



LinkedIn Stories: Organic

Best practices & getting started guide





What are LinkedIn Stories?

LinkedIn Stories are an easy, lightweight way for members and organizations to share everyday professional moments with their community. For brands, LinkedIn offers organic Stories, which can be created for free by a Page Admin on behalf of an organization's Page.

Why LinkedIn Stories?



Professional context

LinkedIn is ranked **"most trusted social media platform"** by Business Insider for the last 4 years in a row.



Professional audience

700M+ professionals, across 200+ countries.



Professional topics

As of January 2020, over a third of member posts are related to **"info and ideas."**

Did you know?
Consumption of Stories is growing 15x faster than feed content, giving brands a new opportunity for attention.



What's inside

- 1. [Overview](#) 3
- 2. [Getting Started](#) 4
- 3. [Best Practices](#) 6
- 4. [Examples](#) 10





Overview

Bring your whole brand to LinkedIn with organic Stories.

With organic Stories, you can:



Strengthen brand identity

with playful storytelling tools, creative visuals, and content that's shown for 24 hours.



Build brand awareness

with an uncluttered, top-of-feed placement and a captivating, immersive viewing experience.



Drive engagement and conversions

with interactive elements, like @mentions and swipe up.

Getting started

How to create a Story

First, you must be a super or content poster Page admin to post on behalf of your Page.

[Learn more here.](#)

- 1 Open your LinkedIn mobile app & select the logo of the Page you want to post from in the carousel at the top of the homescreen.
- 2 Either upload a pre-recorded photo or video, or capture an image or video from the camera.
- 3 Add text, stickers, or a link from the icons in the top right hand corner. You can also simply tap on the screen to add text. Pinch text or stickers with two fingers to resize and rotate. You can add multiple layers of text and stickers to any Story frame.
- 4 When your Story looks good, hit “Share story” in the bottom right corner.



How to post multiple frames

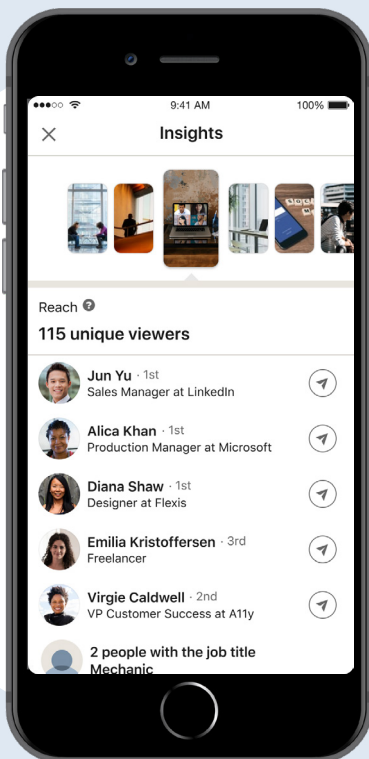
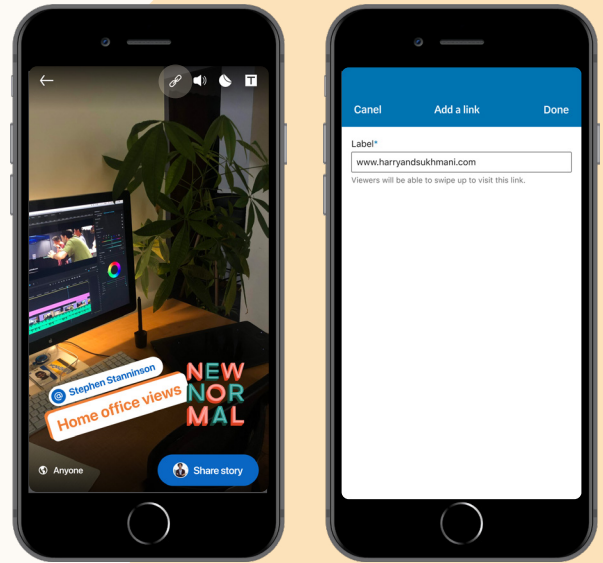
Once you've posted your first Story frame, posting additional frames is easy.

- 1 Click back into your Page logo.
- 2 Click “+New Story” in the bottom right corner, and you'll be taken back to the Stories camera.

How to add a swipe up link

Any Page on LinkedIn can add a “swipe up” link to their Story, which can be useful for driving engagements and conversions with your Stories.

- 1 Create a Story using the directions above. Before you hit “Share story,” click the chain-link icon in the top right corner.
- 2 Add a URL in the open field and hit “Done” To confirm it’s been added and preview the landing page, tap on the chain-link icon again and select “Preview link.” From this menu, you can also edit or remove the link.
- 3 When you’re done, tap “Share story” to publish the Story frame.



