

LinkedIn Publishing Best Practices

LinkedIn®





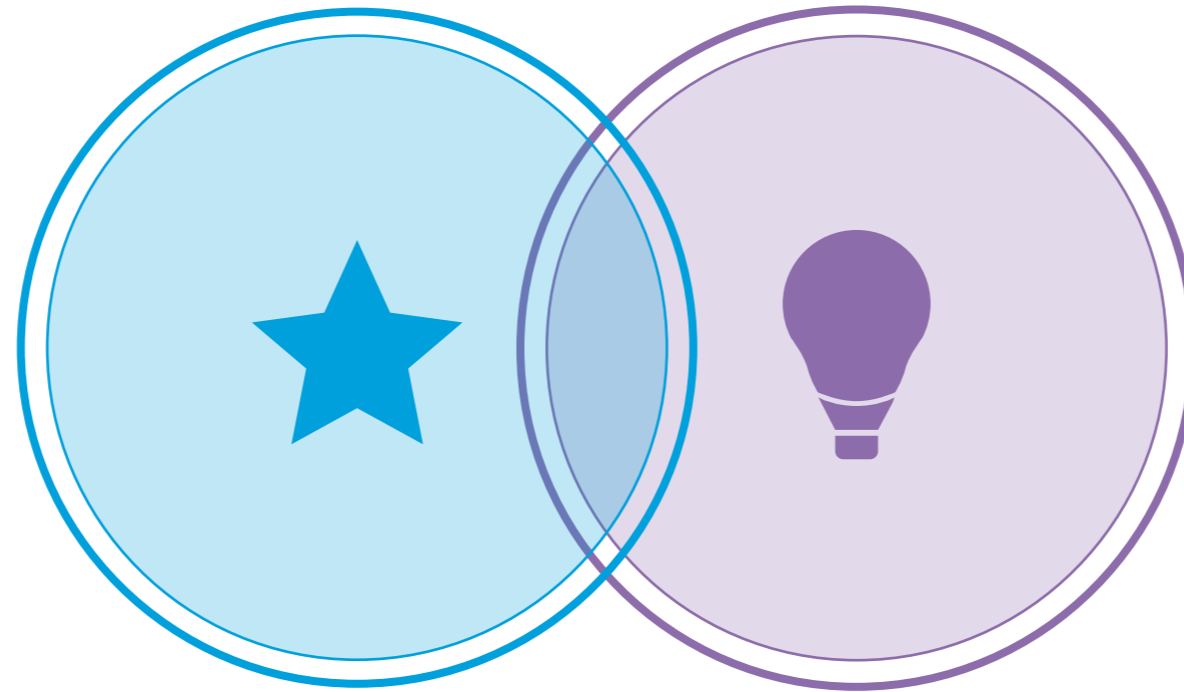
The definitive professional publishing platform

LinkedIn has opened up our publishing platform to all members, giving them a powerful new way to build their professional brand.

“

“Now anyone can post content to the site...This is huge and I love the title...the definitive publishing platform...”

– Jon Steinberg, US CEO of Daily Mail and former President of BuzzFeed, talking on CNBC 2/19/14



The **professional publishing platform** on LinkedIn empowers members to post original content which becomes part of their profile and helps showcase their expertise.

Publishing on LinkedIn: how it works

Long form

Deep dives on topics that matter to you, and watch engagement build in the comments



Short form

Share links, articles, images, quotes and other content that is relevant to your followers



