



The ultimate guide to LinkedIn Page posting

How to start meaningful conversations and boost your LinkedIn presence



Why posting matters

Posting is how your brand's voice comes to life on the world's largest professional network. Expressing an opinion on industry news, acknowledging employees, or celebrating a product launch helps to win the hearts and minds of the community. When done right, it's a back-and-forth dialogue that builds relationships and grows your audience of decision makers, buyers, and advocates.



How to post and engage

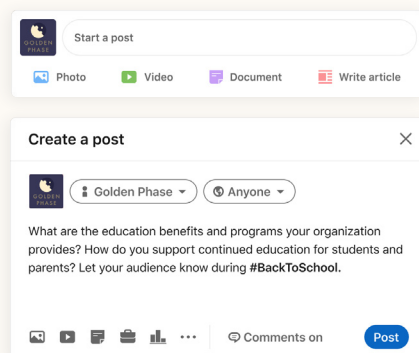
Posting starts with sparking engagement through both starting and joining conversations.

Start conversations:

Posting original content is how you demonstrate to the world what you do, how you create value, and what your organization cares about. Seek to educate, engage, and get feedback from your audience.

How:

Start a post from your Page's home admin view or from your LinkedIn feed.

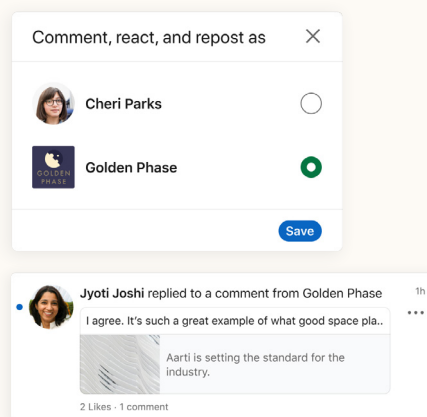


Join conversations:

Commenting and engaging with content from other Pages and LinkedIn members gets your brand's name in front of new audiences. This is a great way to reinforce organizational values and voice.

How:

[Comment or react as your Page](#) on any content across LinkedIn and respond when your Page is @mentioned by others.



When to post:

- Work toward posting at least once a day, even on weekends, to establish a trusted voice.
- Schedule posts for future publishing with a third-party partner such as Hootsuite.
- Test posting at different times of the day to figure out what works for your unique audience.
- Make sure to respond to any engagement on your content in as close to real-time as possible.



What to post

These are themes we have found to drive the most engagement:

Theme	Help professionals stay informed	Make work personal	Professional growth and learning
Why this matters	Members want to stay current and are eager to learn about industry news, insights, trends, and the latest launches.	Members look to understand what it's like to work for your organization, what different career paths look like, and what employees have to say.	Members seek professional advice, ways to grow work-related skills, and products and services that enhance their work.
Post ideas	- What news or initiatives are relevant to your industry, and how does your organization contribute? - What is the latest on work-life balance, compensation, or benefits? - Announce awards and recognition of employees or your organization.	- How does your organization approach work performance? - How does a day in the life of an employee look? - What personal insights can be shared about career advancement?	- What tips can you share on building a business, growing leadership skills, or solving problems? - Sharing job-specific skills that lead to success. - What processes, products, or services are helping your organization to succeed?
Tips	 When reposting content such as articles or reports, include 1-2 sentences of your organization's point of view.	 Whenever possible, @mention the employees and partners you are featuring to increase the visibility of your post.	 Content that provides clear, actionable steps and isn't overly promotional performs best.

Choose your speed

The more you post, learn, and engage your audience, the faster you'll see results.

Theme	Walk	Run	Fly
Post frequency	At least monthly.	Weekly.	Daily.
Post formats	Text, images, polls <i>Images of people perform especially well at capturing attention, while text and polls start engaging your audience.</i>	+ Articles and videos <i>Demonstrate your leadership in your space through longer-form, educational content.</i>	+ Live Events and Newsletters <i>Events are a scalable way to build community and Newsletters notify subscribers with each new publication.</i>
Increasing results	 Post a variety of content and use "Update analytics" to see what is resonating.	 Boost top-performing organic posts to gain exposure to new target audiences.	 When planning paid campaigns, warm up your audience with complementary organic content.



To expand your learning, visit LinkedIn [Pages Best Practices](#) or take our [Marketing Labs course](#).