How to view your live Stories and their analytics

You can see total viewers and a list of all the individuals who’ve viewed your Story within the 24 hours your content is live — down to the specific frame.

- 1 To review your currently-live Story frames, tap your Page logo again at the top of the app homepage.
- 2 From there, you can navigate to the desired frame by tapping forward or backward.
- 3 To see analytics, tap on “Viewers” on the bottom left of the desired frame.

Best practices




Here's what we know about creating compelling LinkedIn Stories on behalf of your organization.

Content

Use Stories to educate, connect with and inform your LinkedIn Page followers. Stories can be used for full-funnel content objectives across these use cases, whether your campaign aims to build awareness, inspire engagement, or drive bottom funnel conversions.

Pro Tip: Since every audience is different, consider polling your followers to understand which type of content they're most excited to see from you in the Stories format.



Use case	Awareness	Engagement	Conversion
 Educate your audience Show thought leadership	<ul style="list-style-type: none">• Share product demos or best practices.• Post tips and tricks relevant to your industry or target audience.• Highlight new research and data insights from it.	<ul style="list-style-type: none">• @mention thought leaders and influencers.	<ul style="list-style-type: none">• Have your audience swipe up to view a product page, industry report, or piece of content.
 Connect with your audience Humanize your brand	<ul style="list-style-type: none">• Spotlight your employees, customers, or users.• Celebrate company milestones.• Show how your organization is helping during challenging times.• Articulate your corporate social responsibility initiatives.	<ul style="list-style-type: none">• @mention employees, customers or users to make the shoutout personal.	<ul style="list-style-type: none">• Have your audience swipe up to learn more about your brand's values, culture or initiative.
 Inform your audience Keep your audience informed	<ul style="list-style-type: none">• Promote your events and their recordings.• Launch a new product or service.• Share behind-the-scenes moments from events and webinars.• Share company news.• Spotlight job openings or recruitment efforts.	<ul style="list-style-type: none">• @mention event speakers, company leadership, or hiring managers.	<ul style="list-style-type: none">• Have your audience swipe up to a landing page, press release or job requisition.

Creative

While we don't expect organizations to abandon their professional brand, we know that members are excited to see brands get a little more playful and fun when it comes to Stories.



Do:

Keep it professional.

Members want to see primarily informative and educational content from brands, specifically that which will keep them informed and educated about their industry, locale or professional interests. They're more open to human-oriented content (i.e. employee spotlight, CSR initiatives, company culture, etc.) if they're a job-seeker.

Make content consumable, in bites.

A series of quick photos and videos is more effective than one long video. Your audience can skip ahead if they're in a hurry.

Humanize your brand creative.

Consider adding elements to your Story that give it a look and feel closer to that of an individual creator, using stickers, native text, and @mentions. Many successful brands like to pre-produce content, and finish it off with these creative touches while uploading.

Aim for a mix of produced — as well as in-the-moment — content.

Stories are intended to be a more casual and fun complement to your in-feed content. In addition to your regular brand content, try to let your audience see a new, more authentic side of your brand by going behind-the-scenes or in-the-moment.

Aim for a mix of video, image, and text Stories.

This will help keep your content fresh. Don't forget to add captions if the audio track is essential.

Repost user-generated content.

Humanize your brand by re-posting content from employees, customers, and fans.

Repost your own feed content.

Got a feed post that needs extra awareness? Highlight it again in your Stories content.





Don't

Repost a Stories Ad as organic content.

Unless your ad is particularly human, it may look unnatural when re-used as an organic post to followers and lose authenticity.

Post a Story without context.

Although Stories are highly visual, additional post copy is still useful to explain the takeaway or call-to-action to your audience.

Get too casual.

People love LinkedIn's professional differentiation and want us to protect it within this inherently more playful and fun content format. Consider how you can pivot your existing content to best fit within the context of LinkedIn.

Best practices for using swipe up:

Warm up the audience.

Share a series of Story frames prior to a frame that links out. Your audience needs context to drive interest in swiping up and keep them from clicking out before viewing your full Story.

Be explicit.