Write



Your connections and followers



Global professional network



Grow your ideas

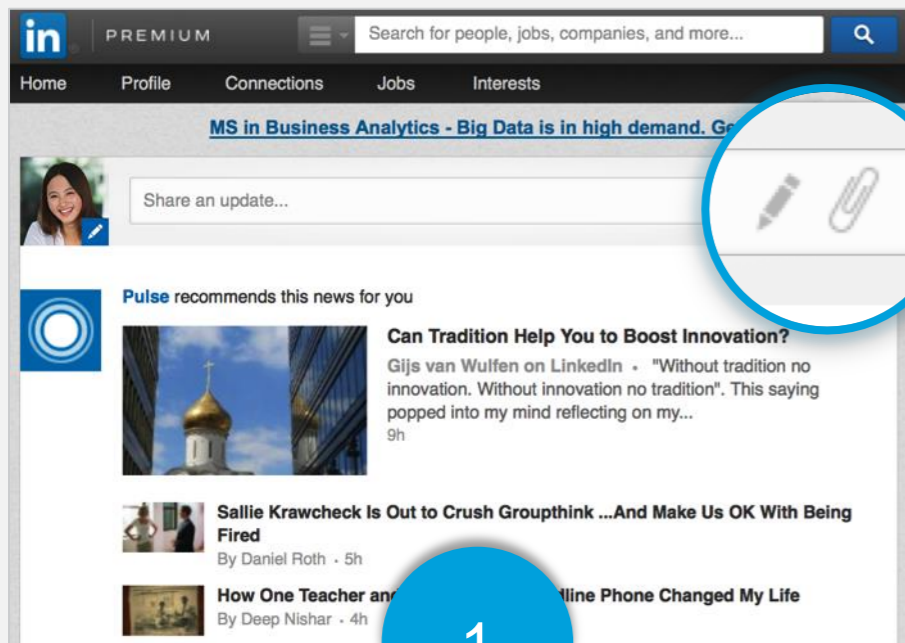
Gain followers



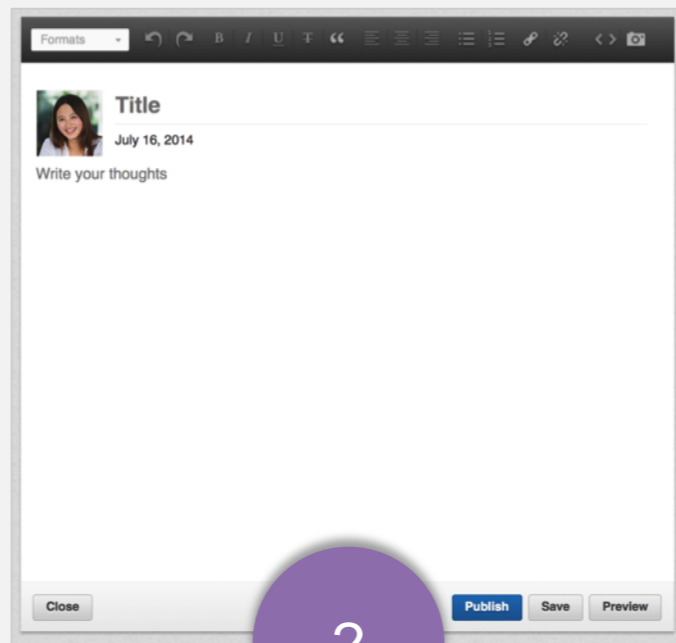
Expand your professional brand



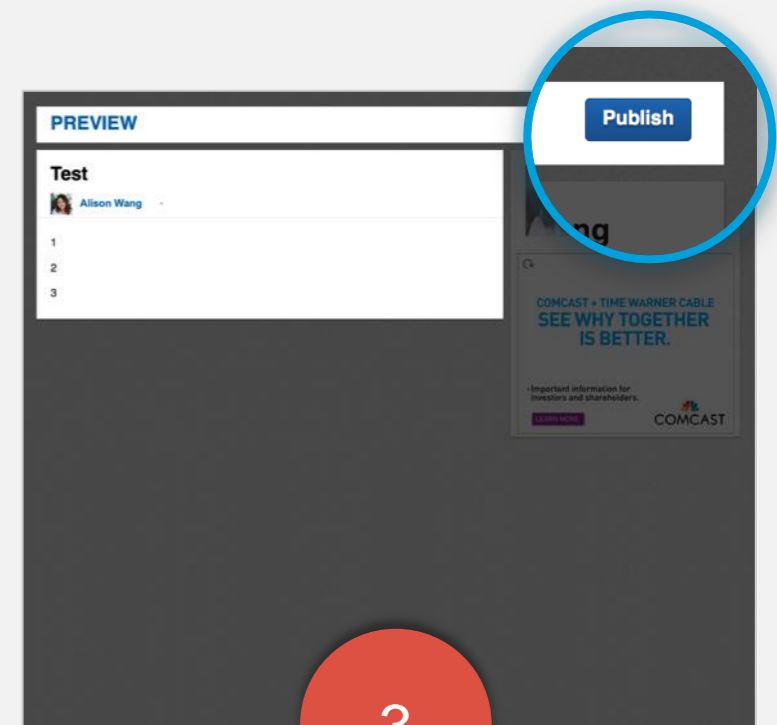
Long form publishing is intuitive



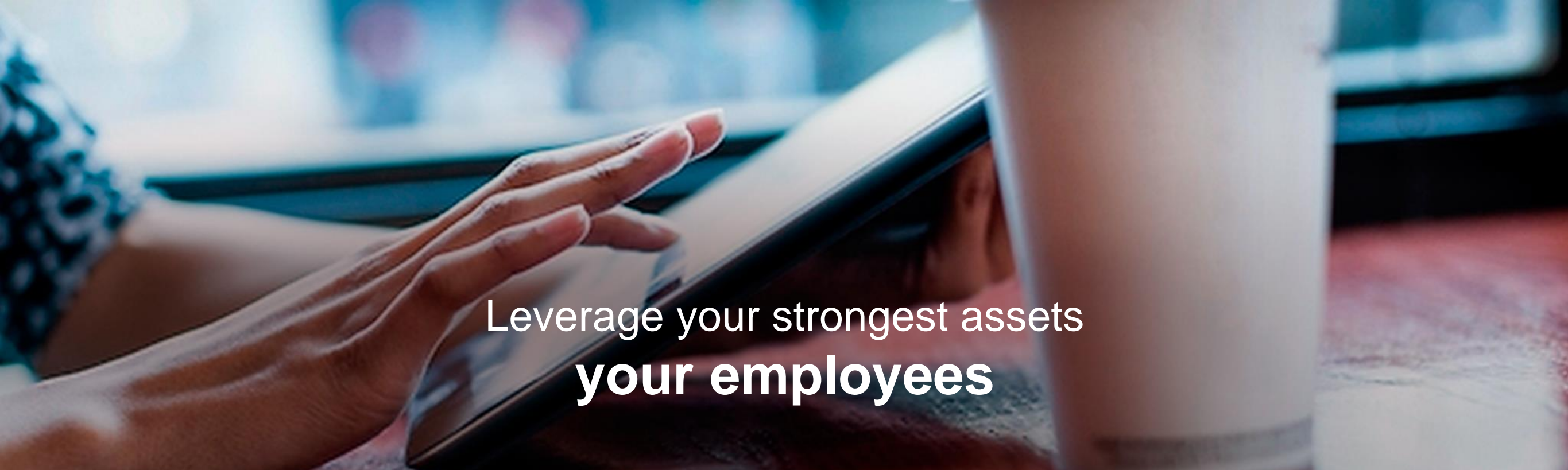
Select pencil icon



Write post



Preview and publish



Leverage your strongest assets **your employees**

Use Case

Define your narrative

Establish a deeper relationship with your core audience by driving a clearer understanding of your central narrative

Thought leadership

Establish a voice amongst other industry leaders with the right audience

Drive business results

Galvanize your stakeholders to take action and generate new business

Why

Audience and reach

Inject thought leadership to a familiar and professional audience

Brand elevation

Generate brand affinity through humanization of corporate and talent brands

Business impact

Influence consumers and talent early in decision making process

How

Content hub

Create centralized hub to curate and revise content, with larger company narrative in mind

