



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

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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.

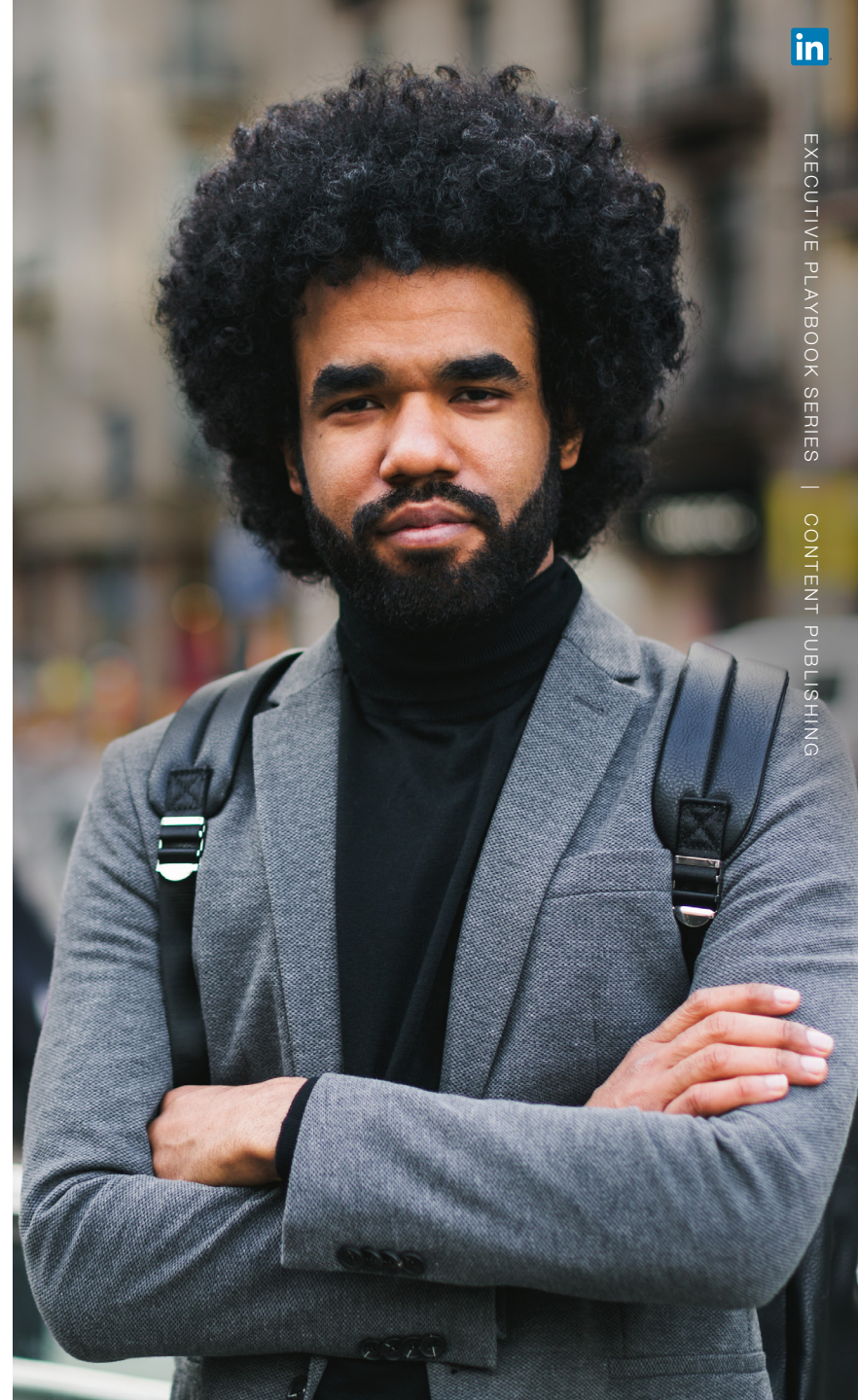
Content created by C-level executives
outperforms curated content as it can lead to