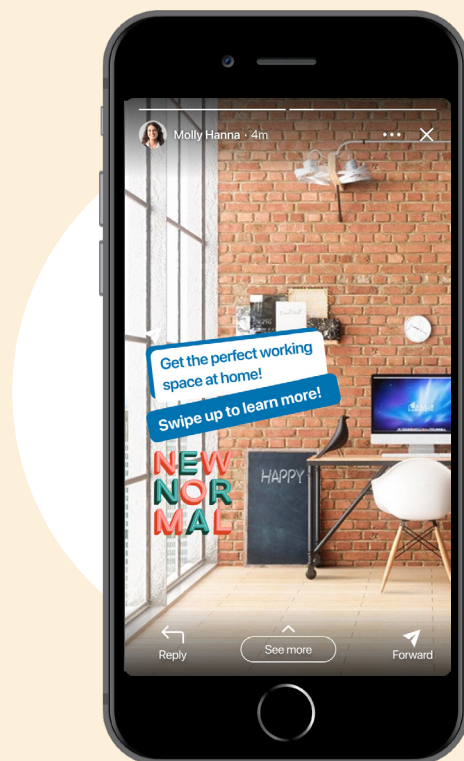
Tell the audience to interact with your swipeable link in the text, imagery or stickers within your Story. They might not see the CTA button.

Follow the 3-2-1 model of content creation.

For every swipe up link that leads to a transaction or conversion, share two links with uplifting content, and three links to thought leadership content.

Don't overuse it.

If your audience can't get value from your Stories without clicking into a new link every time, they will start to tune you out. Continue to provide value in the Stories themselves.



Remember, all Pages have access to the swipe up feature!

Reporting ROI

To prove the ROI of your organic Stories, you can see total viewers and a list of all individuals who've viewed your Story within the 24 hours your content is live — down to the specific frame.

Pro Tip: Set a calendar reminder 23.5 hours after posting to pull analytics before your Story disappears (historical analytics aren't yet available).



Here are a few metrics you can calculate with frame-by-frame impressions alone:



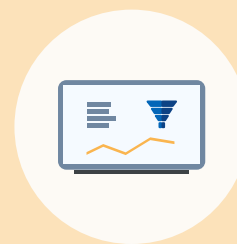
Total reach

of impressions on your first frame



Reach rate

Total reach/# of Page followers



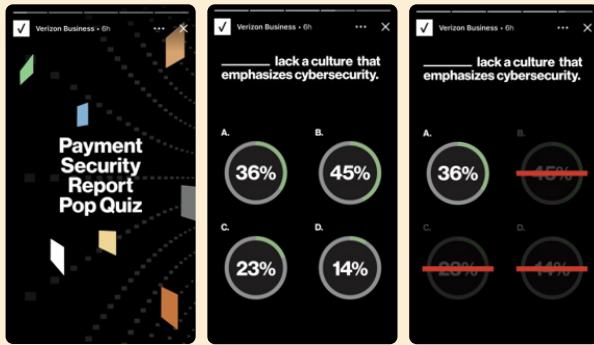
Completion rate

of impressions on your last frame/# of impressions on your first frame

Examples

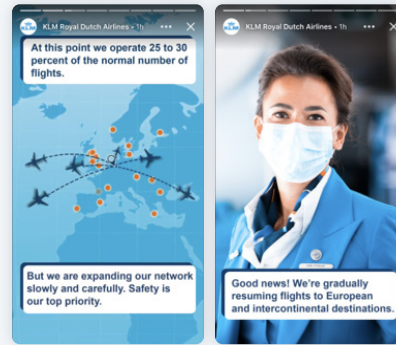
Not sure what to post to your Story?
Learn from these best-in-class examples.

Educate



Verizon created a “quiz” for their Story, asking the question with multiple choices and revealing the correct answer in the next frame.

Inform



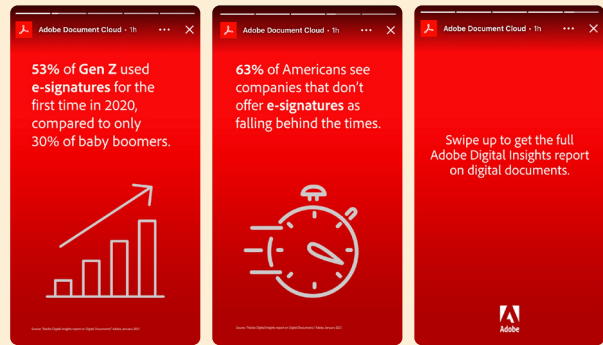
KLM shared progress on the airline company’s phased efforts to safely resume flights.

Humanize



Ernst & Young asked interns to take over the company’s Story for the week, sharing a behind-the-scenes look.

Swipe up



Adobe shared a Story featuring key learnings from their Digital Insights report, including the link to the report in all frames and a specific call to action in the final one.

For more inspiring examples, take a look at our [full example gallery](#).

