

A Content Creator's Guide to LinkedIn



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How to get started on LinkedIn

Tips for building a great profile

How to build your profile

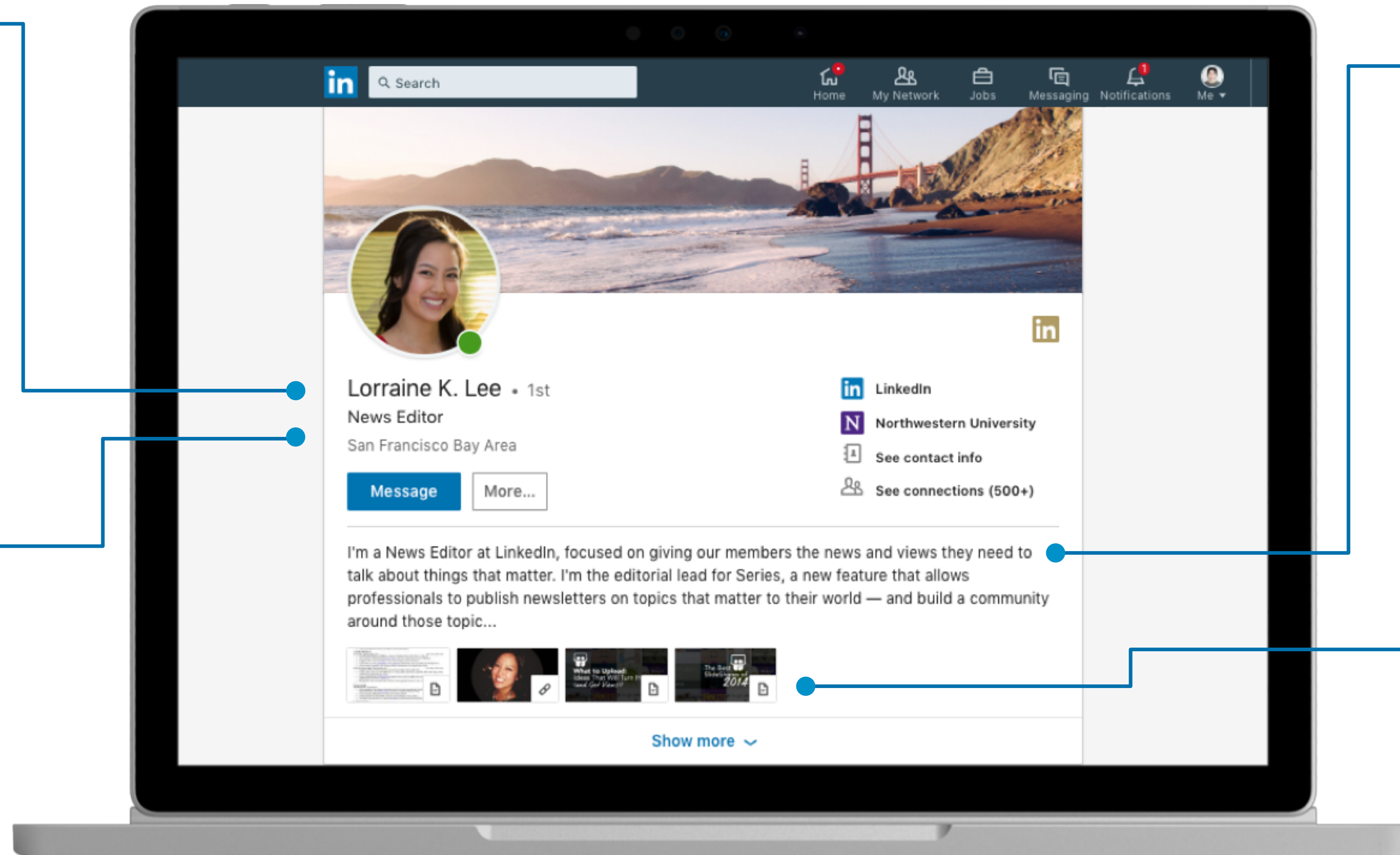
Create a powerful presence on LinkedIn

1. Profile Picture

Pick a picture that is aligned with your role. This will show up on your articles and posts next to your name and headline.

2. Headline

Your headline will automatically use your current position, or you can customize it. This is important as it will show up under your byline on every article.



3. Summary

The summary is where you can share more about your experiences, expertise and interests. You can also share your vision you have for your role and your company.

4. Media

Link to external documents, photos, sites, videos, and presentations that tell your story.

How to build your profile

Create a powerful presence on LinkedIn

5. Experience

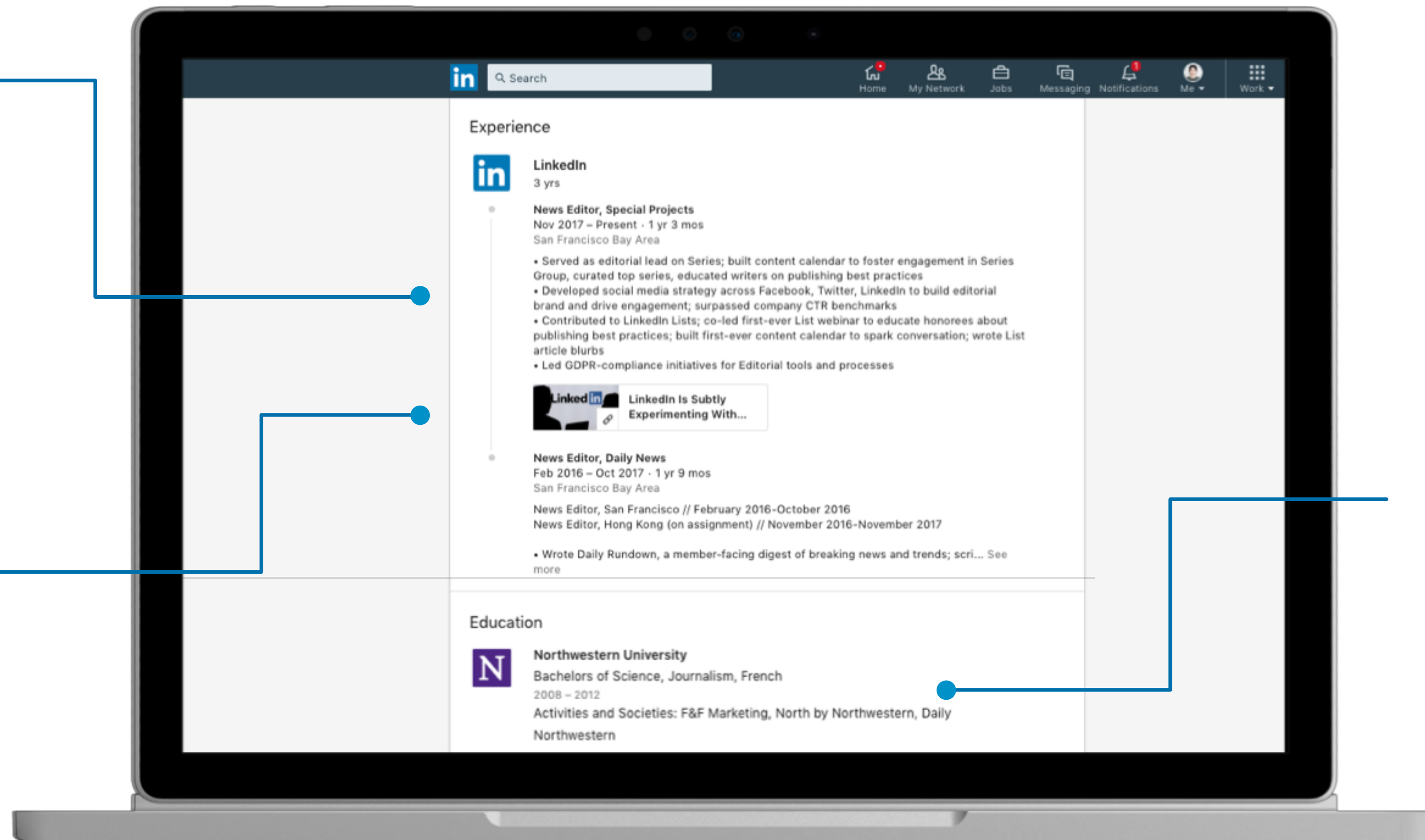
Detail your current and past work experiences to show your expertise and connect with co-workers and company alumni.