Subject matter experts

Identify team of subject matter experts to post long-form content 1-3x month

Cross-promotion

Leverage your corporate and social media channels to maximize reach

Use subject matter and domain expertise to drive thought leadership

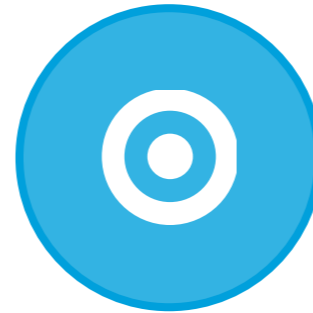
1	Select Content Coordinator	Help curate and revise content that will support your narrative while coordinating social media strategies across business lines. <i>Example: Social media manager, 3rd Party Content Partner</i>
2	Identify Authors	Empower content-creating thought leaders at your organization to drive a relevant conversation with your core audience. Use these voices to elevate their own reputation as well as that of the organization. <i>Example: Founder, Marketing Director</i>
3	Publish Posts and Cross-Promote	Publish 1-3x / month. Publish more frequently to build an audience more quickly. Cross-Promote posts through both author and company social channels to ensure relevancy and maximize reach
4	Employee Sharing and Amplification	Encourage re-sharing among employees to curate message across their networks. Leverage Sponsored Updates to amplify brand among target audience
5	Feedback and Iterate	Use instant feedback from author's profile (Shares, Likes, and Comments) and Company Page analytics to track performance. Use these insights to iterate approach and understand what content resonates best with your audience

Identify a strong content coordinator

The Content Coordinator facilitates the publishing process for all employees and Subject Matter Experts (SMEs) publishing.

A strong content coordinator has a strong understanding of the organization's narrative so to ensure that each piece, while unique in its own right, still aligns well with your organization's story.

Responsibilities



Identify proper SMEs for participation



Clearly communicate value of publishing to SMEs



Periodic check-ins with participating SMEs



Revise content when necessary



Re-share content across corporate channels

Social Media | Newsletters | Other Blogs

Subject Matter Expert identification

Subject Matter Experts are often times Mid-Senior level professionals at the company who have a very specific and relevant knowledge base. These content-creating thought leaders serve as vehicles to communicate your story to the masses.

Profile



Possess large
LinkedIn networks

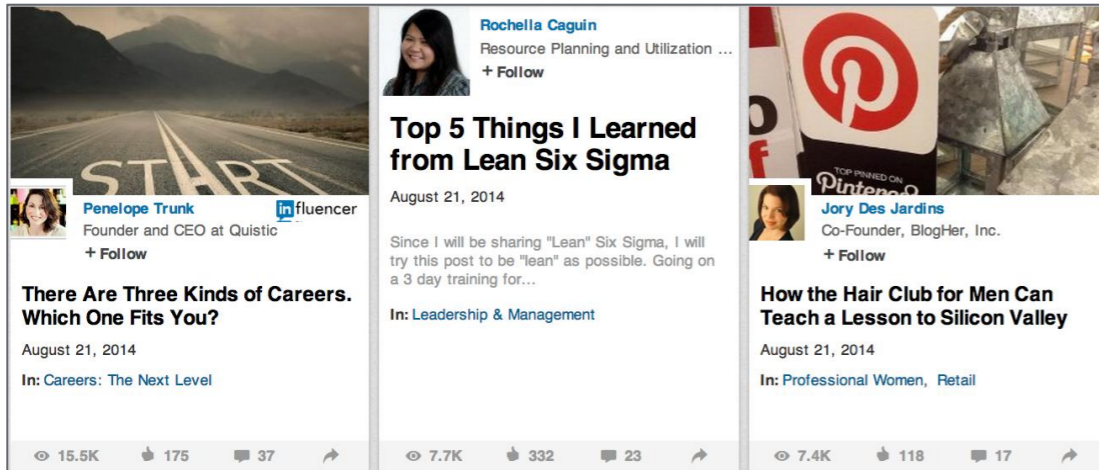


Possess experience writing
long-form content



Willing to have and
share a point of view

Provide clear publishing guardrails through editorial guidance



Optimize your content

Images

Images are much more likely to make readers click on your post; choose a strong image and put it at the top of your post.

