LinkedIn Publishing Best Practices
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

Grow your ideas
Global professional network
Expand your professional brand
Gain followers
Your connections and followers
Write
Long form publishing is intuitive
<table>
<thead>
<tr>
<th>Use Case</th>
<th>Why</th>
<th>How</th>
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<tbody>
<tr>
<td>Define your narrative</td>
<td>Audience and reach</td>
<td>Content hub</td>
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<tr>
<td>Establish a deeper relationship with your core audience by driving a clearer understanding of your central narrative</td>
<td>Inject thought leadership to a familiar and professional audience</td>
<td>Create centralized hub to curate and revise content, with larger company narrative in mind</td>
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<tr>
<td>Thought leadership</td>
<td>Brand elevation</td>
<td>Subject matter experts</td>
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<tr>
<td>Establish a voice amongst other industry leaders with the right audience</td>
<td>Generate brand affinity through humanization of corporate and talent brands</td>
<td>Identify team of subject matter experts to post long-form content 1-3x month</td>
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<td>Drive business results</td>
<td>Business impact</td>
<td>Cross-promotion</td>
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<td>Galvanize your stakeholders to take action and generate new business</td>
<td>Influence consumers and talent early in decision making process</td>
<td>Leverage your corporate and social media channels to maximize reach</td>
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Use subject matter and domain expertise to drive thought leadership

<table>
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<tr>
<th></th>
<th>Select Content Coordinator</th>
<th>Help curate and revise content that will support your narrative while coordinating social media strategies across business lines. <em>Example: Social media manager, 3rd Party Content Partner</em></th>
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<tbody>
<tr>
<td>2</td>
<td>Identify Authors</td>
<td>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. <em>Example: Founder, Marketing Director</em></td>
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<td>3</td>
<td>Publish Posts and Cross-Promote</td>
<td>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</td>
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<tr>
<td>4</td>
<td>Employee Sharing and Amplification</td>
<td>Encourage re-sharing among employees to curate message across their networks. Leverage Sponsored Updates to amplify brand among target audience</td>
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<td>5</td>
<td>Feedback and Iterate</td>
<td>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</td>
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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-is with participating SMEs
- Revise content when necessary
- Re-share content across corporate channels
  - Social Media
  - Newsletters
  - Other Blogs
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

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

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

**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 | LinkedIn Facebook Google+ Twitter

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

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<thead>
<tr>
<th>Things you should do</th>
<th>Things to avoid</th>
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<tbody>
<tr>
<td>• Analyze issues in your area of expertise</td>
<td>• Creating listicles: articles written as a series of lists</td>
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<tr>
<td>• Follow <a href="#">Linkedin Channels and Publishers</a> to gain insight into what’s trending in your industry.</td>
<td>• Generating overly promotional content</td>
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<tr>
<td>• Write in a way that invites conversation</td>
<td>• Vague or confusing headlines</td>
</tr>
<tr>
<td>• Talk about problems you’ve faced, where you’ve failed</td>
<td>• Small, text-heavy, or pixelated images</td>
</tr>
<tr>
<td>• Keep it professional</td>
<td>• Posts that are better suited as short-form status updates</td>
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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…
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 rebrand, they saw original content creation as a means of repositioning 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.

Testimonial

[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 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.

**Objective**

**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
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.

Testimonial

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
**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**

<table>
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<th>Incremental followers driven to authors who participated in pilot.</th>
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<td>717</td>
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<th>Incremental followers driven to their Company Page.</th>
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<td>155</td>
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<th>Increase in total engagements with their brand on LinkedIn.</th>
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<td>129%</td>
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*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