

# LinkedIn Publishing Playbook

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, former President of BuzzFeed, talking on CNBC 2/19/14

# Social media is redefining the meaning of brand

Consumers increasingly make purchasing decisions based on how you do business and not just what you sell.

## Your Talent Brand

The reason your company is the best place to work

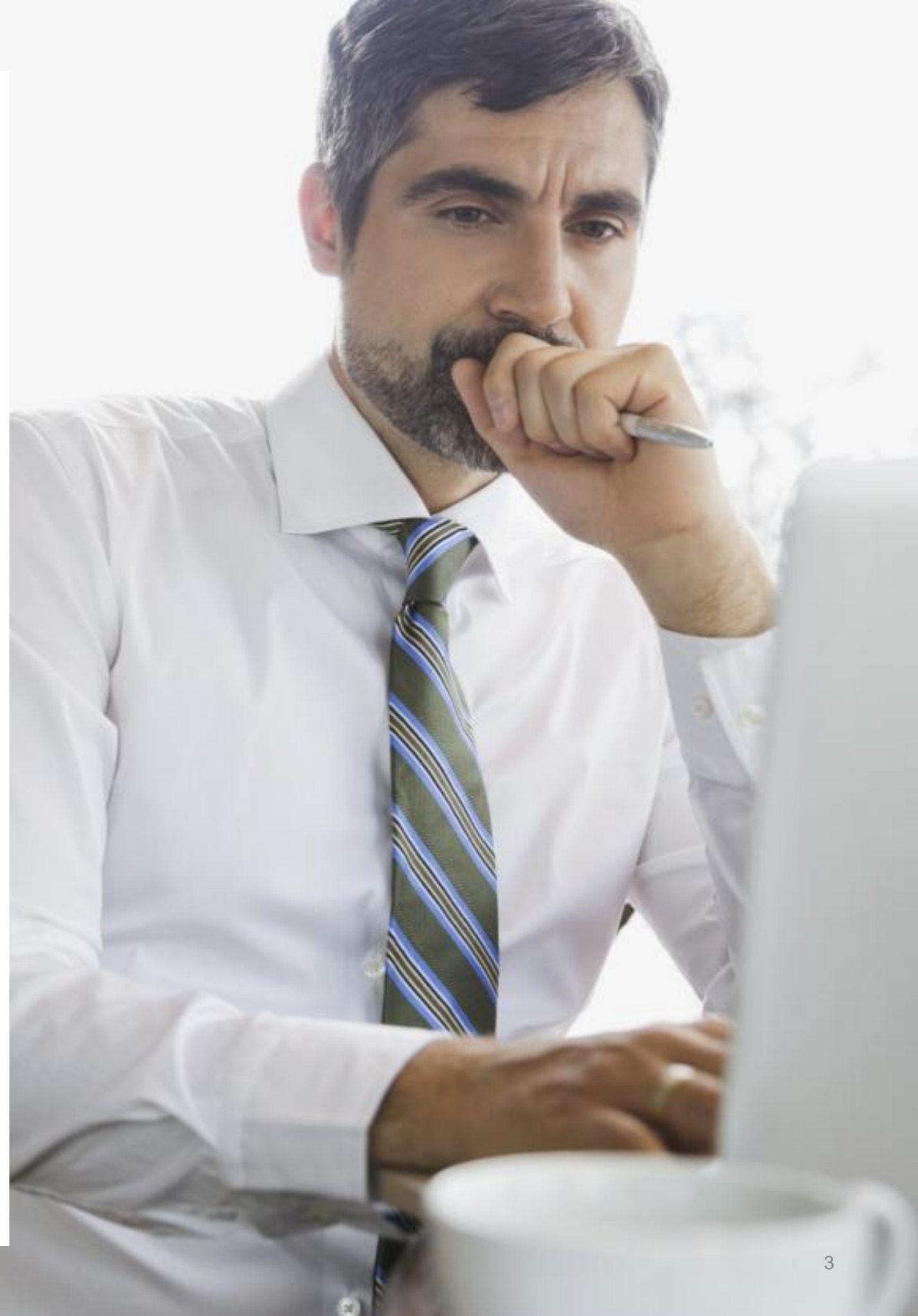
+

## Your Corporate Brand

The umbrella brand distinguishing your products and services from the competition