Learn how to find rights-approved images [here](#)

Headlines

Make sure headlines are clear and compelling.
Choose clarity over cleverness.

[Here's a good piece on picking headlines](#)



Be authentic

Value of authenticity

Creates human appeal and yields trust among readers

Keys to authenticity

- Have an opinion
- Use personal anecdotes
- Create insights and share knowledge
- Set your post up with a clear intro, and explain your terms
- Steer clear of jargon and acronyms
- Write in a way that starts a conversation

Activating employees will increase brand and employee engagement

Educate

Establish **social media guidelines**

Help employees understand the value of their **professional brand**

Communicate regularly to keep great content top of mind

Discover

Surface high-caliber content so employees can discover more expertise and news

Turn employees into **brand ambassadors** by encouraging content sharing with their networks

Increase in brand and employee engagement

Inspire

Celebrate **great content already out there** to help get them started

Measure Results, Share Learnings, and Optimize Content

Profile Analytics

Track Comments, Shares, and Likes to see who's engaging with your content



Laura Scully
Communications Executive

Follow


What makes communication good?

Jul 28 2014 | 2,267 | 76 | 17 | [in](#) [f](#) [g+](#) [t](#)

Jul 28 2014 | 2,267 | 76 | 17 | [in](#) [f](#) [g+](#) [t](#)



It doesn't matter what meeting I'm in, who's there or what the topic is. It always seems to boil down to communication...not how great it was, but how we could've done it better. As a professional communicator, I take these conversations



Editorial best practices

Editorial Checklist

Things you should do

- Analyze issues in your area of expertise
- Follow [Linkedin Channels and Publishers](#) to gain insight into what's trending in your industry.
- Write in a way that invites conversation
- Talk about problems you've faced, where you've failed
- Keep it professional

Things to avoid

- Creating listicles: articles written as a series of lists
- Generating overly promotional content
- Vague or confusing headlines
- Small, text-heavy, or pixelated images
- Posts that are better suited as short-form status updates

Editorial best practices

Composition Structure

Keep Composition Simple:
Ensure your formatting is easy
to follow



Scott Ham
President and CEO,
TransAmerica Life
& Protection

[“Don’t Fall Victim To Leadership Entitlement”](#)

Example of good composition and
good intro paragraph.

Topics that Resonate

Write about what you know
Inject thought leadership to a familiar
and professional audience



Matthew Powers
Chief Technology Officer,
Applico

[Inside iOS 8: What You Need to Know About Apple’s Latest Update](#)

Examples of great posts



Holly Hamann

Co-Founder and CMO,
TapInfluence

[Don't Fool Yourself, There is no Work/Life...](#)



Peter Mitchell

Head of Sales,
GSM Systems

[Build the Perfect Team](#)



Brian Adkins

Business Writer, Management
and Operations Consultant

[Thanks for your Job Offer, but No Thanks](#)



Wally Thornton

VP Marketing,
Visio

[How Long Does It Take to Torch \\$4 Million?](#)



Elena Bakhtina

Co-Founder,
FundCaster

[One Proven Way to Introduce Yourself Nobody Uses. Yet.](#)



Lillian Gregory

CEO & Founder, The Institute for
Human Leadership Excellence

[Act Like a Lady, Think...](#)



APPLICO

Testimonial

Objective

As a small platform consultant company competing in a market with much larger players, Applico needed to drive awareness in the marketplace by sharing their narrative.

