



# LinkedIn Content Ideas

## Helpful ideas on what to post

LinkedIn thrives off of community. When you are proactive and engaged, your connections grow, and you stay fresh in the minds of many.

### **What is a company motto, or mission you can share with followers?**

Include a picture of company logo, or link to the company about us page. @mention your company profile.

### **What's new in your industry? How do you feel about it?**

Find an article to curate that talks about something new in your industry, share it and write your unique perspective on the information.

### **Go behind the scenes at your plant, office, or facility. Take photos or video.**

Write a little description of what the photo or video is about - @mention any co-workers that are in the video and your company brand page.

### **How is one of your products made, or how are your services offered?**

Provide a video of the product or service process.

### **Share a preview of something you're working on.**

Take a discreet photo, give a hint at what it might be and let everyone know name and release date.

### **Attending an event or tradeshow? Post a link to the show / event.**

Tell why you are excited about going and @mention the show (if they are on LinkedIn).

### **Take a picture at event or tradeshow.**

Say why you loved the event and @mention.

### **Honor a Team Member for something they accomplished.**

Tell what they did and remember to @mention them.

### **Link to a blog post or article in your industry and offer your own viewpoint.**

What made the article interesting to you?

### **What leader in your industry or otherwise do you admire? Link to an article they wrote or link to them.**

Write why you admire them and / or your opinion on the article.

### **Has your company won any awards? Share that! Or link to a news article about it.**

@mention the news organization and congratulate and @mention your CEO.



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### **Has your company or even yourself made any charitable contributions lately? Done anything great for your city? Talk about it!**

Post a link to the charity or organization and why you are committed to it.

### **What tools or software do you use?**

@mention them and post a picture of you using their product or link to their website.

### **Relate a current event or news story to your company.**

Link to the newscast and give your opinion.

### **Mention a client and share about how your product/service helps their company. (with their permission).**

Link to their company and @ mention them.

### **Post about a recent team-building exercise and how it helped you.**

Remember to get a picture from the team exercise to share along with post.

### **Hiring? Link to the opportunity and talk about the position.**

Post a link to the job description and tell why you love working for your company.

### **Share any presentations or talks that are relevant to your brand or audience.**

@mention the originator.

### **Link to any industry or company relevant YouTube videos.**

@mention the company whose video you shared - make sure this is professional video.

### **Link to a blog post on your company website.**

Give your unique perspective and share the article link.

### **Link to an industry blog you read often.**

Give your unique perspective and share article link. @mention the company.