4X HIGHER REACH

4.4X MORE IMPRESSIONS

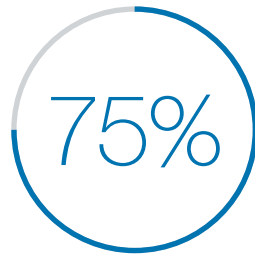
BENEFITS FOR YOU AND YOUR COMPANY

Creating impact by publishing content that
sparks conversation

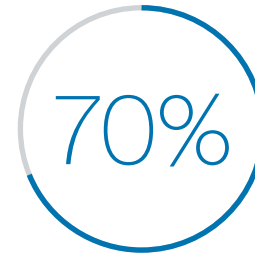


BENEFITS FOR YOU AND YOUR COMPANY

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

BENEFITS FOR YOU AND YOUR COMPANY

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

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

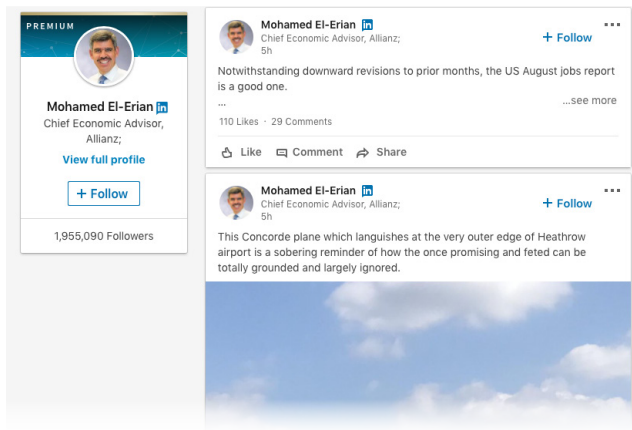
**+4,400**

followers of the executive's Company page

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

WHO'S DOING IT WELL

Inspiring executives publish content on LinkedIn

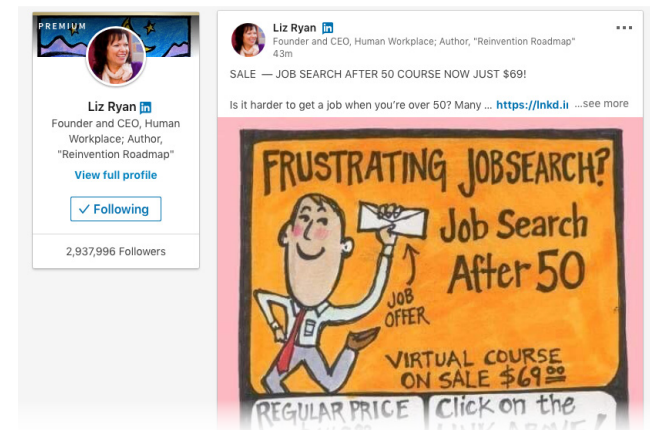


[Mohamed El-Erian](#)

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.



Photo: Getty Images

Why Innovation Tends to Bypass Mainstream Economics

Published on May 2, 2018



Mohamed El-Erian [fluencer](#)
Chief Economic Advisor, Allianz
225 articles

332 27 60

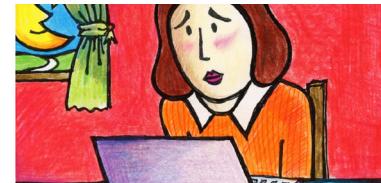
The discipline is divorced from real-world relevance and has lost credibility.

Mainstream economics hasn't done well in recent years, failing to predict major shifts that have caused significant damage to society. This breakdown sheds light on a more general question: Why have certain fields and activities been unable to benefit sufficiently from innovation?

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.



Story and illustrations by Liz Ryan, CEO and Founder, Human Workplace (@humanworkplace)

Do You Have To Break Rules To Get A Good Job?

Published on March 30, 2018



Liz Ryan [fluencer](#) [Following](#)
Founder and CEO, Human Workplace; Author, "Reinvention Roadmap"
415 articles

741 63 113

Liz Ryan answers a job search question from LinkedIn member Siobhan C. as part of LinkedIn's new #YouAsked feature.

Here is Siobhan's question and Liz's answer:

More

WRITE TO START A CONVERSATION

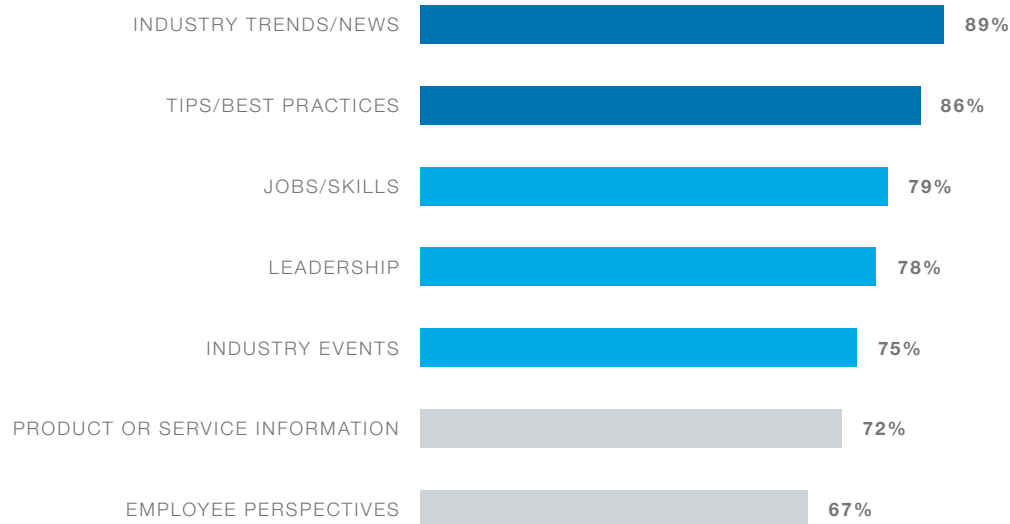
Writing articles on LinkedIn is a great way to start a conversation with followers. It's also a great way to gather feedback and spark debate.