Also having just gone through an organizational re-brand, they saw original content creation as a means of re-positioning their value prop.

Approach

1. Used Marketing Team as central hub for curation and editing
2. Identified 7 externally facing SMEs to publish
3. Posted a total of 15 posts over 2 months
4. Cross-promoted content on corporate channels, company newsletter, as well as personal social media accounts

Results

29x

Increase in total engagements with Applico brand on LinkedIn

260

New followers driven to Applico authors

#1

Most relevant voice on LinkedIn among 8 other competitors.

“

[Publishing on LinkedIn is] helping us close deals. We've had several potential clients tell us that one of our posts on LinkedIn has changed the way they think about their own business and made them want to work with Applico.

- Alex Moazed | CEO | Applico Inc.



FISHER & PHILLIPS LLP
ATTORNEYS AT LAW
Testimonial

Objective

Fisher & Phillips is a law firm who primarily serves **HR Business Leaders** and **General Council**.

Their primary marketing objective is to use content to drive a larger **share of voice** in the market place, and **drive awareness** of their specialized expertise.

Approach

1. Used Marketing Technology Manager as central hub for curation and editing.
2. Identified 4 Lawyers and 2 SMEs to publish.
3. Posted a total of 21 posts over first 6 weeks.
4. Cross-promoted content on corporate channels as well as personal social media accounts

Results

Drove client engagement and built stronger relationships with current/past clients.

9X

Increase in total engagements with F&P brand on LinkedIn.

#1

Most relevant voice with IT DMs, up from #5 on LinkedIn among top 8 competitors.



LinkedIn provides a great audience for professionals, such as attorneys in our case, who want to share knowledge and experience. The publishing platform is a great way for an attorney to quickly reach other professionals who have an interest or need in their area of practice.

- Kevin L. Sullivan | CMO | Fisher & Phillips LLP



Testimonial

Objective

One of Symantec's core objectives is to become the World's Authority on Information Protection Security with **IT Decision Makers**.

As a result, Symantec saw an opportunity to have their **Executives** and **Subject Matter Experts** publish on LinkedIn. Recognizing a need to extend beyond their network to reach their desired audience, Symantec also **Sponsored** several posts to **drive relevancy**.

Approach

1. Used Social Media Liaison to coordinate content.
2. Identified 5 Sr. Leaders within organization to publish.
3. Published 2-3 posts/person over 2 months.
4. Leveraged Sponsored Updates on 8 posts to amplify content directly to IT DMs, recognizing need to extend beyond their network to reach desired audience.

Results

1M+

Impressions generated from **Sponsored Posts**

73%

Increase in total engagements with Symantec brand on LinkedIn.

#1

Most relevant voice with IT DMs, up from #3 on LinkedIn among top 5 competitors.

“

Publishing on LinkedIn was a pivotal moment in showcasing not only our company re-branding efforts, but our thought leadership as the information protection authority”

- Eric Stieg | Enterprise Social Strategy | Symantec



Testimonial

Objective

A core objective of Edelman Digital's marketing team is to **expand its reach** with an **engaged audience**

As a result, Edelman Digital participated in a pilot, using their **Subject Matter Experts** to drive thought leadership on LinkedIn's Publishing Platform.

Approach

1. Identified Internal "editor" to organize, revise, and curate content.
2. Identified 8 Subject Matter Experts to deliver 2 posts/month
3. Cross-promoted each post on Edelman Company Page as well as [Edelman Engage Blog](#)

Results

717

Incremental followers
driven to authors who participated in pilot.

155

Incremental followers
driven to their Company Page.

129%

Increase in total engagements
with their brand on LinkedIn.

“

Publishing [on LinkedIn] creates the possibility of sharing ideas and igniting conversations with an audience you could never reach with any other channel. The real bonus is that posting and then tracking your engagement is so intuitive.

-Nigel Miller, Global Director of Talent Engagement