



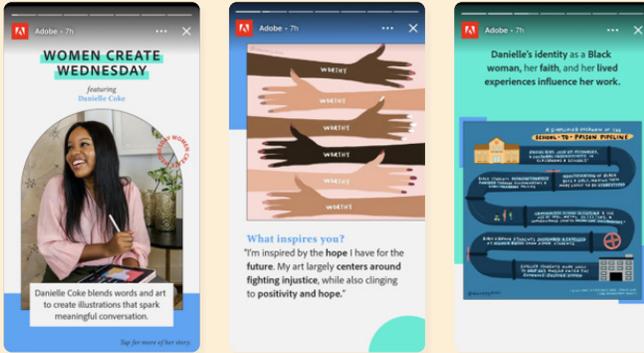
LinkedIn Stories: Example gallery

Best-in-class examples by industry

LinkedIn Marketing Solutions

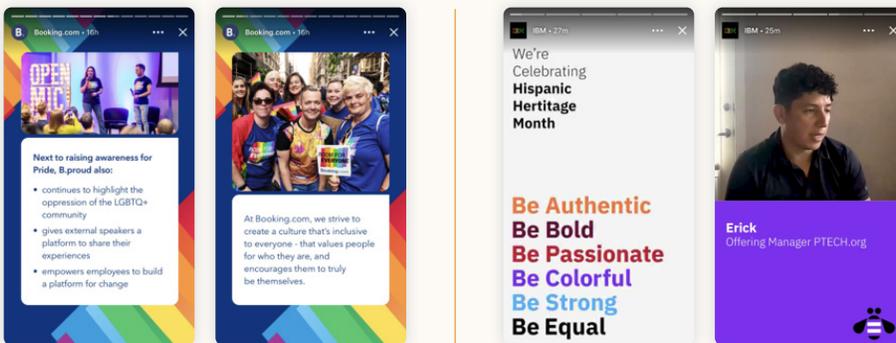
Tech examples

Educate your audience



Adobe spotlighted a Black female creator who uses Adobe Illustrator, in order to show how impactful work is being done using their products.

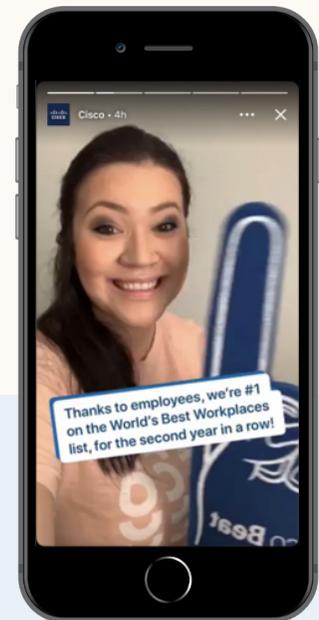
Connect with your audience



Booking.com used Stories to solidify the brand's commitment to the LGBTQ+ community.

IBM celebrated Hispanic Heritage Month by featuring personal words from some of their Hispanic employees.

Cisco celebrates being recognized as one of the World's Best Workplaces.



Inform your audience



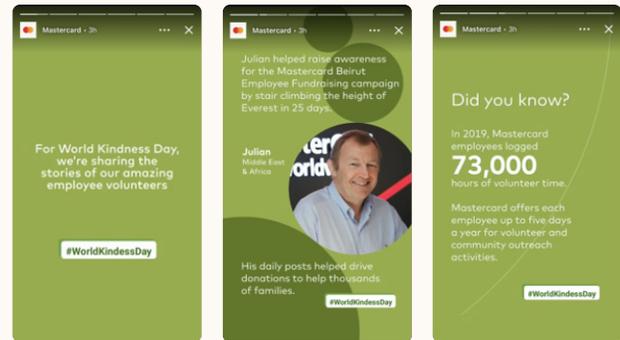
Adyen filmed a real-life teammate who listed "101 unobvious reasons" to join the company's product team.

