AMPLIFY THE IMPACT OF YOUR EXECUTIVE VOICE

Executive Playbook Series
Content Publishing
Create impact publishing content on LinkedIn

Executives are experts with something to say. Our interviews with them uncovered a desire to publish thought leadership articles – and also their need for a primer. They want tips for creating content that is meaningful for stakeholders and drives impact for the business. In this edition of the LinkedIn Executive Playbook series we outline best practices for authoring and publishing articles that set you apart. This guide also contains a checklist your marketing and PR teams can reference to grow your professional brand.
There are seven billion of us on the planet. No matter what you write or speak about, other people will resonate with your message—but only if they can hear it!

—Liz Ryan
Founder and CEO,
Human Workplace

Source: What is a Thought Leader -- And How Do I Become One? by: Liz Ryan, April 13, 2018
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LEADING IN THE DIGITAL AGE

Spotlight on creating compelling content
LEADING IN THE DIGITAL AGE

Generating powerful conversations

Digital enhances the way executives become thought leaders, enabling them to share ideas with people around the world. As a result, more and more executives are sharing their thoughts across platforms. Using digital channels to promote your unique point-of-view establishes you as a trusted brand for customers, employees and partners.

Digital has changed the way leaders start conversations with their audience. With 575+ million members throughout the world, LinkedIn is the world’s largest professional network. Creating content on LinkedIn that reflects your ideas and opinions is key for building trust and meaningful relationships in the digital age.

Source: Based on analysis of LinkedIn proprietary data

+5,900 C-LEVEL EXECUTIVES
from companies with +5,000 employees have published content on LinkedIn during January-August 2018.

Content created by C-level executives outperforms curated content as it can lead to

4X HIGHER REACH
4.4X MORE IMPRESSIONS
Creating impact by publishing content that sparks conversation
BENEFITS FOR YOU AND YOUR COMPANY

Why an executive voice makes a difference

Thought Leadership is the most influential channel in today’s economy*
75% of would be buyers say thought leadership helps them determine which vendor to put on their short list

LinkedIn is the most trusted social platform to publish content**
70% say LinkedIn is one of the most trusted sources of information, rivaling top publishers WSJ.com and Forbes.com

Source: *Thought Leadership Maturity Model: ITSMA’s Four Stages, 2015
**The Digital Trust Report, Business Insider Intelligence, 2017
How impactful is an executive voice?

As an executive, you have ideas, insights and a trusted voice. When you publish content on LinkedIn, you share your perspective with employees, customers and partners throughout the world who are there to hear from you. Creating content builds your brand and sparks powerful conversations as a thought leader.

The average article created by a C-level executive from a company with +5,000 employees generated as much as:

+5,200 IMPRESSIONS
+700 ENGAGEMENTS

The top content created generated:

+4.3M IMPRESSIONS
+748K ENGAGEMENTS

Source: Based on analysis of LinkedIn proprietary data
Benefits for you and your company

Publishing content drives business impact

The top articles authored on LinkedIn by C-level executives generated as much as:

- +24,500 views of the executive’s profile
- +3,100 successful connections with the executive

And resulted in engagement with the company and its job openings:

- +42,400 job views on the Company’s page
- +4,400 followers of the executive’s Company page

Benefits extend beyond the executive as a thought leader and penetrate the company and its brand.

Source: Based on analysis of LinkedIn proprietary data
WHO’S DOING IT WELL

Inspiring executives publish content on LinkedIn

Mohamed El-Erian
Chief Economic Advisor, Allianz
1.9M LinkedIn followers

Mohamed writes one or two articles a month about what he knows best—the global economy. He writes about what he cares about, from Federal Reserve policies and cryptocurrencies to stock market and oil prices.

Liz Ryan
Founder and CEO, Human Workplace; Author, "Reinvention Roadmap"
2.9M LinkedIn followers

Liz creates two monthly articles sharing her views on the evolution of work. She’s active with her community—giving advice on workplace and management.
EXECUTIVE PRIMER

Our top insights and best practices for publishing content on LinkedIn, tailored for the needs of executives.

1. Write about what matters to you
2. Engage your audience with popular topics
3. Leverage editorial best practices to stand out
4. Appeal to your audience with video content
5. Interact with your audience to expand reach
EXECUTIVE PRIMER | BEST PRACTICE #1

Write about what matters to you

To start a meaningful conversation with your audience, simply write about what you know.

