

# WHAT SHOULD I BE POSTING ON LINKEDIN?

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A quick guide with content ideas to  
expand your influence, network & brand.



**"LinkedIn, more than any of the other social media platforms, was built for content marketing. It's where people go to become influencer's, build authority and engage with other professionals."**

LinkedIn has always been a great place to build a online network and find jobs, but it's becoming more & more of a place to prove credibility through content marketing. Right now, LinkedIn is the 11th most visited website in the United States.

Using the platform to your full advantage can be tricky, as just sharing posts isn't enough to stand out on the active site.

Make your LinkedIn presence transition from "Lurker" to "Creator" easier with these proven content tips.

## **Recognize Your Audience**

First things first, before you start posting content it's important to get clear on who your existing audience is and more importantly - your target audience.

Whether your goal is to attract new clients or to get your profile noticed by Hiring Managers - make sure your content is targeted towards them.

*Reminder:* If you consistently give reliable advice or information - you will be top of mind to others when an opportunity comes along.

## Relevant Photos

Show your face!

Imagery dominates this platform.

Add professional photos images

- at industry events
- at the office
- promoting your company
- highlighting a coworker

*Quick Tip:* Avoid Stock Photos



## Post Videos Vs. Resharing

Relevant videos are a great way to add varied content. Videos also receive 3x the engagement of text posts. Pair this with a insightful caption & subtitles (39% of people are more likely to finish a video with subtitles).

Posting a new video gains much more exposure than re-shared videos on LinkedIn.

## Tips, Tricks & How-To's

This type of content draws in high engagement because we all love easy to digest content. People are more likely to click knowing they will get quick answers without having to search or read a long article.

This can be in the form of a written post or short video.



## Cover Industry Topics

LinkedIn users are actively on the hunt for industry-related content. Post case studies, reports & blog posts about topics that would interest your target audience.

## Statistical Information

Graphics with stats have an extremely high rate of engagement, specifically with re-shares.

*Add stats in forms such as:*

- Branded Infographics
- Articles
- Case Studies
- Videos



## Lessons Learned

Looking back on your career or early days in your business, there are likely mistakes & missteps that you took. Consider sharing important lessons learned that others may be able to benefit from or connect with.

## Quick Final Tips

- Post Consistently
- Create a Content Schedule
- Ensure your **headline is an attention grabber**
- Always comment back to any replies to your posts - the more comments, the more visibility LinkedIn gives you
- Find your voice & make your content personable