Banking and Financial Services

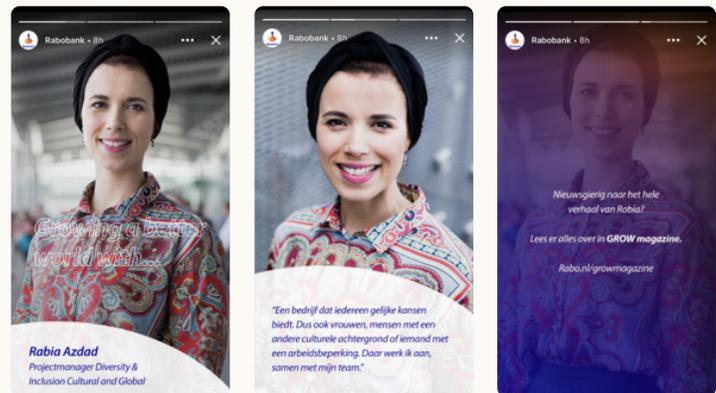
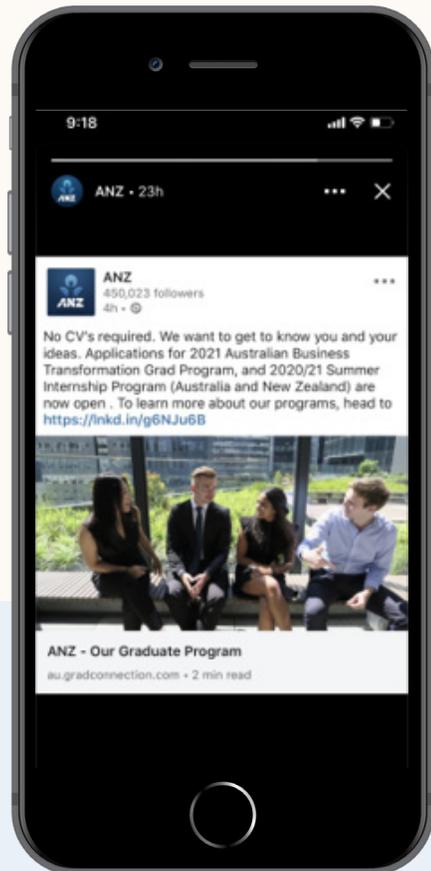
Connect with your audience



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



In a tribute to World Kindness Day, **Mastercard** showed off their talent brand by featuring stories of their employee volunteers.



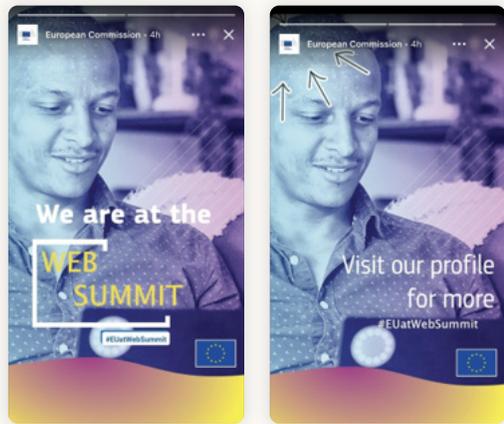
Rabobank created a content series to highlight individual employees.

Inform your audience

ANZ raised awareness of their graduate and intern programs by re-sharing a post from their LinkedIn feed to their Story.

Education, Government and Associations

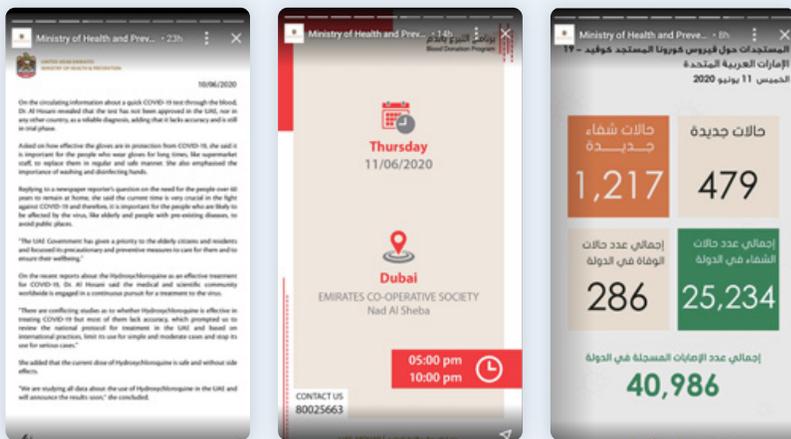
Inform your audience



The European Commission promoted their attendance at Web Summit 2020 and invite followers to visit their Page for more info.