6. Work Examples

Add media to showcase your work visually.

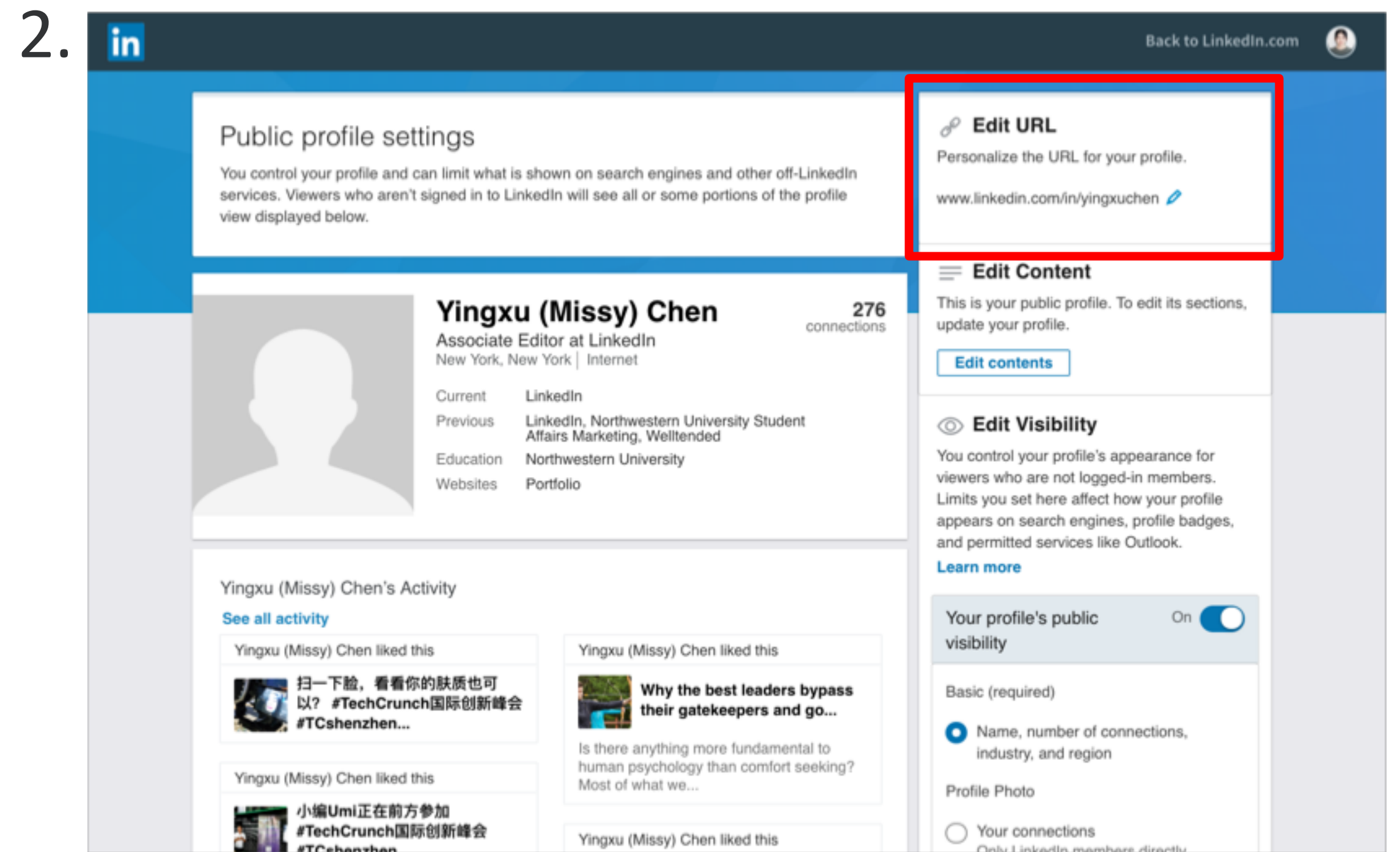
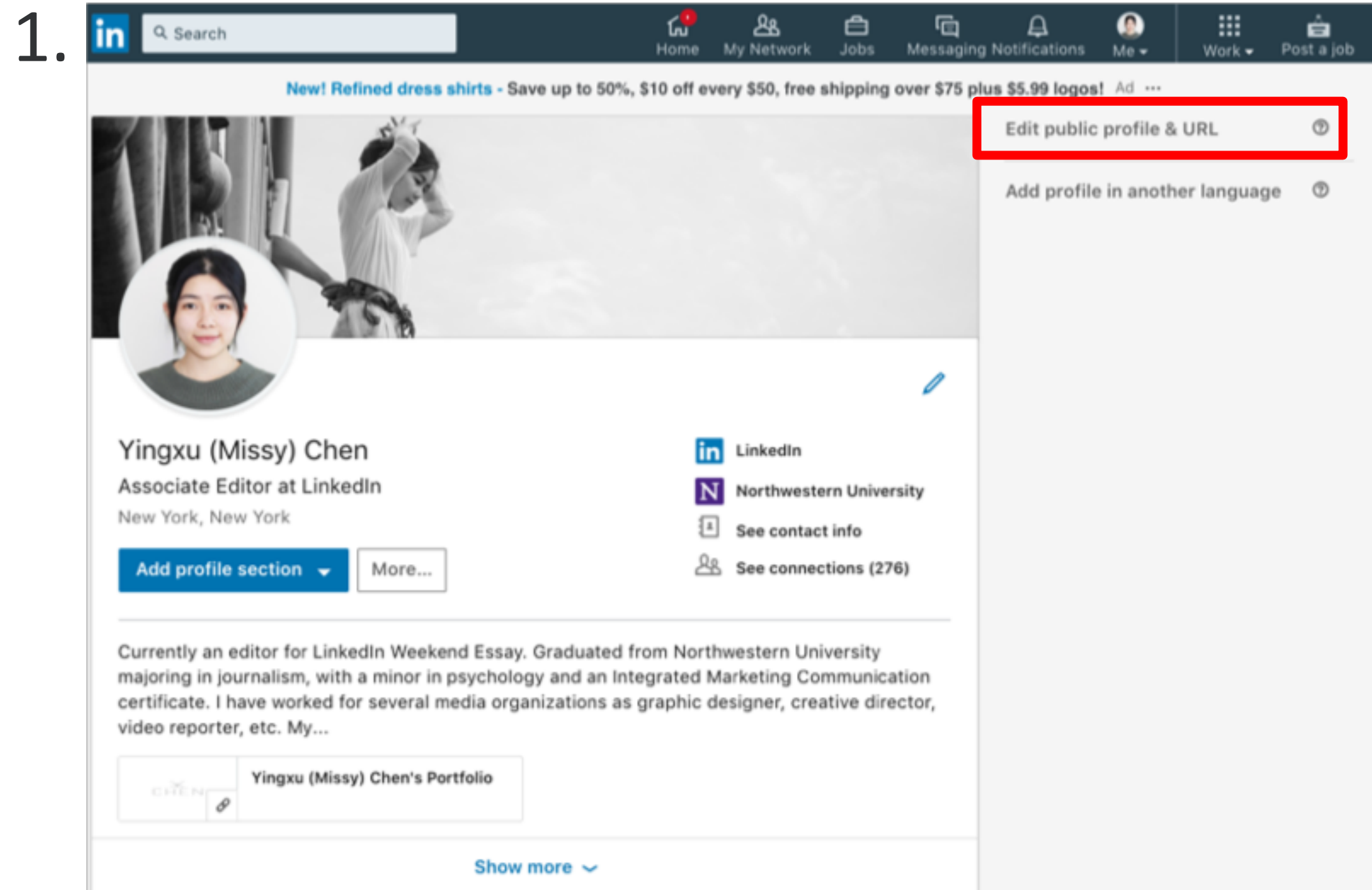
7. Education

