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

Grow your ideas

Global professional network

Gain followers

Expand your professional 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**
## 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 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

<table>
<thead>
<tr>
<th></th>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Select Content Coordinator</td>
<td>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></td>
</tr>
<tr>
<td>2</td>
<td>Identify 5+ 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: Sr. Director of Product Marketing, CIO</em></td>
</tr>
<tr>
<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>
</tr>
<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>
</tr>
<tr>
<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>
</tr>
</tbody>
</table>
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

**Inspire**
- Celebrate **great content already out there** to help get them started
Publishing is intuitive

1. Select pencil icon
2. Write post
3. 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

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…
<table>
<thead>
<tr>
<th>Objective</th>
<th>Approach</th>
<th>Results</th>
</tr>
</thead>
</table>
| One of Symantec’s core objectives is to become the World’s Authority on Information Protection Security with IT Decision Makers. | 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. | 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
### 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.**
- **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
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.

### 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
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.

[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.
Appendix
The Content Coordinator facilitates the publishing process for all employees and 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 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
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
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
Measure Results, Share Learnings, and Optimize Content

Profile Analytics
Track Comments, Shares, and Likes
to see who’s engaging with your content
Measure Results, Share Learnings, and Optimize Content

How you rank

Track how trafficked your profile is among Connections, Colleagues, and Comparable Members.

You rank in the top 38% for profile views among professionals like you.

#39 out of 100 | ↑ 12% in the last 15 days

Easy ways to get more views

Update your Summary
Show up in more of the right searches by refreshing your summary.
Measure Results, Share Learnings, and Optimize Content

Content Marketing Score

Track your share of voice in the marketplace by working with your Marketing Solutions rep to pull your Content Marketing Score.

The Content Marketing Score is a score that quantifies and benchmarks the influence companies have on LinkedIn through their content marketing. It answers the following questions:

- Are people engaging with my content?
- Do I really care about a specific audience. Are they engaging?
- How do I rank against my peers?
- How influential am I for a specific topic?
- How influential are my employees?
Measure Results, Share Learnings, and Optimize Content

Audience
See what types of professionals are following you
It’s not easy for large organizations to converge on a LinkedIn publishing strategy. For starters, there are a raft of internal stakeholders to satisfy, including C-suite executives, marketers, corporate communications professionals, and heads of individual business units. What’s more, those stakeholders all have distinct (and sometimes competing) objectives, ranging from executive thought leadership to corporate social responsibility to brand marketing.

Specialized communications advisors can help develop and execute a strategic approach to publishing on LinkedIn, with sustainable editorial support and a clear narrative architecture.

Knowledgeable advisors can help organizations spread their message beyond the personal networks of the individuals who are publishing and ensure that messaging is consistent across multiple communications channels, both within and outside of LinkedIn.
Some examples of critical guidance that agencies deliver when creating and executing publishing strategies include:

- Content Strategy, Content Calendaring
- Multichannel Content Development (strategy and creative execution)
- Executive Branding; Corporate Social Responsibility
- Crisis Management & News Alerts; Newsroom Architecture
- Content Marketing Audits (sometimes including brand voice, competitive landscape, share of voice)
- Content Marketing Operations & Workflow Development; Compliance Process & Evaluation

"Consumers are interested in finding out more about a brand's talented and quirky employees, what it's like to work at the company, and what executives value. In short, brands are sharing their own unique knowledge in an ongoing, nuanced conversation."

Alexander Jutkowitz
Managing Partner
Group SJR (a division of H+K Strategies)

"The minute LinkedIn went live with its publishing platform, I knew I would ditch my personal blog and move all future posts there. It's a no-brainer. LinkedIn provides a built-in, extremely relevant audience with whom I can share ideas and perspective and get immediate feedback and engagement. The combination of a large and relevant audience of Sr. professionals, and built-in metrics to help measure amplification make LinkedIn the ideal place for me to publish my point of view."

Mitch Germann
SVP & Partner
FleishmanHillard