=

## Consumer Perception



# 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 in the thought leadership space with the right audience

## 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 5+ subject matter experts to post long-form content 1-3x month

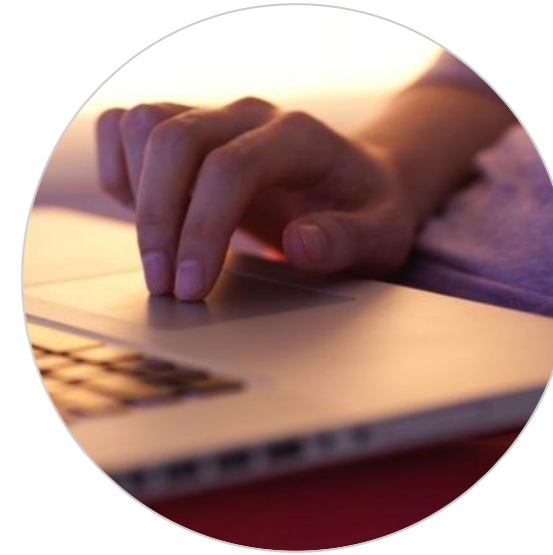
### Cross – Promotion

Leverage your corporate and social media channels to maximize reach

# Use subject matter and domain expertise to drive thought leadership

1	Select Content Coordinator	<p>Help curate and revise content that will support your narrative while coordinating social media strategies across business lines.</p> <p><i>Example: Social media manager, Digital Agency Partner</i></p>
2	Identify 5+ Authors	<p>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.</p> <p><i>Example: Sr. Director of Product Marketing, CIO</i></p>
3	Publish Articles and Cross-Promote	<p>Publish 1-3x / month. Publish more frequently to build an audience more quickly.</p> <p>Cross-Promote posts through both author and company social channels to ensure relevancy and maximize reach</p>
4	Employee Sharing and Amplification	<p>Encourage re-sharing among employees to curate message across their networks.</p> <p>Leverage Sponsored Updates to amplify brand among target audience</p>
5	Feedback and Iterate	<p>Use instant feedback from author's profile (Shares, Likes, and Comments) and Company Page analytics to track performance.</p> <p>Use these insights to iterate approach and understand what content resonates best with your audience</p>