Share your educational background to be discovered by other school alumni and make connections.



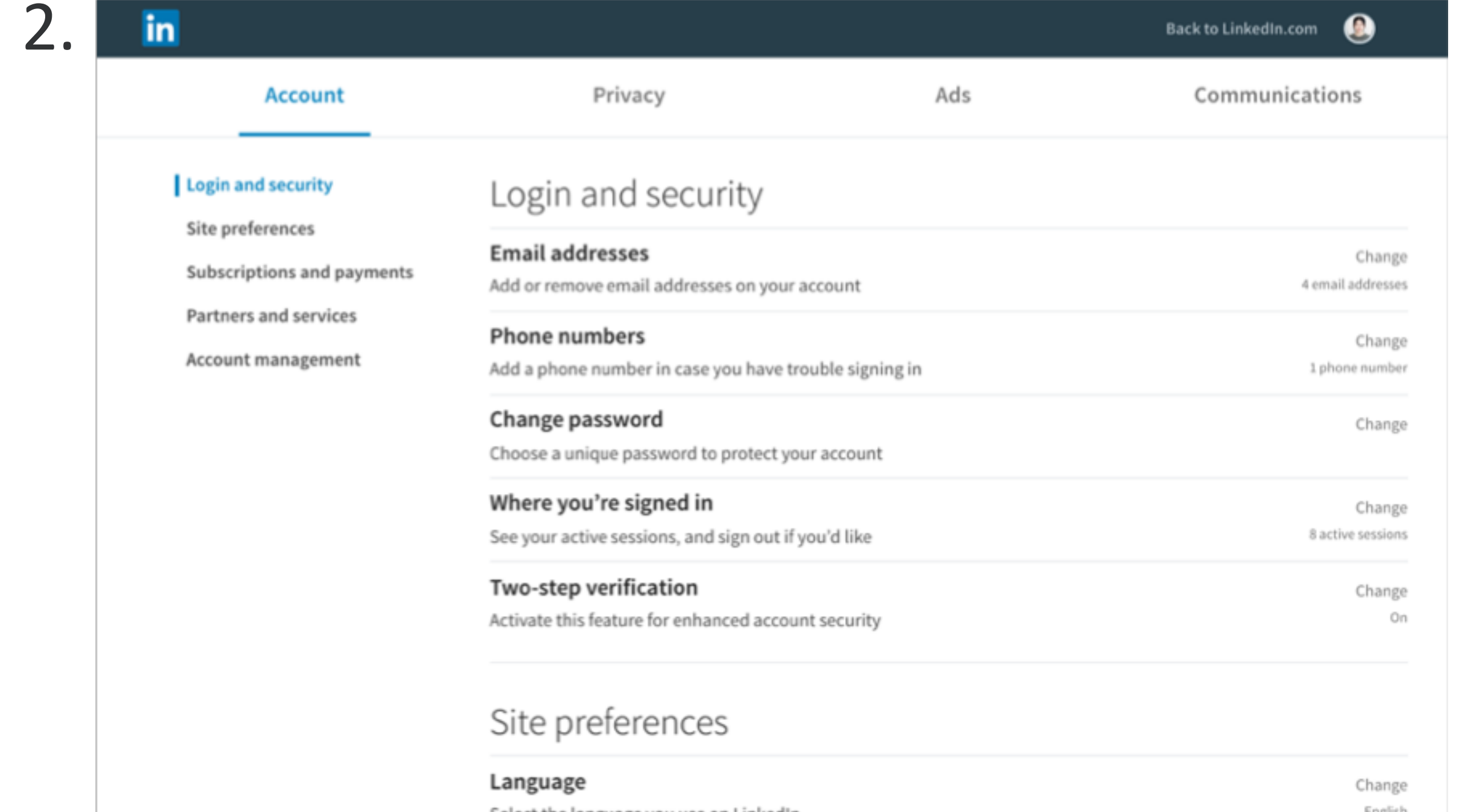
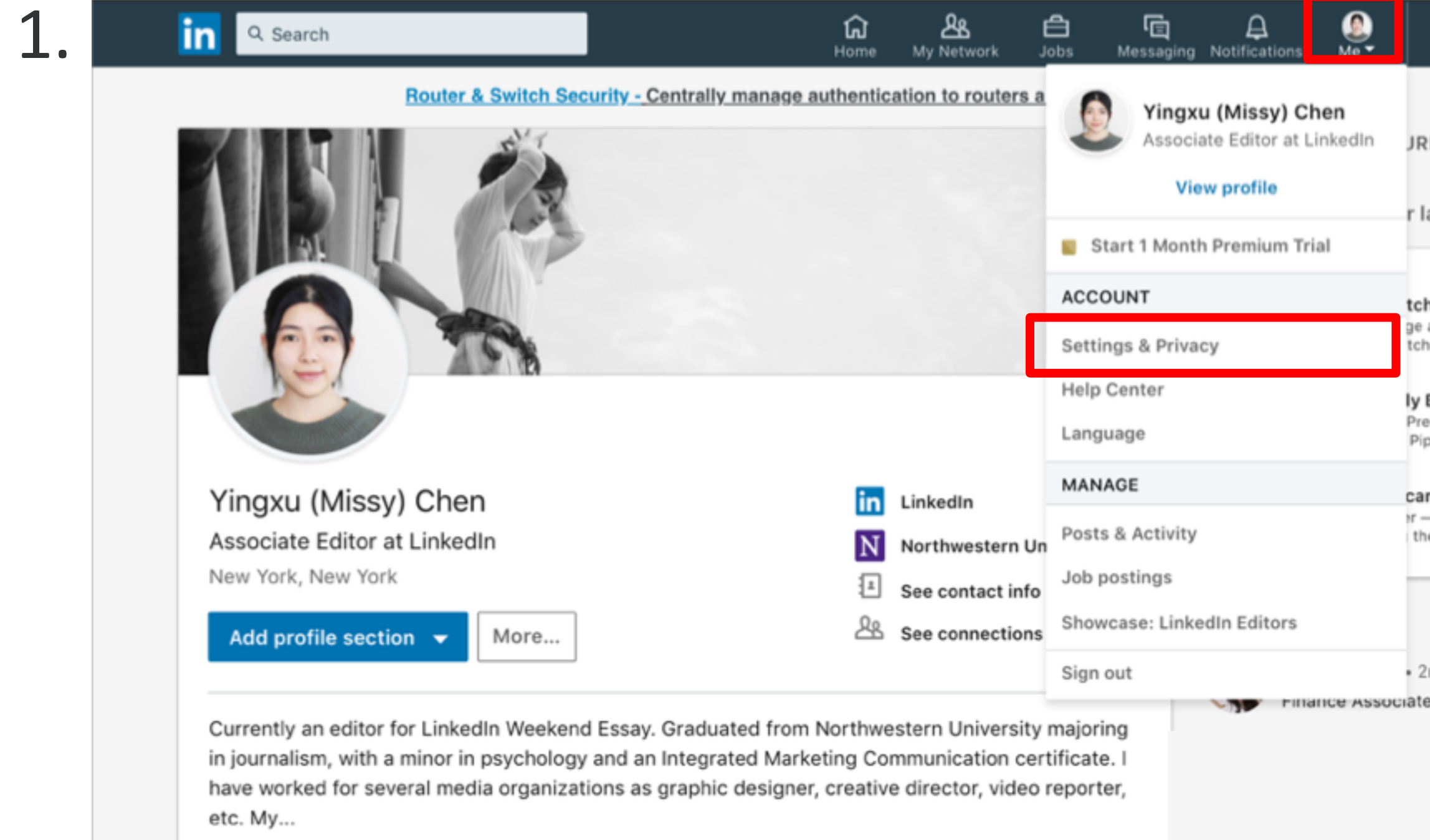
How to create a custom URL

