15 Tips for Compelling Company Updates

Optimize Introductions and Headlines
Add your point of view

Always include a clear call to action. Like a hook.

Thought-provoking questions to stimulate interest in your audience.

Brand voice: "Get your ducks in a row." Or enter "Get your ducks in a row" and focus on the audience's point of view.

Upgrade Your Visuals
Stand out on the feed

Always include an image or some type of visual.

Better storytelling, double check that no image is broken.

Think about your visual strategy for your audience.

Post your image to encourage clicking.

Attract an Audience
Access content to your audience.

Make sure to understand your audience.

Maintain an editorial calendar, but still related to trending topics.

Engage with members through comments.

Monitor, analyze, and refine your content strategy.

Extend Your Reach
Sponsor your content to reach your 4x audience.

Sponsor your content to reach your target audience and keep your message.

Evaluate and optimize your sponsored update.

Don't be afraid to just the work out.

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