

Best Practices for Posting on LinkedIn



Best practices for posting on LinkedIn

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



Content matters

Share quality insights and fresh perspectives based on your knowledge, expertise or observations. Use your [analytics](#) to see what's resonating. Post on timely and trending topics that get people talking.



Share consistently

This helps build a relationship and habit around your content.



Start or join a conversation

Engage your network by asking a question or by sharing a point of view. Respond to commenters and engage with others' posts with a comment or share to drive conversation.



@Mention

Invite people to participate in your conversations by @mentioning them in your post. This helps your post get shared and seen by people you want to hear from.



Use relevant #hashtags

Use a # to indicate what your post is about. Hashtags are searchable and help your content get discovered.



Include a photo or video

Posts with images or rich media draw people in and bring your post to life.

[Click here](#) for more details about posting.



Best practices for writing articles on LinkedIn

Use articles to share your insights, perspectives and expertise.



Timely commentary

The best way to drive conversation and attention is to write on industry trends or share commentary about the day's news.



Headlines matter

Ask yourself: "In the course of my busy day, would I click on that?" Here's a [good primer](#).



Images do, too

Articles with cover photos tend to get more engagement than those without.



Go long (but not too long)

The sweet spot for article length is about 500-1,000 words.

Here are some ideas to get you started:

- What will (or should) your industry look like in 5, 10, or 15 years, and how will it get there?
- What important trends should people in your industry or area of expertise know?
- What are some challenges you've faced or opportunities you've seized?
- What's the biggest problem your industry needs to solve?
- What concrete advice would you give someone hoping to enter your field?

[Click here](#) for more details about publishing articles.



Best practices for sharing videos on LinkedIn

One of the easiest ways to capture attention is to record a video.

Start with a bang

Hook viewers quickly with a striking visual or a good opening line.

Show it

Your followers want to see what you're seeing. Show them!

The details

For a clearer picture, be sure you're not backlit. We also recommend filming vertically.

[Click here](#) for more details about sharing videos.

The right length

Keeping your videos between 30 seconds and two minutes is a good guide.

Use a #hashtag

This helps your content get discovered.

Be heard

Try to film in a quiet spot. If you're in a noisy place, consider using your headphones or an external microphone for clear sound.

When sharing videos, consider these stand-out content types:

- Share professional tips.
- Share from industry events or conferences.
- Show a demo, lecture or conversation.
- Record an explainer video.
- Share a “behind the scenes” or insider view.
- Engage viewers by asking a question.
- Give context by adding text on screen.
- Share everyday work moments with LinkedIn video filters.