A [custom URL](#) sets your profile apart and makes it easier to share with others.



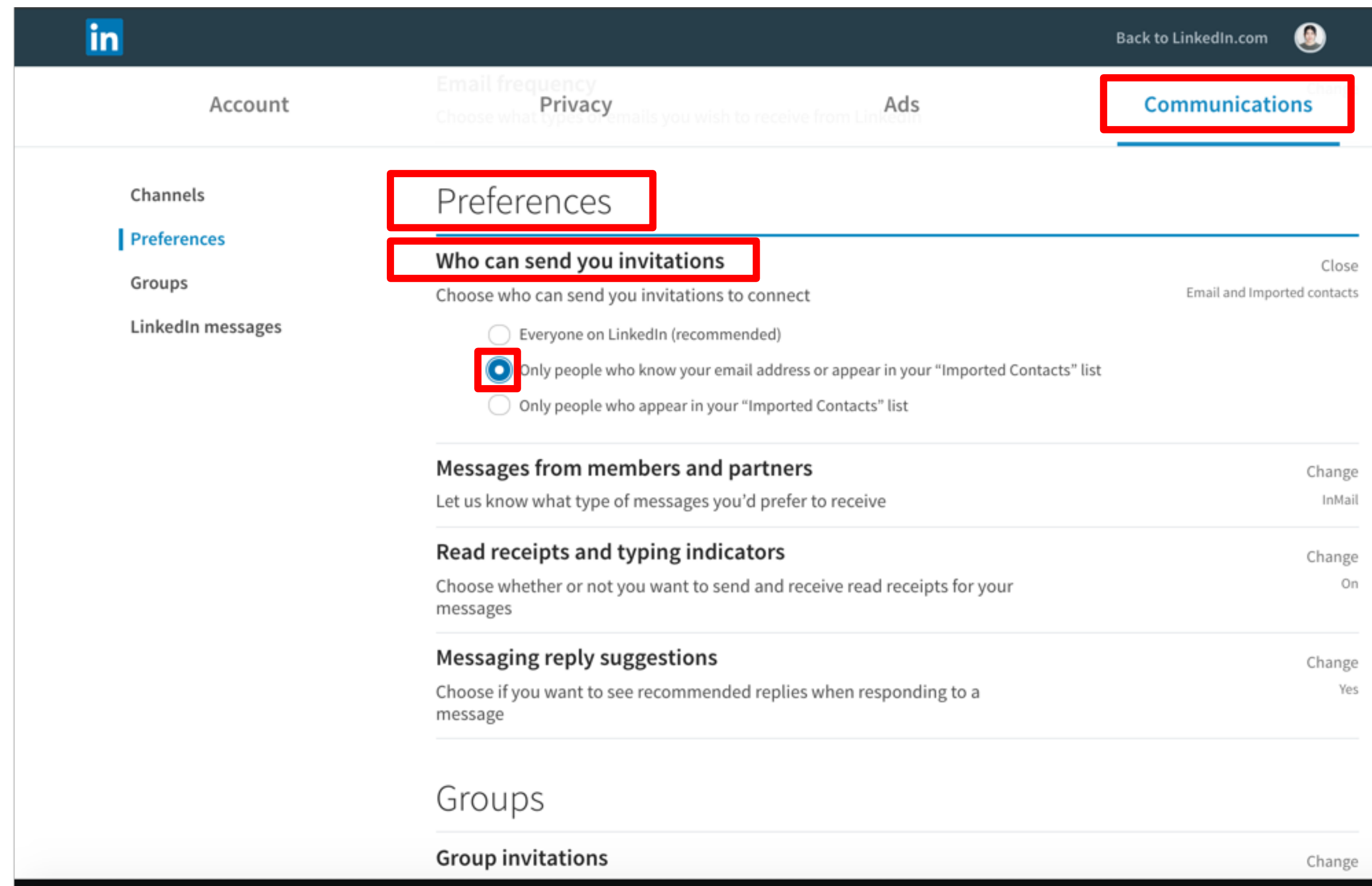
How to customize your account settings

Find “Settings & Privacy” from the top right corner. Here you can add an additional email address, change your password, and control your notification and email preferences. You'll also be able to adjust preferences for who can send you connection request invitations.



