



What to Post on LinkedIn

I'm on LinkedIn, now what?

LinkedIn status updates are key to getting your profile noticed. In other words, having a great LinkedIn profile isn't enough – you need to be active on LinkedIn to attract attention and engage with your network (and beyond).

Today, of 200 million LinkedIn users in the U.S., nearly two-thirds are on the platform at least weekly (62%) and over a fifth (21%) are on daily*.

Sharing regular status updates and being active on LinkedIn will guarantee more people view your profile. And the more people who view your profile, the greater the chances of gaining new connections and future professional opportunities.

Below are suggestions to help you become more active on LinkedIn and a list of 25 ideas for what to share.

Use LinkedIn as a Source for Your Updates

In order to post updates regularly, you need to have content to share. When you read relevant articles on LinkedIn makes sharing those articles with your connections a more seamless process. Here are some ways to find interesting news:

- Check Today's news and views. LinkedIn suggests news and topics you may be interested in. It appears in a box at the top right of your home page.
- Skim your home feed. This section shows the activities from your connections.
- Change the view from "Top" to "Recent." By clicking on the arrow and selecting "recent," you will notice a new set of updates in your feed. (LinkedIn will default back to Top news.)
- Follow a person, company or hashtag. Following relevant people and news adds the content to your feed from that source. If there are companies you are interested in, follow them so their posts show up in your feed. You can follow people instead of connecting. You will find the "follow" option under the "more" button.
- Search and follow hashtags. Hashtags are categories or topics. You can search LinkedIn for hashtags that appear in articles or other people's status updates. Consider using 3 hashtags when you share articles too. This will help your shared content show up in search results.

Hot Topics for LinkedIn Status Updates

To help you determine what to share, think about what topics your LinkedIn connections will find interesting. Here are general topics LinkedIn users care about*:

- Industry Insights and trends
- Research and statistics

*According to Statista 2020



- Industry and company news
- Tips/Best Practices
- Jobs/Skills
- Top Leaders
- Conference talks and presentations
- Product or Service Information
- Employee Perspectives
- Magazine articles and blog posts by thought leaders

Why LinkedIn Users Like Content

And according to that same LinkedIn data, users reported they engage (like, comment, or share) with content that hits one of these:

- Educational or informative
- Relevant
- Keeps them on top of trends
- Inspiring
- Helps with skill development

As you think about what you will share, focus on content that addresses one (or more) of those benefits.

Be Active by Updating LinkedIn Status Regularly

As reported above, nearly two-thirds of LinkedIn users in the U.S. login weekly. So, when someone does log in, you want them to notice your post in their feed. For MBA students and alumni actively job searching, consider commenting or sharing one article a day. If you are employed and interested in enhancing your digital footprint, then posting or commenting at least once a week will help.

Keep in mind, your face and headline appear next to every post and comment you make on LinkedIn so engaging with career-relevant content helps people know what your interests are. Each time you share and engage on LinkedIn you are building your authority and personal brand recognition.

Sharing and Commenting Helps Too

Sometimes you will come across a great article someone has shared. Use the share button to share it and in your introduction, give credit to the person who posted it by tagging them (using the @ and typing their name).

Even commenting on content people have shared on LinkedIn can help build new relationships and expand your profile's reach.

Anyone Can See How Active You Are

Did you know that anyone can see your LinkedIn activities (likes, comments, shares or articles written on LinkedIn)?

*According to the 2019 Sophisticated Marketer's Guide to LinkedIn



Go to someone's profile and scroll down until you see the Activity section. If they haven't had any activity in 90 days, you won't see anything. However, if they have liked, commented or shared content you will see their most recent activities. You can also choose to "see all" and take a look at all their activities.

This is a good way to gauge a person's activity on LinkedIn. It is also a great way to research someone to see what they are saying to whom.

Reputation Tip: Just as you can view the activity of LinkedIn users, so can others view your activity. Keep this in mind as you leave comments and share content on LinkedIn.

Formula for Sharing LinkedIn Status Updates

On LinkedIn or any other social network, use this formula to diversify your status updates and activities and prevent you from being too promotional.

