

# 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.



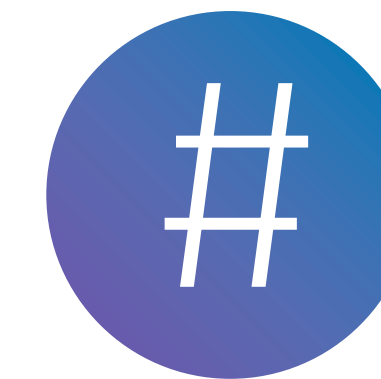
## Start or join a conversation

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.