How to manage your invitations

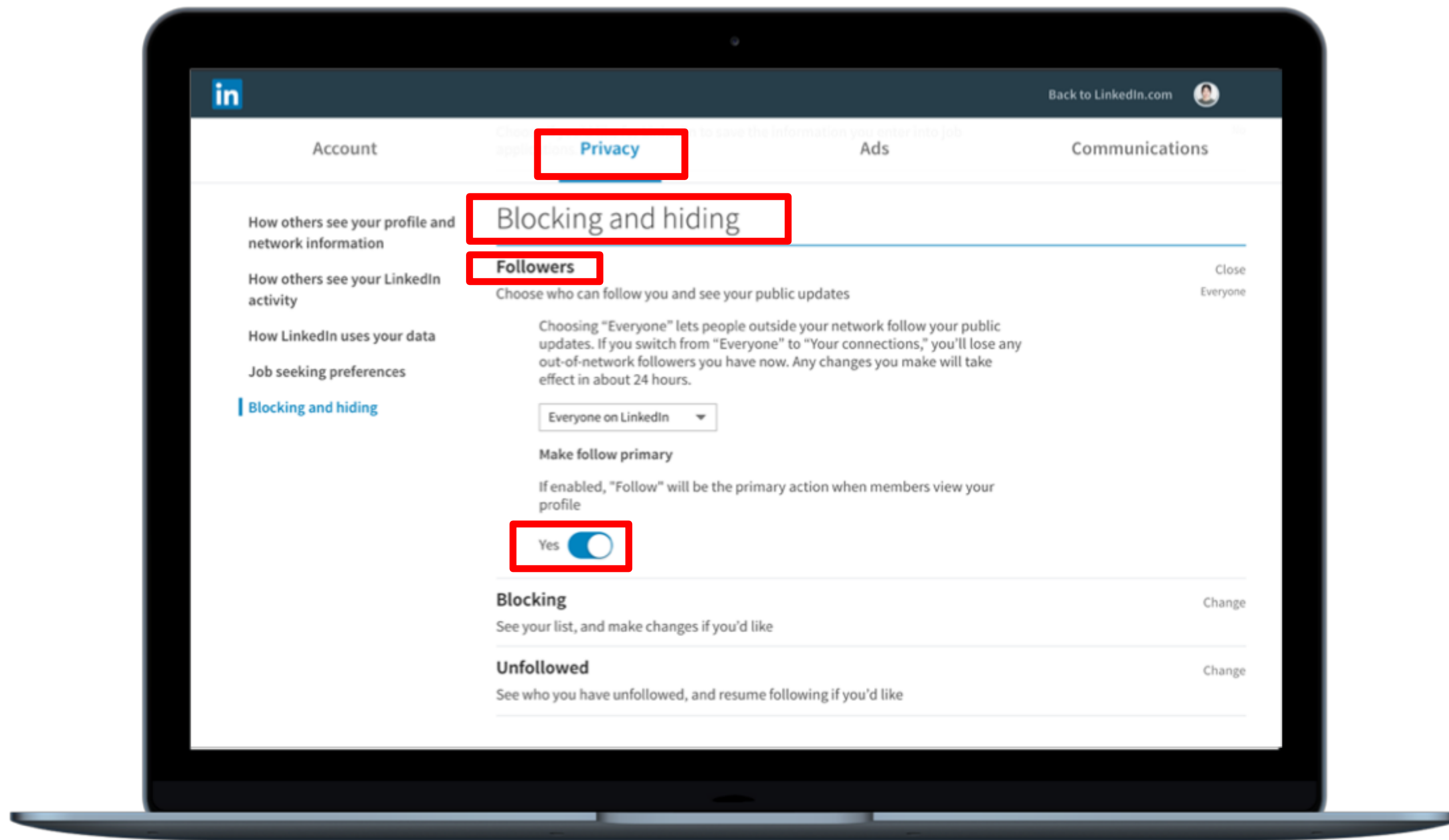
You can limit invitation requests by requiring members to know your email address.



Communications > Preferences > Who can send you invitations > Select “Only people who know your email address”

How to change “Connect” to a “Follow” button

You can reach a larger audience by allowing others to follow your activity.



Similarities and differences between connections and followers

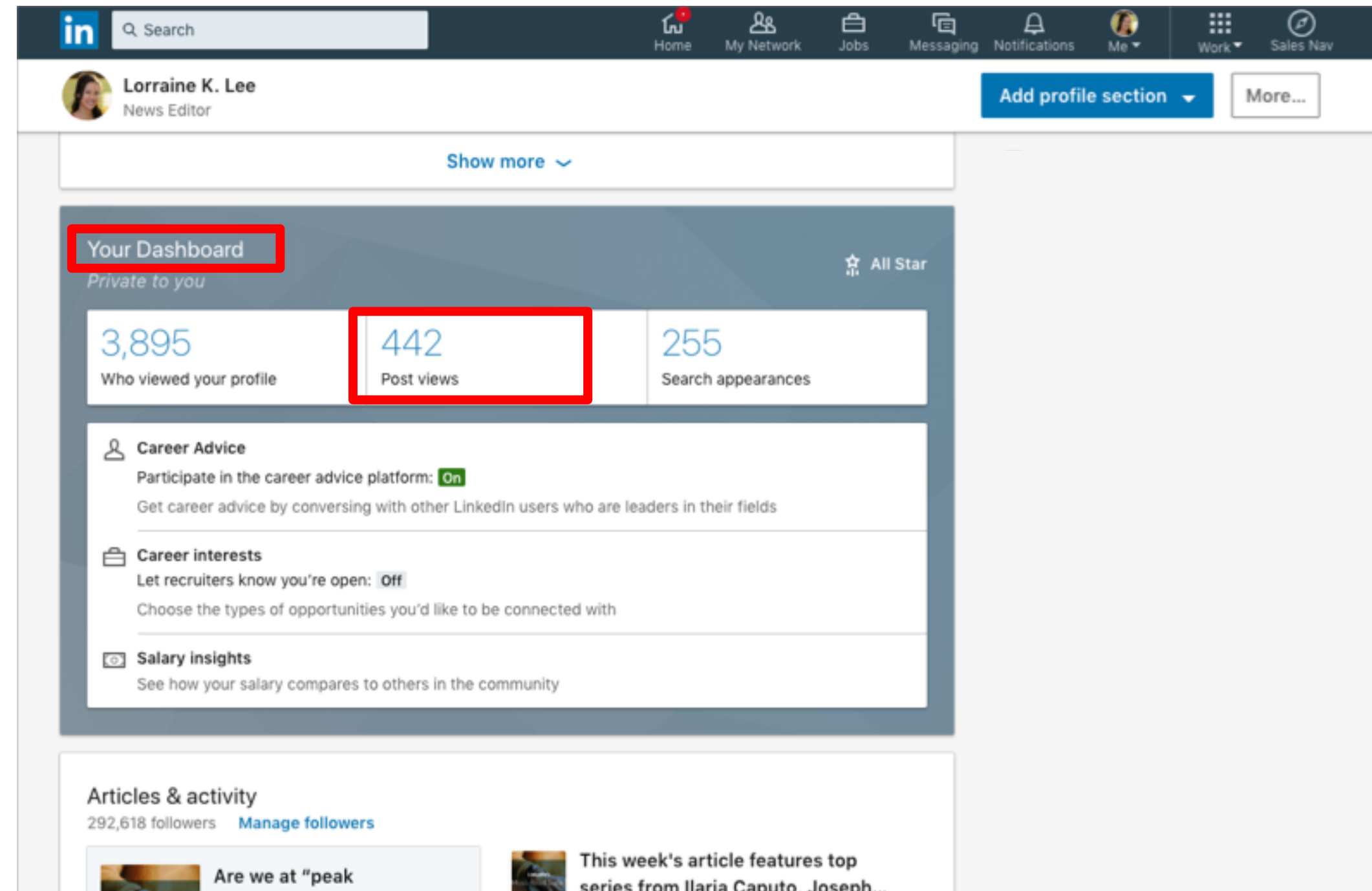
Connections are two people who have connected on LinkedIn because they know and trust each other. If you're connected to someone, you will both be able to see each other's activity on your LinkedIn homepages. Your connections can send messages to you on LinkedIn.

Your followers on LinkedIn can see your posts and articles on their homepage without being connected to you. However, you won't see their posts.