Pro tip: For better engagement, know your audience and write what's relevant to them.

EXECUTIVE PRIMER | BEST PRACTICE #2

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.



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.



Story and illustrations by Liz Ryan

What Is A Thought Leader -- And How Do I Become One?

Published on April 12, 2018



Liz Ryan **Following**
Founder and CEO, Human Workplace; Author, "Reinvention Roadmap"
415 articles

932 41 140

Dear Liz,

What is a "thought leader?" I hear the phrase "thought leader" thrown around a lot at my job.

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*

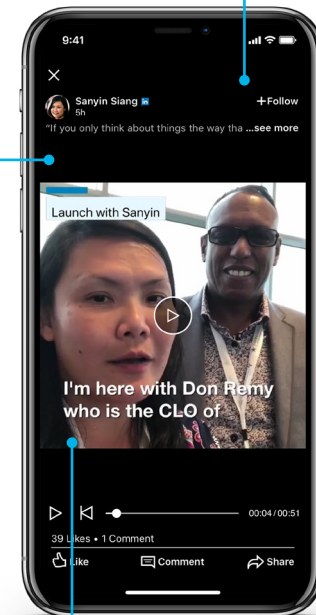
Sanyin creates one-minute, behind-the-scenes videos with inspiring leaders like Mark Cuban and Aicha Evans.

TIME YOUR VIDEOS

Videos should be between 30 seconds and 5 minutes. No matter the length, the first 6 seconds are the most critical for capturing attention.

THINK MOBILE

On LinkedIn, people engage with 57% of content on mobile. Shoot videos either vertically or horizontally for consistency, but not both.



ADD SUBTITLES

Only one-third of people watching on mobile and half of those watching on desktop have sound on. Make sure they know what's happening even without volume.

EXECUTIVE PRIMER | BEST PRACTICE #5

Interact with your audience to expand reach

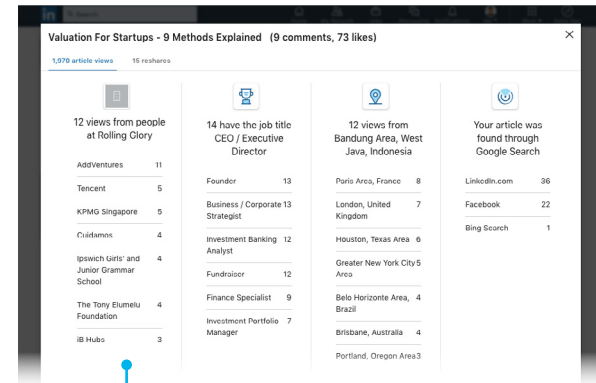
Now that you've done the work, scale your articles to a broader audience.

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.

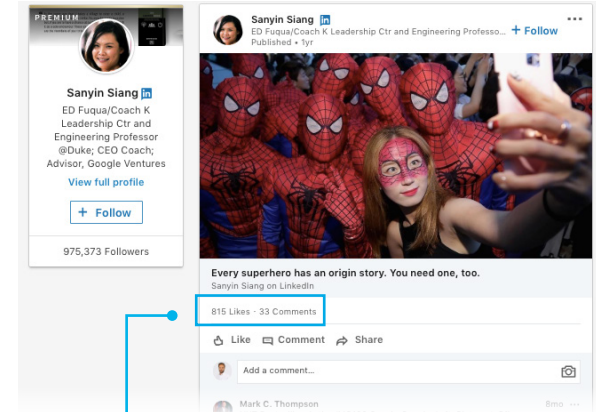
Expand your readership

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.

CHECKLIST FOR SUCCESS

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 be 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



Follow us on LinkedIn
linkedin.com/company/LinkedIn



Follow us on Twitter
[@linkedin](https://twitter.com/linkedin)



LinkedIn

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