



# What should I write about?

The best starting point is to respond to what's happening in your industry or the professional world.

LinkedIn members love to see creators like you giving your take on what's happening in the news or your industry, whether it be through a post, a video, an article or even a comment. This type of content resonates most with members, and helps you build a community of people with similar interests and professional insights.

Don't forget: Sharing your personal stories and experiences in a genuine way also inspires others. The more you can tap into existing conversations —whether around the office or in your industry —the more likely your article, post or video will be successful.

# Content Creation

## 1. Articles

---

- Share insights, perspective and expertise
- Embed videos, images and slides

## 2. Short-Form

---

- Share and start conversations
- Ask for advice or ideas
- Respond to industry news and trending topics

## 3. Video

---

- Record directly in the share box
- Share your perspective
- Start a conversation

# Managing Company Pages

- ✓ Post frequently
- ✓ Ask a question
- ✓ Have journalists re-share posts
- ✓ Mix news distribution with company news



# Managing Comments

Responding to comments in a thoughtful manner is a great strategy to develop rapport with your followers and to build a community.



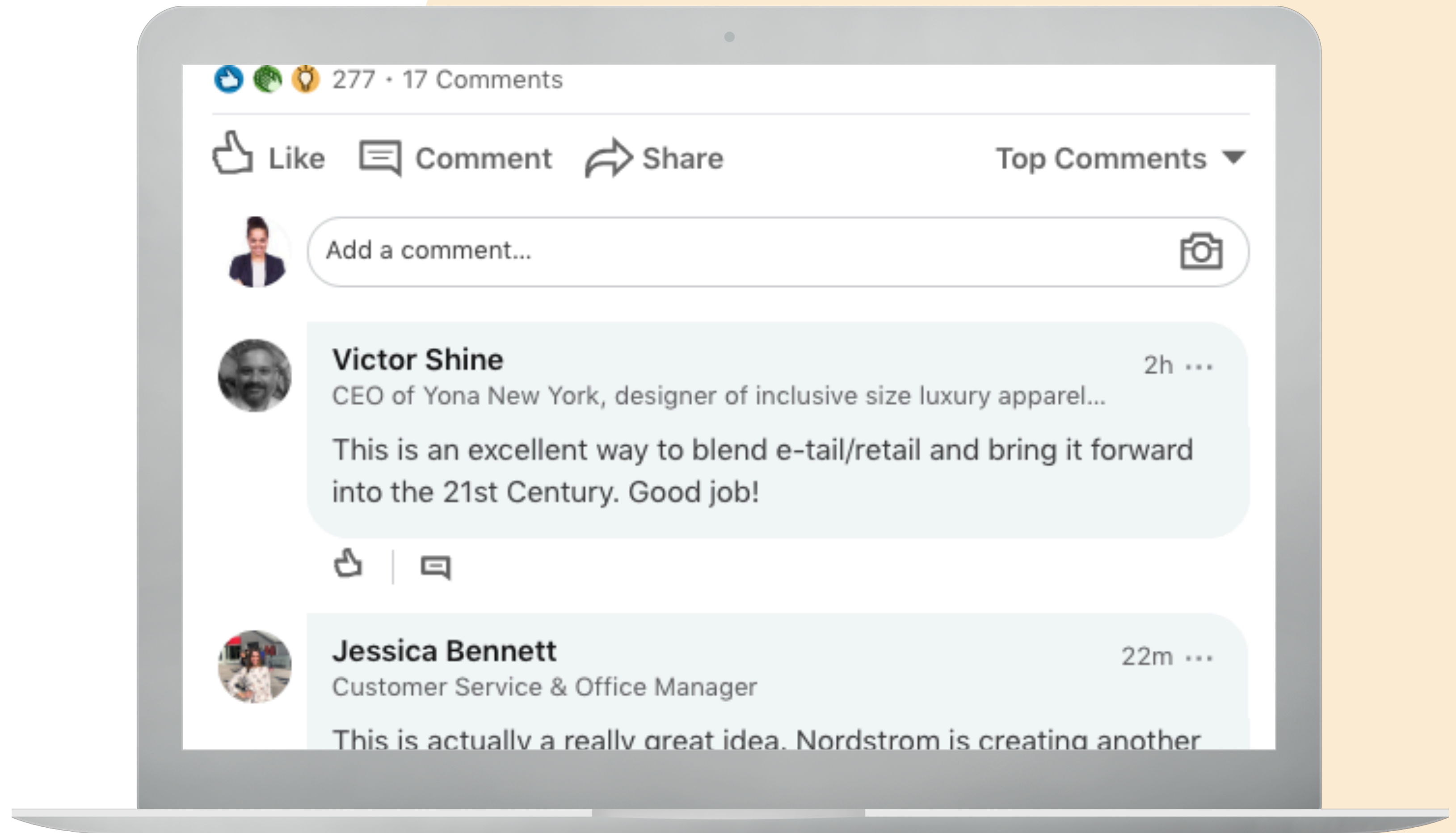
“Hi, I agree with your point!”



