



LinkedIn Posting Properly Cheat Sheet

In this lesson you will learn:

- ★ What to post on LinkedIn
- ★ Seven different types of posts
- ★ Four steps to posting a link
- ★ Five steps to posting a picture
- ★ Four steps to posting a document
- ★ Seven steps to posting a video
- ★ Four steps to posting a poll
- ★ Six rules of publishing an article & tips on sharing them
- ★ Four Steps to going live on LinkedIn

What to post on LinkedIn

- ★ LinkedIn is a platform for professionals and business, so the tone and content in your updates need to be appropriate. Ideally, you should be showcasing yourself as someone worth hiring or showcasing your thought leadership in your professional area.
- ★ Please note however, that whilst you must keep a professional tone on this platform, post content that shows a more personal side to you is currently performing well on LinkedIn (for example freelancers talking about their family or how they like to relax outside of work). However, these types of posts should aim to have a professional work link to them if you can.
- ★ As with the other social networks, you should only really consider a full posting strategy on LinkedIn if you want to find work, or if you want to market your product or services to a B2B orientated audience.
- ★ Aim to inspire or educate your audience with your content. ALWAYS post with your target audience in mind and consider:
 - ★ What do they want to know?
 - ★ How you can help them?
 - ★ How you can add value?
 - ★ How can you give them an insight into working with you and the benefits it will bring?

Here are the seven most common type of posts shared on LinkedIn:

1. Blog posts
2. Industry news and research
3. In-depth how-to and list-style posts
4. Quick tips
5. Photo updates
6. Company updates
7. Polls



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- ★ Posts which perform well on LinkedIn are those which encourage debate and discussion, so consider asking questions in your posts and posting about current topics which may attract attention due to their current nature.

Freelancers who provide B2B services can use LinkedIn to find clients and work. Types of posts that you could consider sharing as a freelancer could be:

1. Posts which showcase your services
2. Behind the scenes content of your business (e.g. something you are working on)
3. Tips and how-to's that your audience will want to know
4. Images of you and how you like to work with people
5. Client feedback and success

4 Steps to Posting a Link on LinkedIn

1. Scrape your link to make sure it looks good (have a look at the technical video library for help on how to do this) You can use the LinkedIn Post Inspector to do this. <https://www.linkedin.com/post-inspector/> You can also use the Twitter validation tool - if it looks good on Twitter is usually looks good on LinkedIn.
2. Add your post copy, sharing your opinions on the linked article and why you are sharing it.
3. If the link references a company or an individual, be sure to mention them, as this alerts them to the post and means they are more likely to engage with it!
4. Include 2-3 Hashtags for more visibility of your post.

5 Steps to Posting a Picture on LinkedIn

1. Always include a text description.
2. Mention people where appropriate.
3. For information about image size, check out the Size Matters Cheat Sheet linked in the support document below this video.
<https://docs.google.com/presentation/d/1hILKyoRwR2EMb6HSiX8o-hwMz419cipR9jM0Kq8-lXM/edit?usp=sharing>
4. If you also include a link in your post (for example to your website), there is a suggestion that putting the link in the comments is more beneficial to the reach of the post. LinkedIn does not like sending people away from the platform.
5. Include 2-3 hashtags for more visibility of your post.



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4 Steps to Posting a Document on LinkedIn

1. Always use appropriate post copy.
2. Mention people where appropriate.
3. Include 2-3 hashtags for more visibility of your post.
4. Attachments can be a pdf, a PowerPoint, or a Word document. You can use Canva to create documents for your business with your branding and logo on.

7 Steps to Posting a Video on LinkedIn

1. Always include a text description in the post.
2. Mention people where appropriate.
3. The time limit is 10 minutes, but we think 2-3 minutes is ideal.
4. Landscape format is best.
5. Include 2-3 hashtags for more visibility of your post.
6. It is always advisable to post your video directly to LinkedIn (aka native video) rather than pre-scheduling it on a tool and sharing a video from YouTube or Vimeo, as native videos gain better reach this way.
7. If you have capacity, you can put captions on your video by using a caption provider such as rev.com. This is important as many people don't watch with the sound on. That said, captions can be time consuming so you could try it with and without and decide which works better based on analytics.