# 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

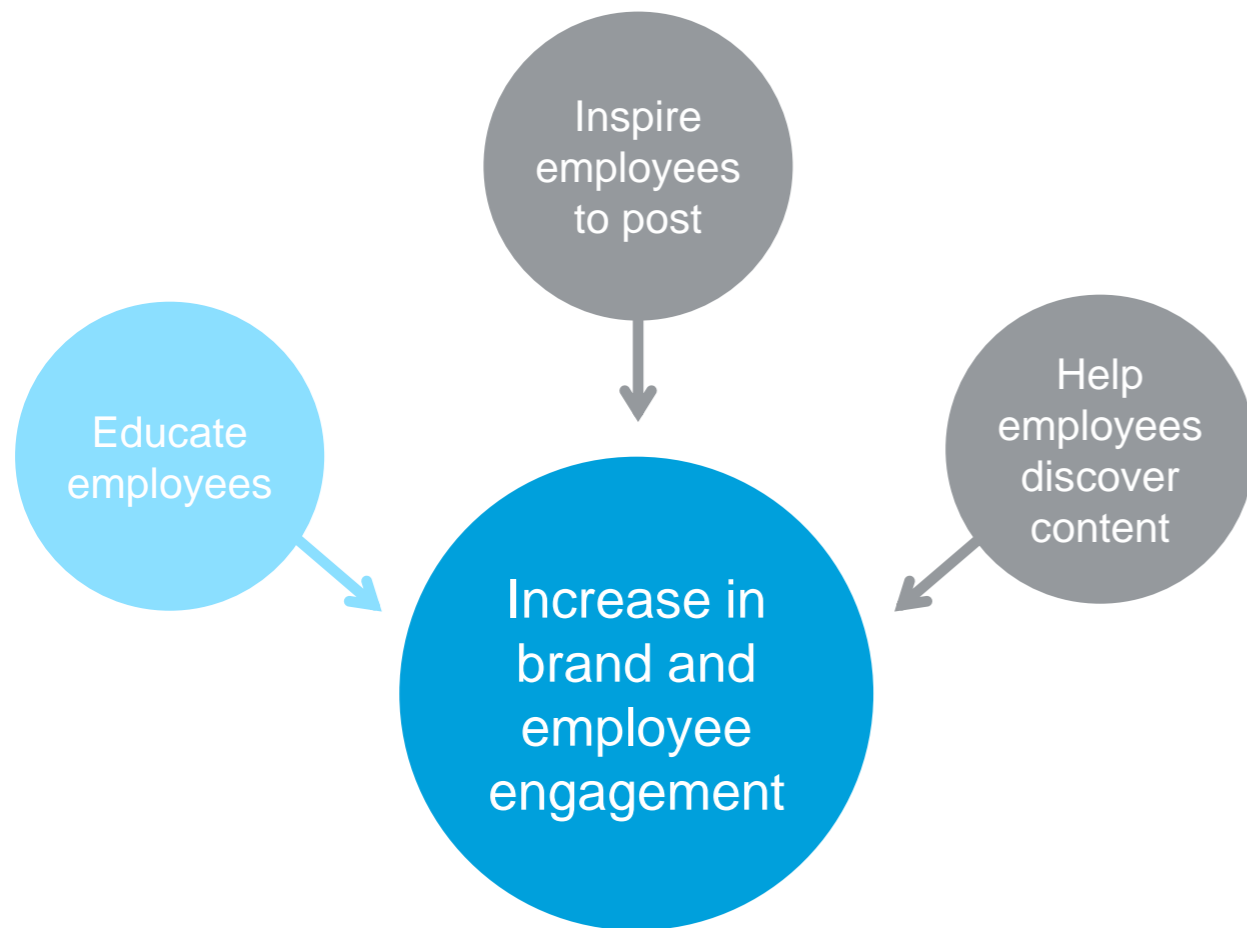
### Value of authenticity

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

# Educate employees on how to create relevant and engaging content



## Educate employees

### **Social media guidelines**

Employees are often unsure of what information about the company is ok to share with the public. Be sure you have guidelines in place that set the ground rules, but also promote sharing.

### **Professional brand resources**

A professional brand provides a positive impression of a professional reputation. Help employees understand the value of their brand and how to create one.