“Thanks you for your insightful comment. You are right that...”



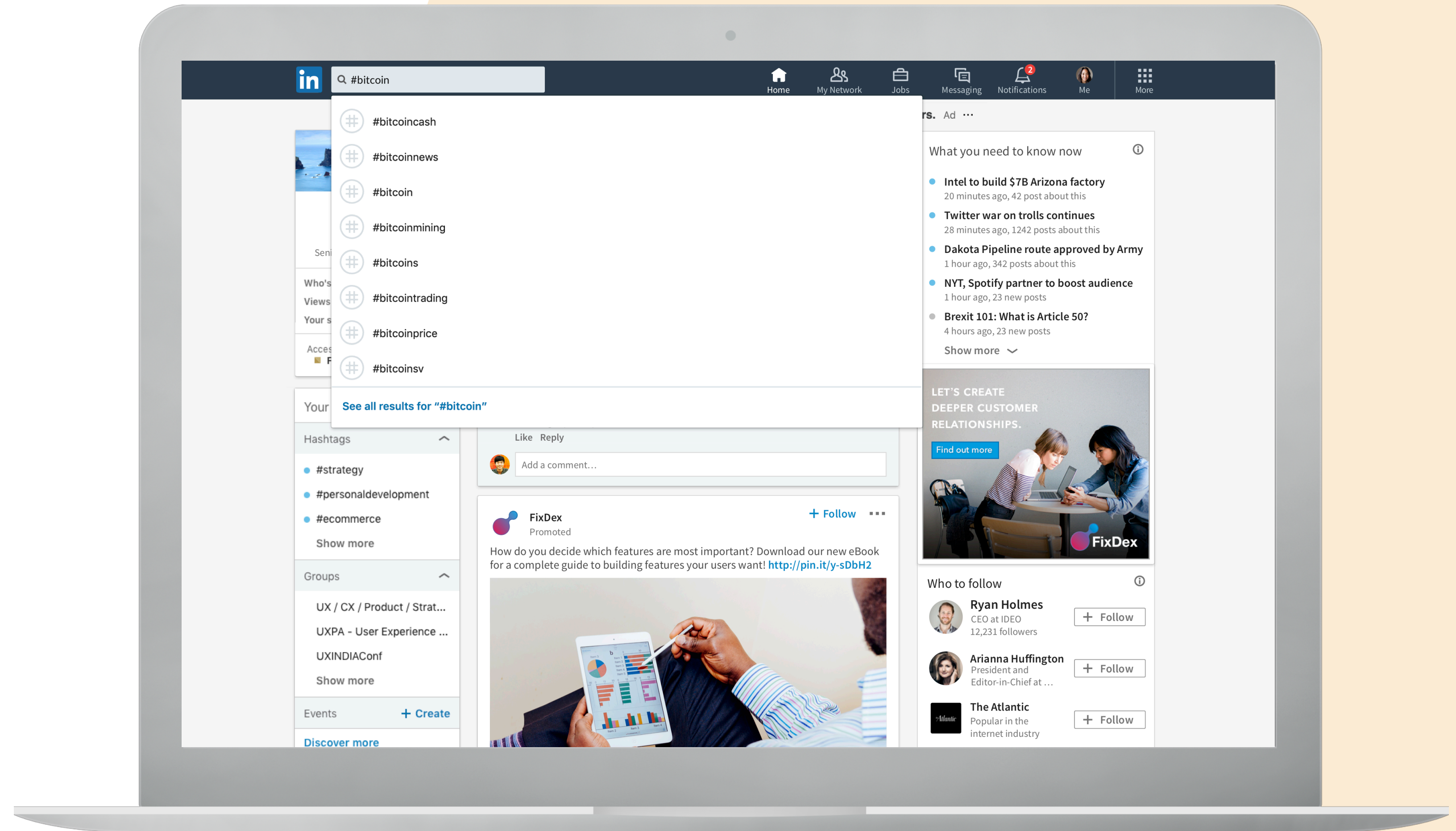
“That’s an interesting point. Can you elaborate on what you meant by ...”



# Hashtags

Use relevant hashtags to indicate what your post is about.

Hashtags can be followed and are searchable, allowing your content to get discovered by LinkedIn members. You can start by taking advantage of the recommended hashtags at the bottom of your post editing window





## Content Performance

We recommend measuring success by the quality of conversations.

While you can potentially get broad reach on LinkedIn, the real power is in the quality of the comments, feedback and engagement from non-anonymous professionals across the globe. Write to reach the right world, not the whole world.

Some other helpful content performance engagement stats are views in the feed, views and shares.

01	02	03
Views in the feed	Views	Shares
Number of members who scrolled past your short-form post in their feeds.	For videos, it includes any view of 3 seconds or more. For articles, it includes clicks from any source (on or off LinkedIn).	For posts, it's the number of times it has been shared on LinkedIn. For articles, it's the number of times it has been shared on LinkedIn or another social platform.