

10 Post Ideas to Kickstart Executive Thought Leadership

Ready-to-use examples for community managers & ghostwriters.

Executives often struggle with “What should I post?”

 This cheat sheet gives you 10 proven formats tailored for quick, consistent, high-quality thought leadership.

<p>1</p>  <p>Quick reaction to industry news</p>	<p>Executives should react to trends, innovations, or breaking news. Keep it sharp and insight-led.</p>	<p>Prompt: “Here’s what today’s announcement means for our industry..” “Three implications of this trend you may not have considered..”</p>
<p>2</p>  <p>POV on company or product milestones</p>	<p>Executives can share the why, not just the what.</p>	<p>Prompt: “Here’s the problem we’re solving with today’s launch..” “What excites me about this milestone is..”</p>
<p>3</p>  <p>Behind-the-scenes leadership moments</p>	<p>Show leadership in action — team meetings, customer visits, events.</p>	<p>Prompt: “A moment from today’s workshop that inspired me..”</p>
<p>4</p>  <p>Employee highlight or team celebration</p>	<p>Humanise leadership and elevate internal voices.</p>	<p>Prompt: “Meet the team behind..” “I’m proud to celebrate..”</p>
<p>5</p>  <p>Customer story or lesson learned</p>	<p>Show you’re listening to users and learning.</p>	<p>Prompt: “A recent conversation with a customer opened my eyes to..”</p>

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Leadership advice or career learnings

Executives as mentors.

Prompt:

“One mindset shift that changed the way I lead...”

7



Short “teach me something” explainer post

Executives break down complex ideas into simple insights.

Prompt:

“Here’s a simple framework to understand...”

8



Personal POV on industry predictions

Executives as visionaries.

Prompt:

“Three shifts I expect to see in the next 12 months...”

9



Reaction to community conversations

Participate, don’t just broadcast.

Prompt:

“I saw a great discussion on ___ and wanted to add a different angle...”

10



Simple video post (30–60 seconds)

Low-lift, high-impact.

Prompt:

“One question I’ve been thinking about this week...”
“A quick thought on something I learned today...”

BONUS

5 Plug-and-Play LinkedIn Hooks

Use these to start any executive post strong:

- “Here’s a perspective I don’t hear often enough...”
- “The biggest misconception about ___ is...”
- “If I could give one piece of advice to my younger self...”
- “Everyone is talking about ___. Here’s what they’re missing...”
- “A simple framework to think about ___ differently...”

BONUS

Frequent Posting

2-3 times per week:

It’s better to post consistently on the same days/times than sharing content sporadically from one week to the next.

BONUS

Hashtags to Improve Discoverability

Use 2–4 per post:

#Leadership #Innovation #FutureOfWork #IndustryName
#CompanyName #ExecutiveInsights #TechTrends