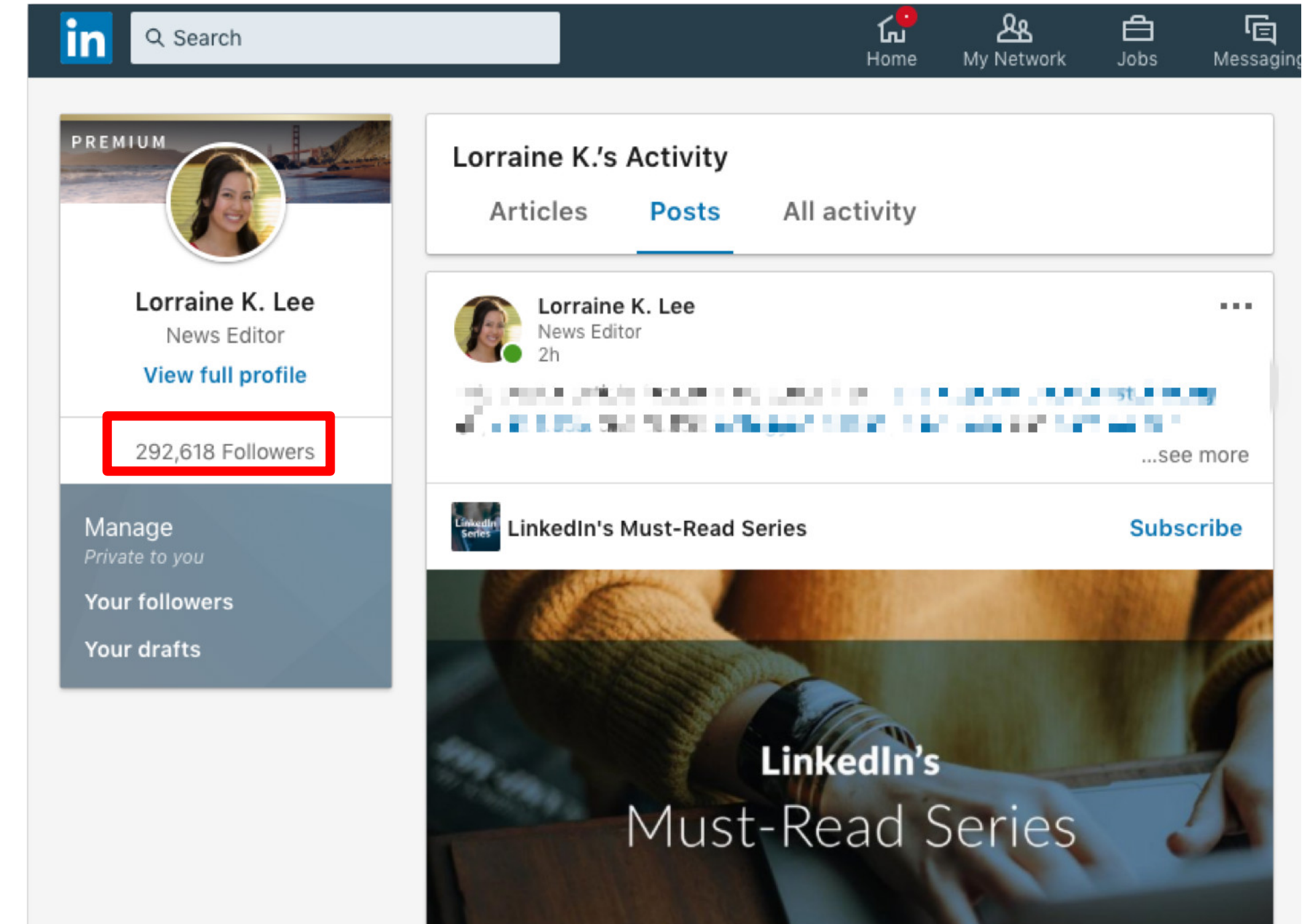
Privacy > Blocking and hiding > Followers > Toggle to “Yes” to add a follow button

How to check your follower count

1.



2.



Find “Your Dashboard” on your profile page > Post views > See number of followers on the left-hand side

FAQs for creating content on LinkedIn

Create great conversations and measure your success



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.

Should I post an article, a short-form post or a video?

See LinkedIn's guide for [best practices for posting on LinkedIn](#) for more details.



Article

Use articles to share your insights, perspectives and expertise. Embed videos, images, slides and more to strengthen your position.



Short-form post

Use short-form posts to share and start conversations about what you're reading, ask for advice or ideas, and respond to industry news, trending topics and other major events.



Video

One of the easiest ways to start a conversation is to record a video. Consider using your smartphone for a more genuine look and feel.

How should I manage comments?

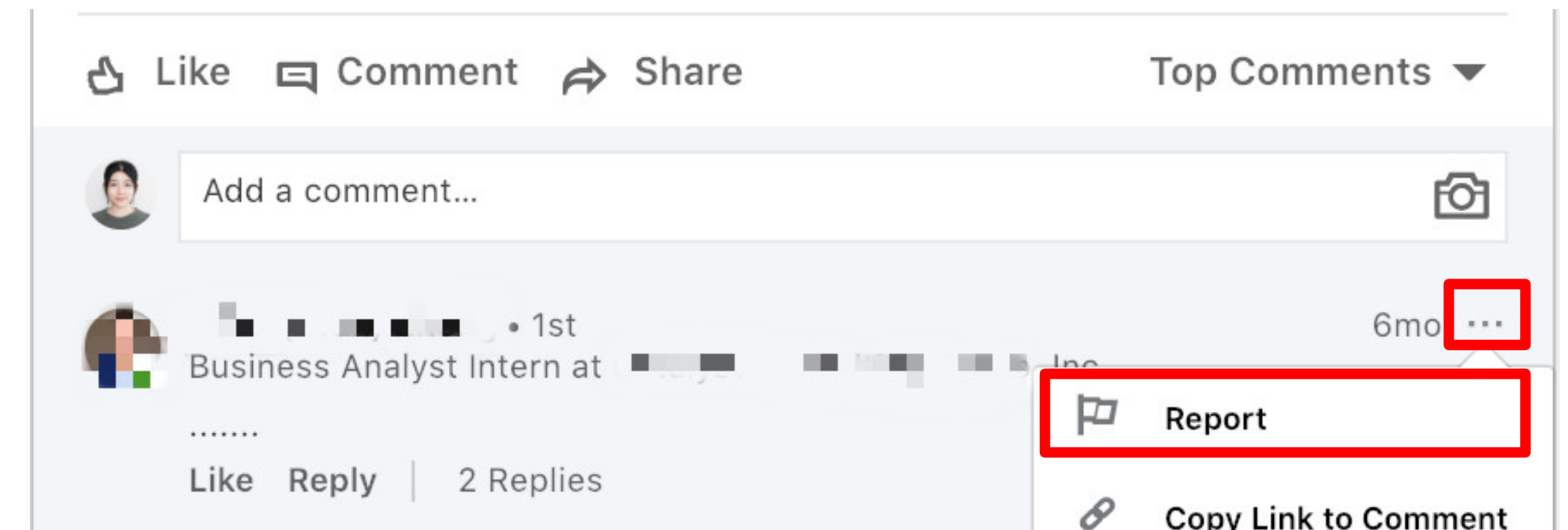
Engaging in the comments of your article, post or video can really make a difference. Responding to comments in a thoughtful manner is a great strategy to develop rapport with your followers and to build a community.