Escola Conquer promoted a series of workshops on mindfulness and emotional intelligence.



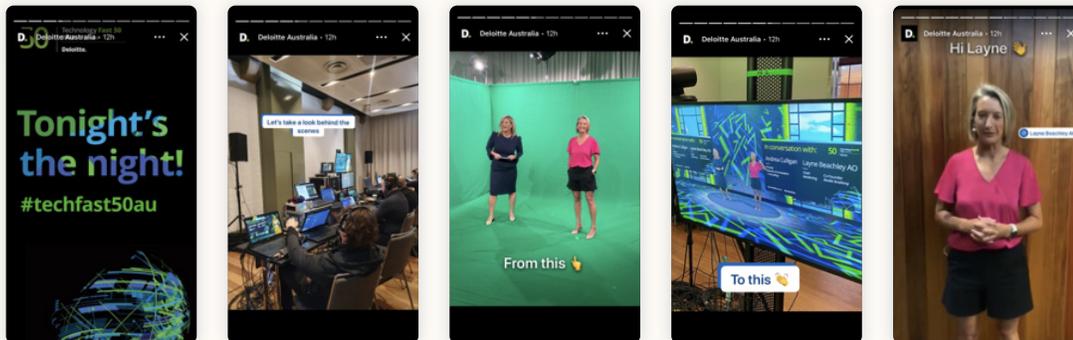
The **UAE Ministry of Health & Prevention** released COVID-19 public health data and updates.



FGV celebrated reaching 2 million followers on LinkedIn.

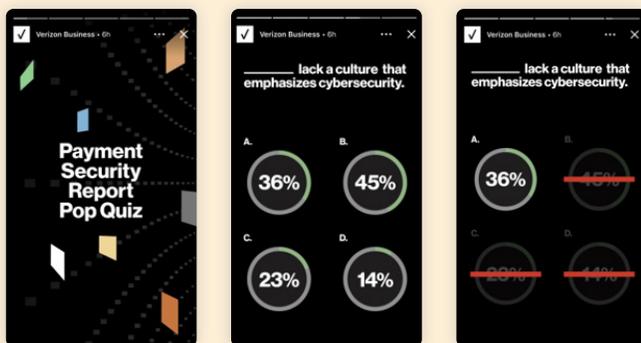
Professional Services and Telecom

Connect with your audience

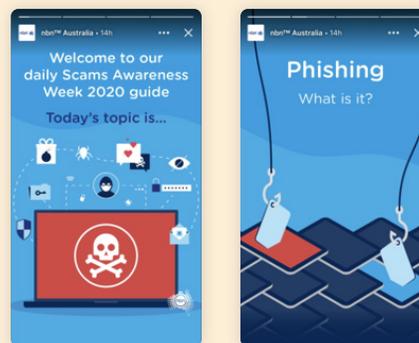


Deloitte Australia went behind the scenes at their event, Tech Fast 50 Australia, to show how they pulled it off in the virtual world.