WRITE WHAT YOU KNOW
As an executive, you have a unique perspective. Write about your story, your experiences, and the problems that you’ve solved. Share your thoughts on current news or industry trends.

Pro tip: Keep a running list of what’s on your mind to use as thought starters for future articles.

WRITE TO START A CONVERSATION
Writing articles on LinkedIn is a great way to start a conversation with followers. It’s also a great way to gather feedback and spark debate.

Pro tip: For better engagement, know your audience and write what’s relevant to them.
Engage your audience with popular topics on LinkedIn

Staying on top of industry trends and sharing best practices are what LinkedIn members find most relevant. Keeping in mind what your audience cares about most leads to a higher impact.

Source: Motivating LinkedIn Members to Engage, 2017
EXECUTIVE PRIMER | BEST PRACTICE #3

Leverage editorial best practices to stand out

According to Dan Roth, LinkedIn Executive Editor, keep these tried-and-true tips in mind when writing for LinkedIn.

**Be engaging**
On LinkedIn, articles between 800–2000 words drive the most engagement. But readers will engage with inspirational and direct content regardless of length. Adding personal anecdotes, backing claims with data and including visuals make articles more engaging.

**Make writing a habit**
When starting out, post an article every month. Posting regularly creates anticipation among followers. They’ll start to recognize and appreciate your voice, helping build up your thought leadership. Creating a content calendar can help you organize when and what you’re sharing.

**Be authentic**
Authenticity is essential to making a mark on LinkedIn. Sharing what you’re passionate about makes you more relatable and trustworthy in your area of expertise.

WRITE A COMPELLING HEADLINE
Headlines draw readers to your post. A clear title always attracts more readers than a clever one with wordplay. Make headlines conversational and personal to drive engagement.
EXECUTIVE PRIMER | BEST PRACTICE #4

Appeal to your audience with video content

By 2021, it’s projected that 82% of web usage will be on video.* From interviews and customer stories to tutorials and demos, use video to better engage with followers.

Who’s Doing It Well

Sanyin Siang
CEO Coach; Author; Executive Director of the Fuqua/Coach K Center on Leadership & Ethics (COLE)
950K LinkedIn followers

Sanyin creates one-minute, behind-the-scenes videos with inspiring leaders like Mark Cuban and Aicha Evans.

Source: *Cisco Visual Networking Index: Forecast and Methodology, 2016–2021
EXECUTIVE PRIMER | BEST PRACTICE #5

Interact with your audience to expand reach

Now that you’ve done the work, scale your articles to a broader audience.

Gain insight into your audience
LinkedIn provides analytics that measure how your articles perform. You can better understand who your audience is and what they’re interested in, so you can tailor future articles accordingly.

Expand your readership
Mention relevant people with the “@” sign to appear in news feeds outside of your network. Share content beyond LinkedIn across your social networks.

UNDERSTAND YOUR AUDIENCE
Gain a better understanding of your readers: job title, company, location and more.

ENGAGE WITH READERS
When followers leave comments on your articles, pick a few to respond to. You can continue the conversation by adding value or additional thoughts. Always be open to criticism, responding to readers with opposing point of views when it makes sense.
Quick tips for you and your team

As an executive, we know you’re busy. Many executives lean into their PR and comms team to amplify their work. Here’s a summary of tips to keep in mind when publishing content on LinkedIn. Share these tips with your team to bolster your success.

Tips for success:

- Keep a running list of “thought-starters” and article ideas
- Write what you know and be authentic to who you are
- Understand your audience and write for them
- Aim for articles to between 800-2000 words
- Write clear, direct headlines
- Post regularly and create a content calendar
- Respond to comments authentically
- Share posts across your networks
- Analyze each article and iterate

Tips for video creation:

- Create videos between 30 seconds and 5 minutes
- Capture attention with the first 6 seconds of video
- Ensure videos are designed to work on mobile
- Add subtitles or graphics for sound-off viewing
About LinkedIn

Founded in 2003, LinkedIn connects the world’s professionals to make them more productive and successful. With over 575 million members worldwide, including executives from Fortune 500 companies, LinkedIn is the world’s largest professional network.

For more information, visit the Create Impact with your Executive Voice and business.linkedin.com

See more details on our solutions business.linkedin.com

Stay on the cutting edge with our blog blog.linkedin.com

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