Some effective ways to respond to commenters:

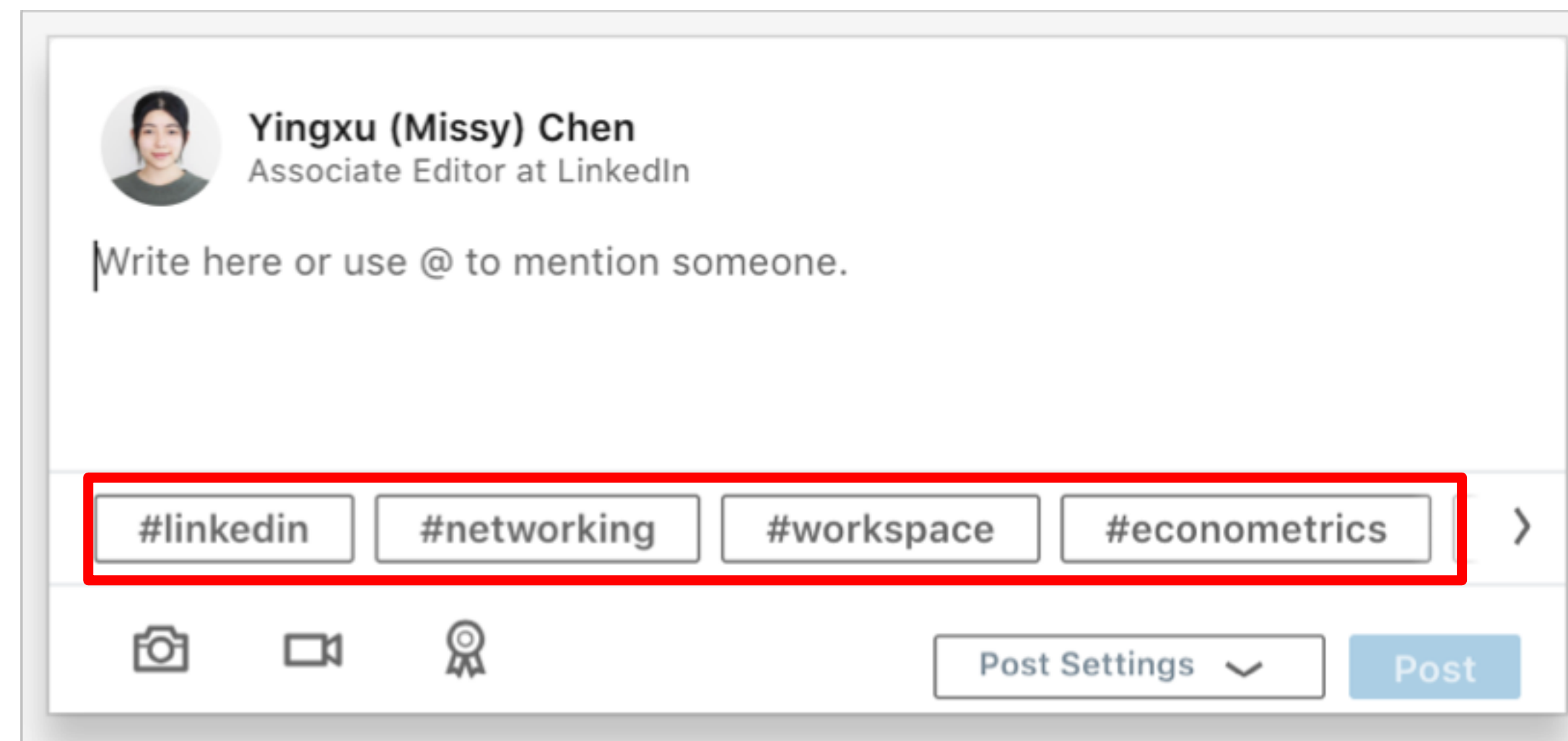
- Hi XXX, I agree with your point!
- Hi XXX, thank you for your insightful comment. You are right that ...
- Hi XXX, that's an interesting point. Can you elaborate on what you meant by xxx ...

If needed, you can flag and hide abusive or offensive comments.



How should I use hashtags in my posts?

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.



How do I track the performance of my content?

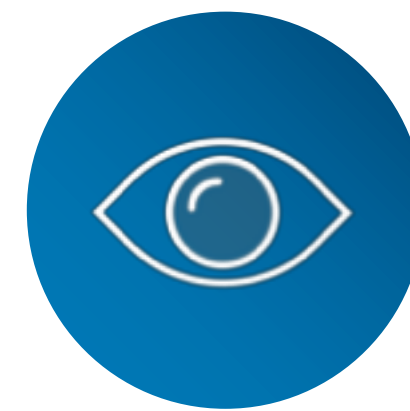
We recommend measuring success by the **quality of conversations**. While you can potentially get broad reach on LinkedIn, the real power is in the quality of the comments, feedback and engagement from non-anonymous professionals across the globe. Write to reach the right world, not the whole world.

Some other helpful content performance engagement stats:



Views in the feed

Number of members who scrolled past your short-form post in their feeds.



Views

For videos, it includes any view of 3 seconds or more. For articles, it includes clicks from any source (on or off LinkedIn).