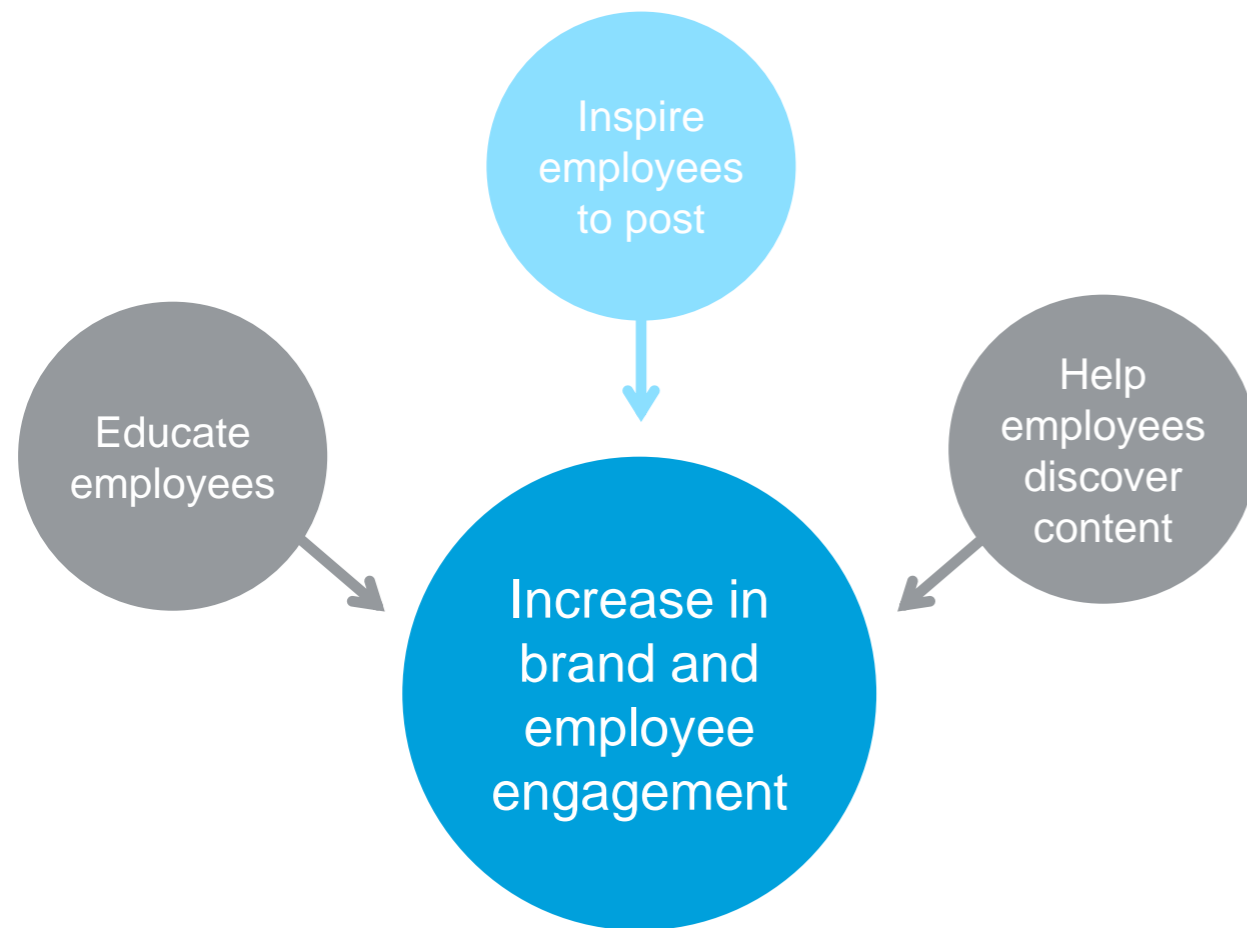
### **Communication**

Be sure to have a regular cadence with your employees to continue interest and highlight information perfect for sharing.

## Turn employees into brand ambassadors

Encourage your employees share their voice about your brand with their LinkedIn network. They will increase brand engagement and strengthen relationships with customers.

# Inspire and motivate employees to publish



## Inspire employees to post

Asking employees to post content isn't enough to get them involved. Employees want to know, what's in it for them. They may not see the value for posting content on LinkedIn. It's your opportunity to inspire them and help them get started.