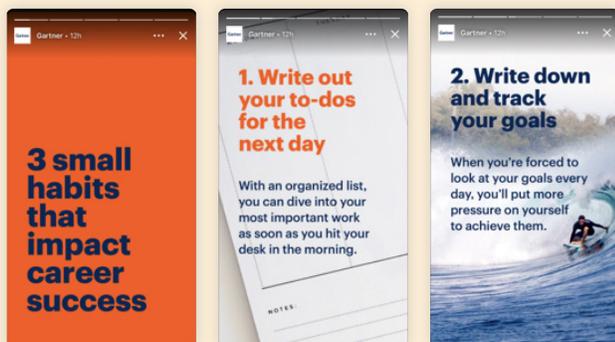
Educate your audience



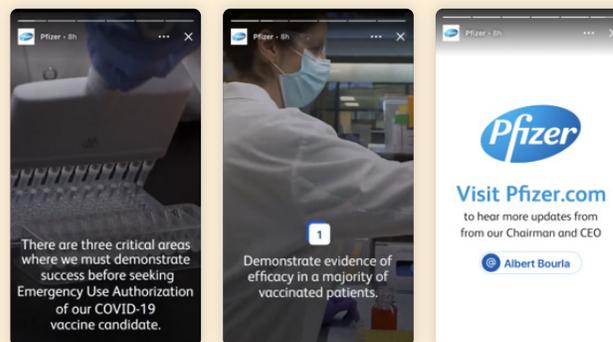
Verizon created a “quiz” for their Story, asking the question with multiple choices and revealing the correct answer in the next frame.



NBN Australia offered telecomm expertise and thought leadership with its week-long Stories series on avoiding online scams.



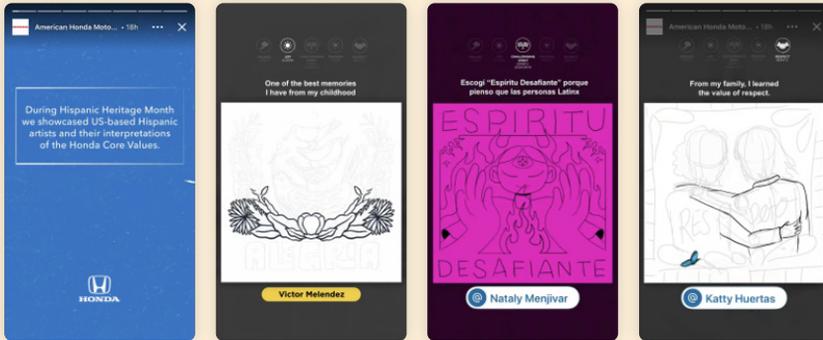
Gartner regularly shares a series of helpful habits for career success via their Stories.



Pfizer used a Story to break down the process for validating the efficacy of their COVID-19 vaccine and pointed to their website to learn more.

Luxury and Consumer

Connect with your audience



Honda created a 5-piece series celebrating Hispanic heritage month, highlighting and tagging employees and including subtitles for easy consumption.

Educate your audience

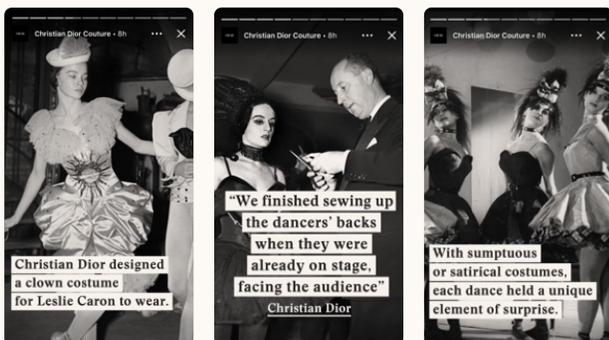


Chanel gave a fascinating peek into its haute couture history, of how Coco Chanel's emblem was created.

