagement, we encourage you to respond organically to comments and questions. This helps foster meaningful conversations and further establishes your presence as a thought leader. If inquiries require additional resources, feel free to direct them to the program website or the general program email for further support.

Content Requirements:

To ensure your post is eligible for promotion as a LinkedIn Thought Leadership piece, please follow these requirements:

- Images are optional but encouraged. If you choose to include an image, use **only one**, as posts with multiple images are not eligible for LinkedIn Thought Leadership.
- If using an image, choose a high-quality, relevant visual that supports your message.
- **Tag the Smith School of Business account** rather than the general Queen's University page.

Example 1:



Malaika Weathers, MMA ✓ • 2nd
Senior Data & BI Analyst @ TAHSN | MMA
Promoted • Partnership with Smith School of Business at Queen's University

+ Follow ...

If you had told me five years ago where I'd be today, I probably wouldn't have believed you.

From Actuarial Analyst to Senior Data & BI Analyst.

Reflecting on my journey through the MMA program at Smith School of Business, Queen's University, I'm incredibly grateful for how it reshaped my approach to data and business intelligence.

Now, four months into my role as a Senior Data and BI Analyst, I can confidently say the program took my skills to the next level. It wasn't just about technical tools—it was about seeing the bigger picture. [Smith School of Business at Queen's University](#) challenged me to think beyond the numbers, equipping me with advanced techniques and a strategic mindset that transformed how I approach problem-solving and decision-making.

In our field, learning isn't optional—it's essential. Technology evolves so quickly that staying curious and adaptable is the only way to keep up. For me, that meant diving into new data visualization techniques, sharpening my analytical skills, and understanding how to align data insights with broader business goals.

The MMA program was a turning point in my career. It enhanced my skills, expanded my thinking, and gave me the confidence to take on complex challenges. Now, I'm committed to being a lifelong learner, always ready to embrace the next technological wave.

To my fellow data professionals: never underestimate the power of continuous learning. It's not just about being technically proficient but about developing a comprehensive understanding of how data drives strategy.

Did your graduate studies play a role in shaping your career too? I'd love to hear your story!  

[#DataAnalytics](#) [#ContinuousLearning](#) [#ProfessionalGrowth](#) [#QueensMMA](#) [#LifelongLearning](#)

Example 2:



Nicholas Cherry  • 2nd
Driving Growth Through Data-Driven Marketing | Loyalty ...
Promoted • Partnership with Smith School of Business at Queen's University

[+ Follow](#) 

Searching for a new job can be daunting, it's an emotional rollercoaster.

This is amplified in today's job market: thousands of applicants per role, interviews with AI agents, "ghost jobs", and yes... not to mention getting ghosting by recruiters. In this age it can be difficult to stand out or get an interview even though you may be fully (or over!) qualified.

While ChatGPT and Gemini can help you fix your resume, write your cover letter and even help search for jobs - there is one thing that it can't replace: the power of real human connections.

When I completed Smith's MMA program in 2016, I gained more than just an education and a career pivot out of engineering, I gained an incredible network.

This past June, I was reminded just how valuable that network is. A post shared by the MMA Program Director led me to a job posting from Juliana Badovinac (MMA '20), who was kind enough to connect with me. That single conversation opened the door to an opportunity at Bond as a Sr. Consultant, Analytics.

I'm grateful for the people in my network who share, connect, and support others on their journey. It's a powerful reminder that sometimes the most meaningful career breakthroughs come from a conversation, not an algorithm.

 Thank you to everyone who has been part of my journey.

[#SmithBusiness](#) [#SmithMMA](#) [#SmithNetwork](#) [#Analytics](#)
[Dean McKeown](#)
[Juliana Badovinac](#)
[Smith School of Business at Queen's University](#)

Questions?

If you have any questions about LinkedIn Thought Leadership or would like support developing your content, please contact:

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