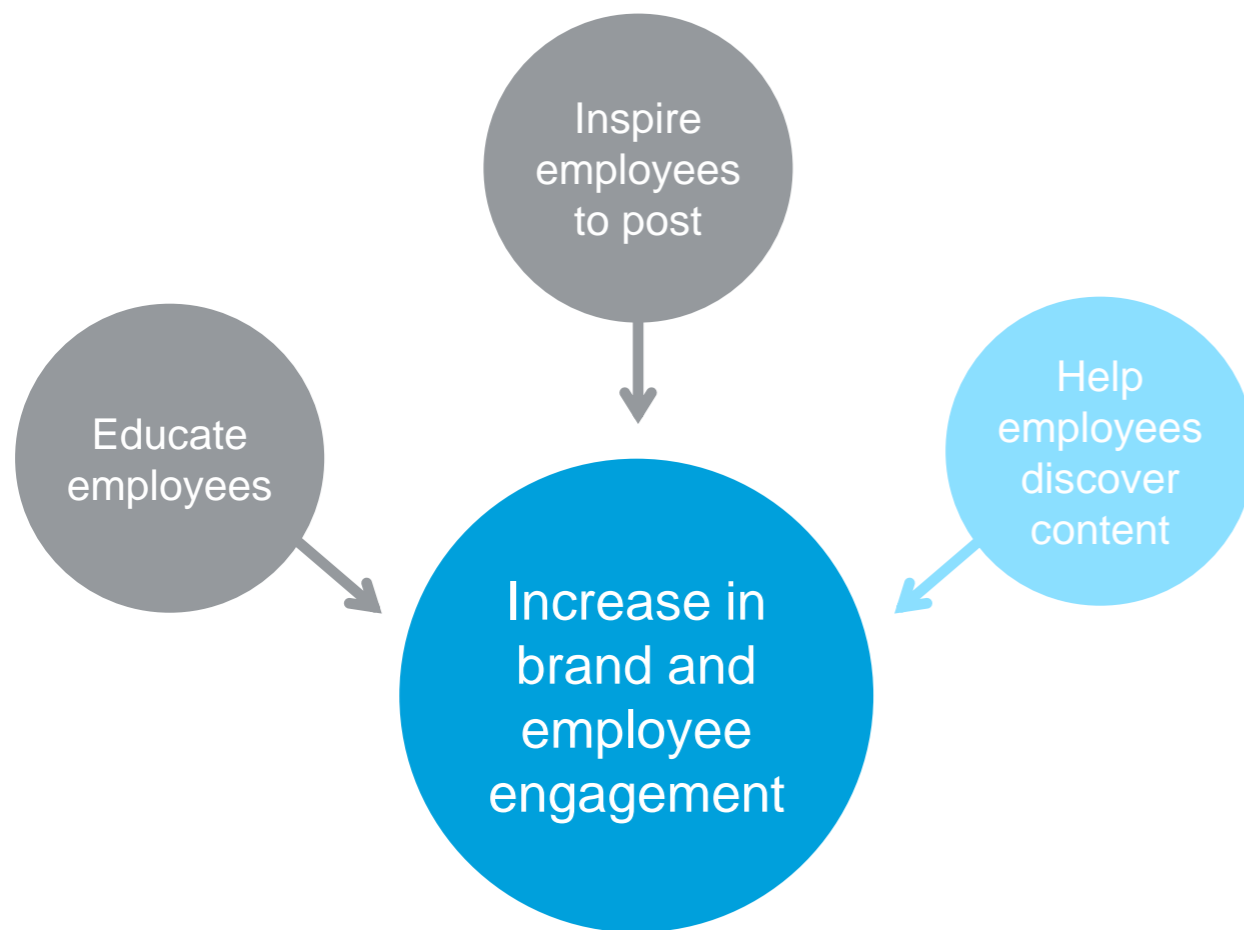
## Employee motivators

### Key employee motivators:

- Opportunity to grow network,
- Reaching the largest group of professionals
- Become a thought-leader in their industry or profession



# Help employees discover valuable content



## Help employees discover content

Value for employees can also be found in the discovery of excellent content. When employees are connected to each other on LinkedIn, content is easy to find. However, discovery beyond their network is more difficult. This is another opportunity for you: surfacing great content to all of your employees, allowing them to discover more expertise and news.

## Search. Communicate. Celebrate.

### **Search**

Use the search function on LinkedIn to discover posts by employees at your company.

### **Communicate**

Share the best of your findings with your employees. You can do this through company-wide newsletters, the intranet or by sharing posts with relevant targeted employee departments.

### **Celebrate**

As you find high-caliber content, show your gratitude and celebrate the employee/ author, highlighting for other employees to see an example of a well written post.