4 Steps to Posting A Poll on LinkedIn

1. Include a text description of what your poll is about and why you would like people to vote in it
2. Include 2-3 relevant hashtags for more visibility of the poll
3. Include the poll voting options
4. Set the time length for your poll

6 Rules of Publishing an Article on LinkedIn

1. LinkedIn has its own blogging platform called Articles.
2. Only individuals can write articles but companies can share them.
3. There is no limit to the number of words that you can use in an article, but don't make them too long or wordy as people won't read them!
4. An article requires an impactful cover photo, an interesting headline and sub-headings.
5. You can include photos, videos and links within the article itself.
6. Articles appear in your feed and also in the articles and activities section of your profile.
7. An article on LinkedIn must be promoted a bit like a blog post. You need to share it with compelling copy, and give people a reason to want to read it! Remember to use relevant hashtags too!



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4 Steps to Going Live on LinkedIn

1. Check that you meet the criteria and fill in the [application form](#)
2. Once you have been granted access choose a streaming tool to use.
3. Connect your chosen streaming tool to LinkedIn.
4. Go live - check the getting started [guide](#) and see best practice tips [here](#)

Creating Events On LinkedIn

- ★ Events are created from your personal profile for either yourself, or if you are an admin, as your Company Page
- ★ You can add the details of the event and also any speakers or links to an online event.
- ★ Once you have created the Event you can invite your network to attend.
- ★ The type of Event you could create could be a networking event, an online workshop, or a webinar for example.
- ★ Any changes made to an Event after it has been created will notify the attendees.
- ★ More information on creating LinkedIn Events can be found [here](#).

Tips on Writing Post Copy

- ★ Include a catchy headline that will make people want to stop and read the post in the feed.
- ★ Include plenty of white space in your post, with short paragraphs.
- ★ Include a call to action at the end.
- ★ Keep it simple! Try to avoid over-complicated language.
- ★ Be authentic and honest. Copywriters often give a tip to write as naturally as possible (as if you are talking about the subject out loud).
- ★ Ask questions of your audience to invite engagement on your post (this improves the reach of your post).

Tips on Sharing LinkedIn Articles

When sharing content from others, make sure to add your perspective on it to start a conversation.

Here are some ideas:

- ★ Ask questions
- ★ Mention people who are relevant to the article (i.e. the author) or people who might find it interesting. Engage opinions and offer your own.
- ★ Use hashtags so others quickly know what you're talking about and can discover your post.



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LinkedIn Hashtags

- ★ Hashtags are a way of categorizing your posts so that other people can find them, therefore increasing your chances of growing your reach.
- ★ Hashtags help promote your content as it gets your content in front of more people. Individual personal profiles can follow relevant hashtags to see content that appeals to them and therefore will see your content if you use those hashtags.
- ★ LinkedIn will suggest hashtags for you, but it is worth researching them too.
- ★ You can find relevant hashtags by using the search bar on the platform, e.g. #socialmedia, and checking that relevant content is being shared under it.
- ★ You can also check which hashtags your competitors are using, or by the influencers within your industry.

Key Takeaways

- ★ **ALWAYS SCRAPE** when posting a link, to make sure that it looks as good as it can. (If links look good on Twitter, they usually look good on LinkedIn)
- ★ **ALWAYS MENTION OR TAG** companies and individuals. This helps encourage engagement with your post as they are alerted to the fact you have mentioned them. It is also flattering to be mentioned
- ★ **REMEMBER** to use hashtags for increased reach on all your LinkedIn posts
- ★ **ALWAYS TRY TO INVITE ENGAGEMENT** i.e. ask your audience a question when you share an article to increase engagement on your post
- ★ **DOUBLE-CHECK** your post copy, to ensure it makes grammatical sense, doesn't have spelling errors, and will appeal to your audience