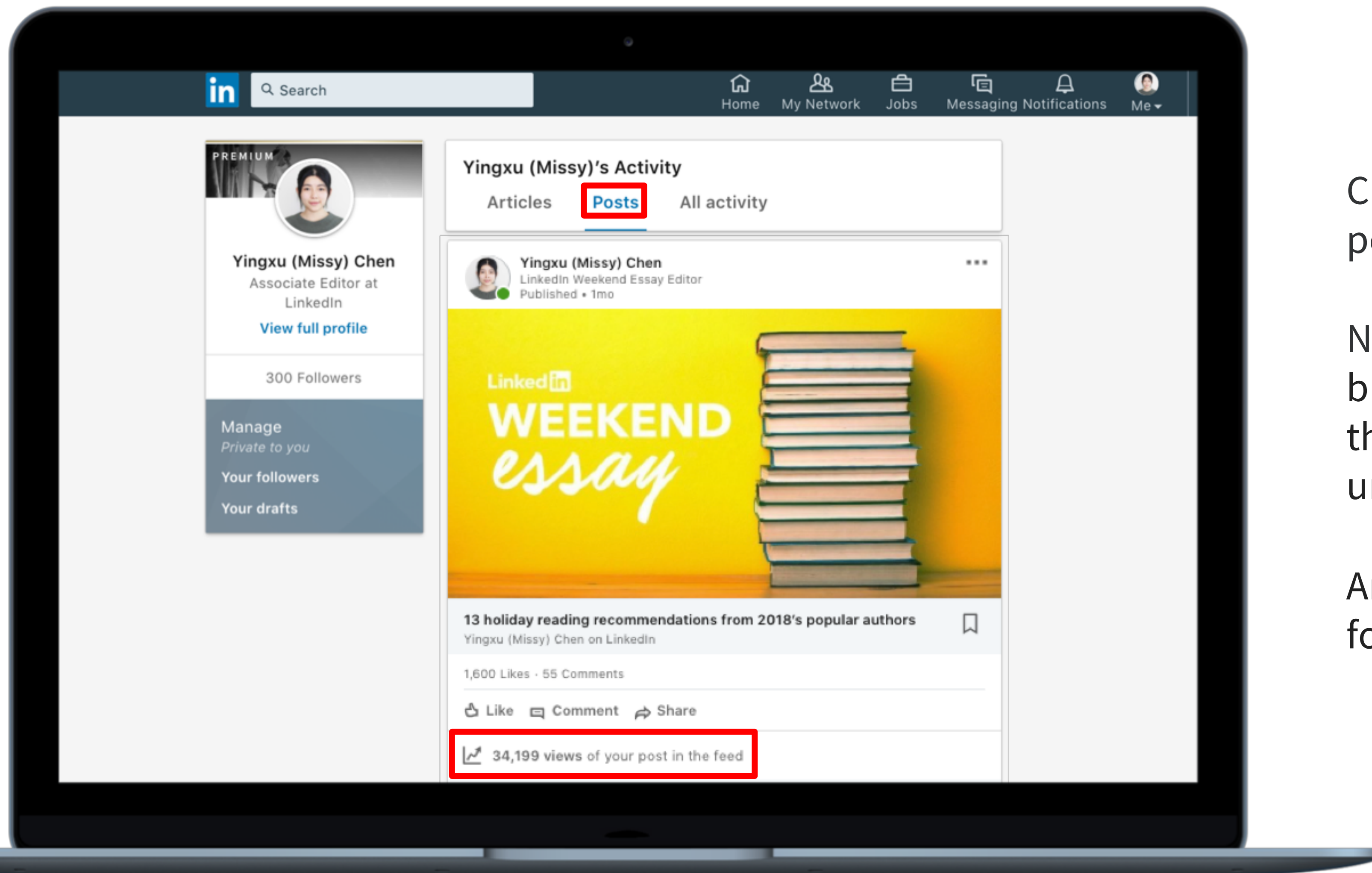


Shares

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.

You can learn more about the difference between post and article analytics [here](#).

How do I view analytics for my posts?

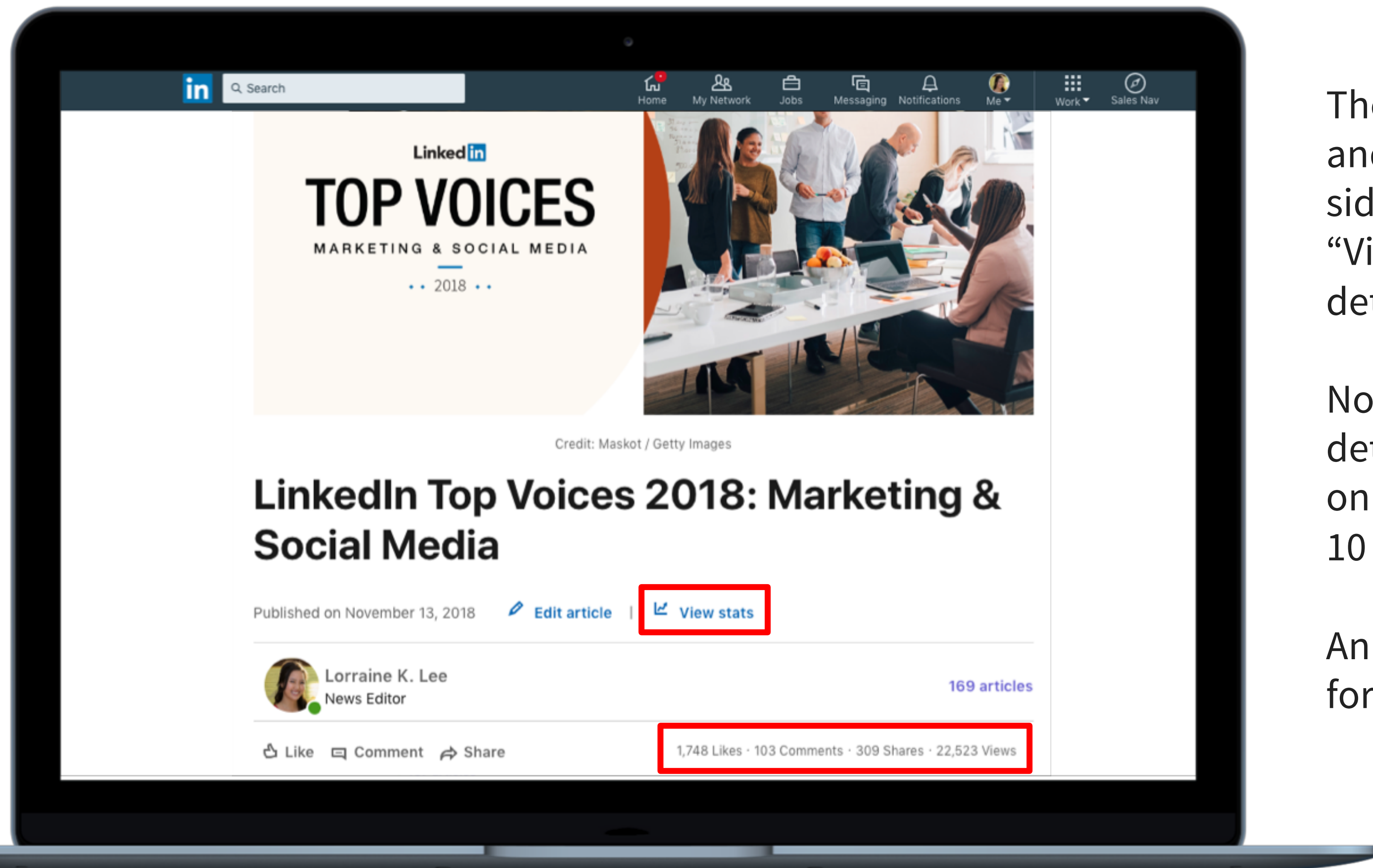


Click on the analytics icon below your posts to look at a detailed breakdown.

Note: Your posts will display a detailed breakdown of the analytics only when they have been viewed by 10 or more unique viewers.

Analytics on your posts are available for 60 days from creation.

How can I view analytics for my articles?



The number of views, likes, comments and shares are displayed on the right side of the article. You can click on the “View stats” button to look at a detailed breakdown.

Note: Your articles will display a detailed breakdown of the analytics only when they have been viewed by 10 or more unique viewers.

Analytics on your articles are available for 2 years from creation.

More content-related questions

1. Can I republish something that I wrote for another publication? Can I republish my LinkedIn content elsewhere?

You can republish your writing from another publication on LinkedIn if you own the work or have the permission from the publication to do so. You retain ownership of all of the content that you post on LinkedIn and use on LinkedIn won't restrict you from republishing those articles, posts or videos elsewhere.

2. We want to publish articles from our company page. Can we do that?

LinkedIn doesn't currently support publishing articles from a company page. Instead, we encourage you to first write and publish from a profile. You can then re-share the published article by pasting the URL into the share box on your company page. personal

3. We are interested in sponsored content. Can you tell me more about what our options are?

If you are interested in sponsored content, you can set up a [LinkedIn ad account](#). Learn more [here](#).



LinkedIn Influencer

LinkedIn Influencers are selected by editorial invitation only and comprise a global collective of the world's foremost thinkers, leaders and innovators. As leaders in their industries and geographies, they discuss newsy and trending topics such as the future of higher education, the workplace culture at Amazon and the missteps of policymakers.

Note: The list of Influencers changes throughout the year. We regularly evaluate existing Influencers to include only the most engaged, prolific and thoughtful contributors and to ensure that their expertise matches our members' interests. We no longer accept Influencer applications.

Still have questions?

Learn more about how to report inaccurate information on another member's profile, a fake profile, a hacked account or a scam [here](#).

If you encounter technical issues, you can find out the answers or contact help center representatives [here](#).

Explore the [LinkedIn Help Center](#) for all other inquiries.