# Publishing on LinkedIn: how it works

## Long form

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



Grow your ideas



Write

## Short form

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



Gain followers



Your connections and followers

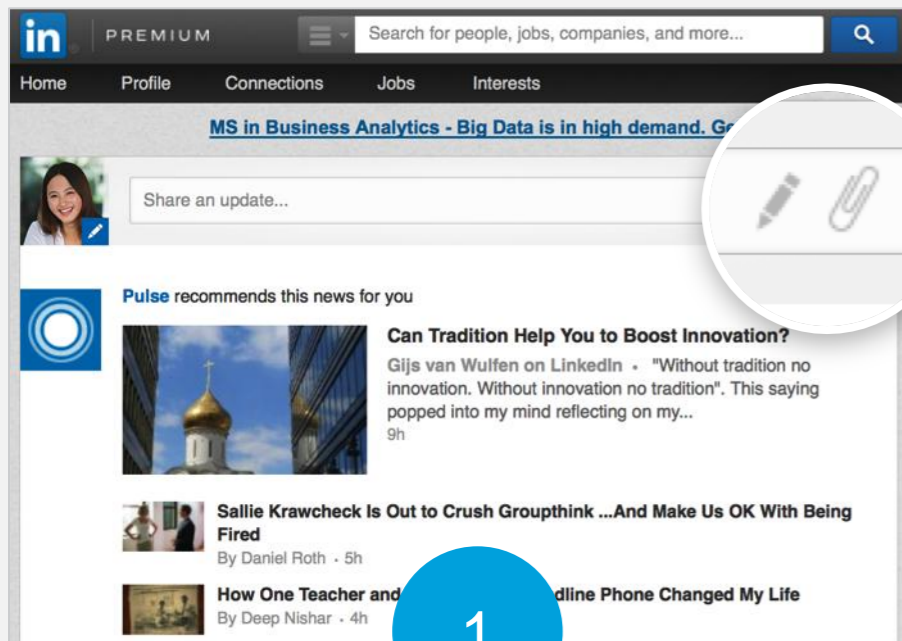


Global professional network

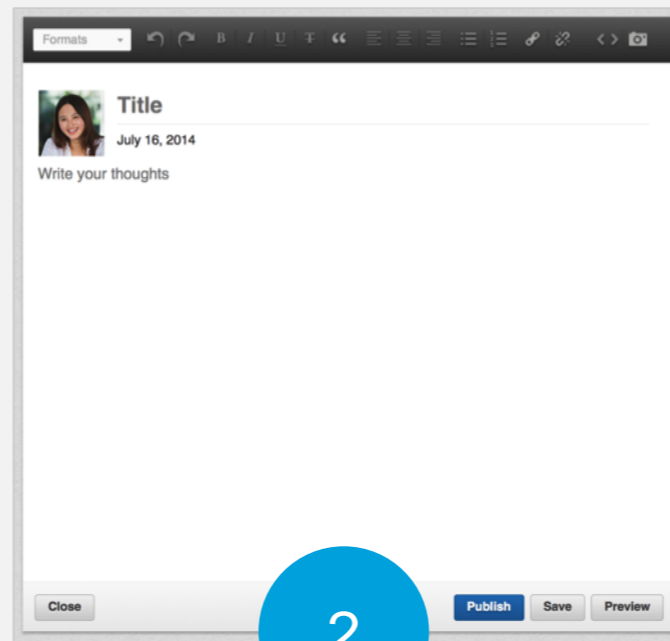


Expand your professional brand

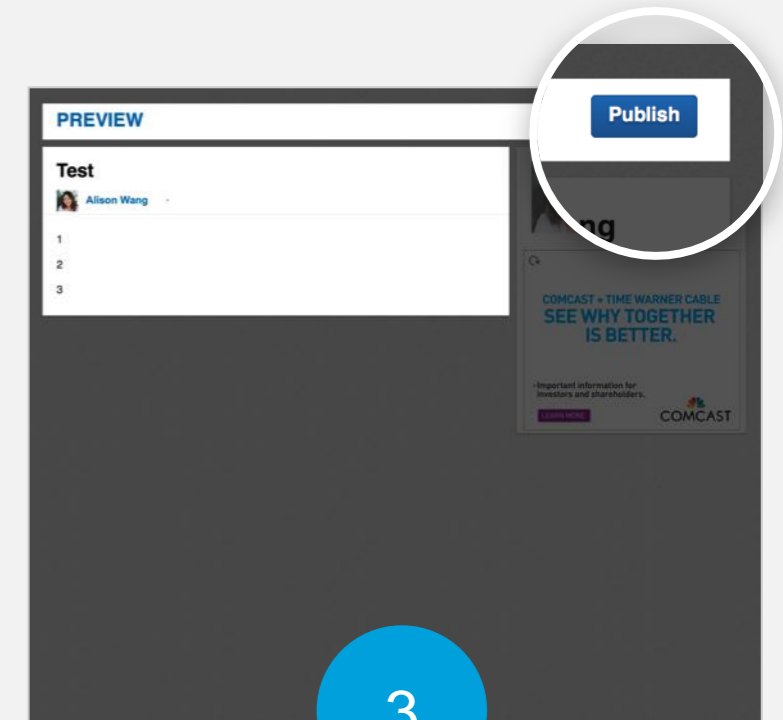
# Publishing is intuitive



Select pencil icon



Write post



Preview and publish

# 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](#)



**Heather Huhman**

HR Tech Writer,  
Come Recommended

[Should You Tell Your  
Boos You're Thinking...](#)



**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.](#)



**Scott Monty**

Global Digital & Multimedia  
Comm Mgr, Ford

[What Brands Can Learn  
from the NY Times...](#)