- 1/4 Industry and/or occupational news
- 1/4 Company/brand news
- 1/4 Promote people in your network (reshare, kudos, congratulations, etc.)
- 1/4 Promote yourself (attending an event, recognition, presenting, professional achievement, etc.)

When thinking about updating your status, keep these additional points in mind:

- Use visual images
- Engage with people who comment on your posts
- Video recorded directly from LinkedIn (LinkedIn Native video) performs well too.

25 Ideas for Posting Engaging Updates

POSTS WITH MEDIA

1. Share a Video

You may not feel comfortable on camera, but you can share a video that educates or inspires.

2. Add Photos

Starting a new job? Did you participate in a group event? Post it and tag people or companies. If there is a hashtag for an event, be sure to use it!

3. Add Documents

Seeing a certificate adds to the authenticity of this achievement.

4. Share Infographics

Eye candy and data combined into one! Infographics draw attention.

5. Share Stats

Either create stats from an article or reshare data other people have shared.



MENTION OTHER PEOPLE

6. Give LinkedIn's Kudos

There are 10 different types of kudos you can give someone. Got to the person's profile and click on the "more" button and you'll find the options to select kudos. Here's just one example:

7. Give a Shoutout To A Colleague

Say congratulations or just say thanks and tag the person!

8. Share A Colleague's Work

When you see a colleague sharing great content, mentioned in the news or an article they've written, reshare their work! And be sure to tag them!

ASK YOUR NETWORK FOR ADVICE

9. Ask A Question

Dropping knowledge and then asking a question is a great idea for sharing expertise.

10. CrowdSource

Ask your network for tips, tools or resources and this becomes not only a valuable post for you but also a great resource for others.

BE A THOUGHT LEADER

11. Share an Interesting Article

Sharing articles relevant to your industry or career helps people know where your interests lie. But, don't just share it-add your logic, reasoning or two-cents! Tag the person who wrote it and add hashtags.

12. Share Tips

What do you know a lot about that you could offer a weekly tip on?

13. Share Company News

If your employer posts something great, reshare it and add your own words up front. You can even tag people and use hashtags like the example below! Adding an explanation or thanking people when resharing a post is a great way to get the attention of people as well as getting more eyeballs on the update.

If you want to get on a company's radar, resharing an article about them and tagging them is likely to get you noticed.

14: Share Industry News

Every industry goes through change, so sharing news with your network helps keep everyone up to date!

15. Invite People to An Event

If you are attending an event, why not share the event details on LinkedIn.

16. Share Your Reading List

If you're an avid reader, share some of your favorites or even ask what other people are reading. Even better is a recommended reading list by industry or occupation!



17. Share Tools or Resources

Top list of tools, courses, etc. You can either create your own, crowdsource a list or share someone else's list. People like these because they are helpful!

18. Explain Something In A How-To Video

This isn't as hard to do as you may think...teaching is something we all can do. From simple workarounds or hacks to more complex tasks you can do in your sleep!

19. Share Jobs

You never know who may be looking for a new job. So if you find an interesting job or your company has an opening, share on LinkedIn. (Notice how this job posting using hashtags to help people search/find it on LinkedIn)

INSPIRE

20. Quotes

Famous quotes can inspire or emphasize the emotion of the moment. Spread your message through someone else's words.

21. Be Motivational

You can share your motivational message on camera, with words or in photos. Some people love being filmed.

YOU'VE EARNED THE RIGHT TO SELF PROMOTE

22. Self-Promotional Job Search

You only get one of these posts, so make it count. Be specific, talk about the types of roles you are interested in, the value you add and your desired cities.

23. Celebrate Your Achievement

When you receive an award, certification, degree, promotion or some other milestone, you can and should draw attention to it! In this example, an explanation is provided!

24. Share a Published Article or Article You're Quoted In

If you've ever been published or quoted, you know how exciting this is! Don't hold back! Share your work with your network!

25. Write an Article on LinkedIn

When you have information to share, stories to tell or just want to show what you know (and that you can write), creating a long post (blog post) on LinkedIn does the trick*.

*See a separate tip sheet and video on how to publish an article on LinkedIn.