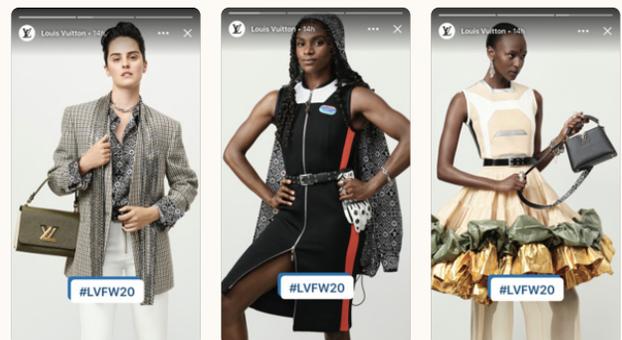
Inform your audience



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

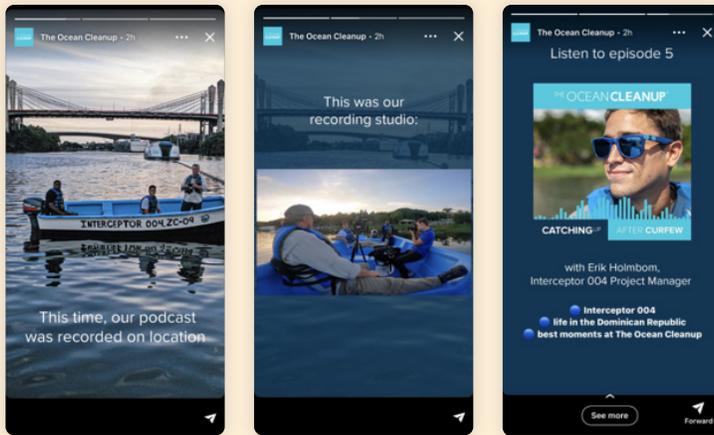


Christian Dior illustrated the brand's legendary history through photos from its archives.

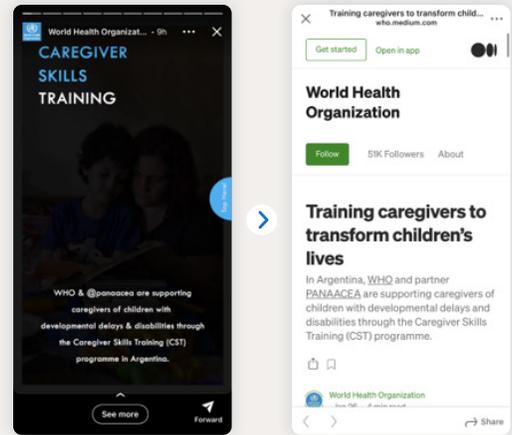


Louis Vuitton unveiled new looks from their collection, with a #LVFW20 hashtag to direct viewers to more content.

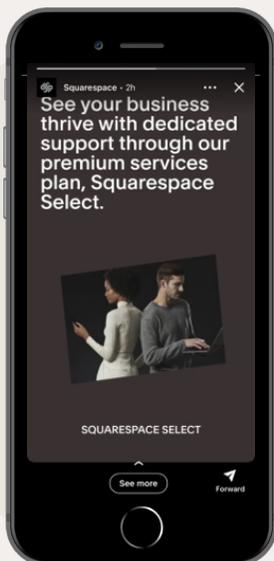
Examples with swipe up links



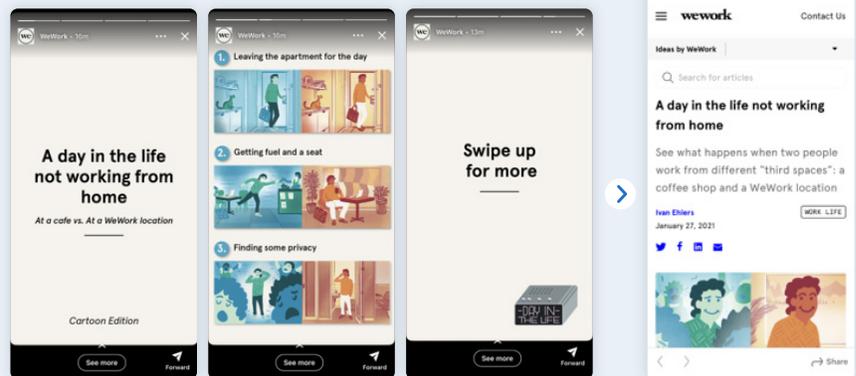
Nonprofit **The Ocean Cleanup** shared a behind-the-scenes look at how and where they recorded a recent podcast, and linked to the episode.



World Health Organization used swipe up functionality to drive awareness of their caregiver skills training program in Argentina.



Squarespace introduced a new product on their Story, and used a swipe up link to drive to the launch announcement.



WeWork shared a cartoon illustration of the difference between working remotely at a cafe vs. at a WeWork lounge, linking to the associated blog post with swipe up functionality.