



LinkedIn Content Plan

This simple **LinkedIn Content Plan** explains the different types of content you can post to share your insights and knowledge. LinkedIn is so much more than your online resume. Did you know that only 1% of the 500+ million LinkedIn users post their own content, yet over 20% login regularly to consume content?

This means it's a huge opportunity to stand out and stay top of mind with your network by sharing content. Here's how to do it.

1. Post a text update

Use this area to share an update or a valuable insight with your network. This will not only help educate your contacts but it will also keep you top of mind because your name, photo and role appears above your post. This is the simplest way to start your LinkedIn content marketing.

Share an article, photo, video or idea

Write an article Images Video Post

Pro Tips:

- Tag people who may be interested by using “@”name.
- Use appropriate hashtags to increase reach.



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Text Update Example:



Adam Franklin

Social media speaker & bestselling author of Web Marketing That Works.

Your role will appear above your post

Write here or use @ to mention someone.

The screenshot shows the LinkedIn post creation interface. At the top, there are buttons for 'Images', 'Video', 'Post Settings', and 'Post'. The 'Post Settings' dropdown menu is open, showing three privacy options: 'Public' (selected with a blue checkmark), 'Public + Twitter (Franklin_Adam)', and 'Connections'. Below the privacy options is the 'COMMENTS' section, which has a checkbox for 'Allow comments on this post' that is also checked. Red annotations with arrows point to the 'Public' option and the 'Allow comments' checkbox. Another red annotation points to the 'Post Settings' button.

Set your post as Public for maximum reach

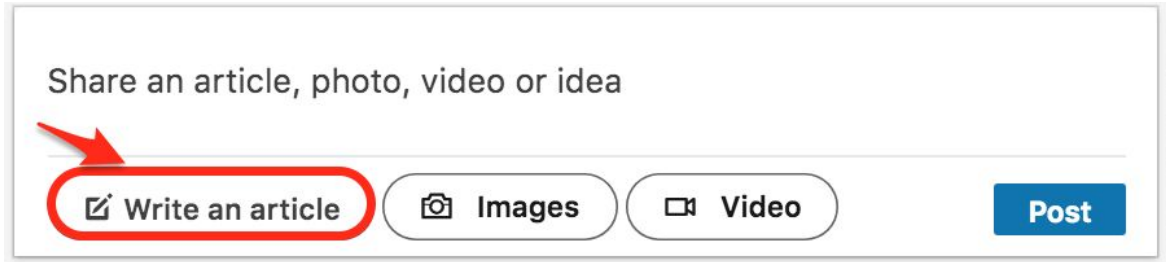
Allow comments



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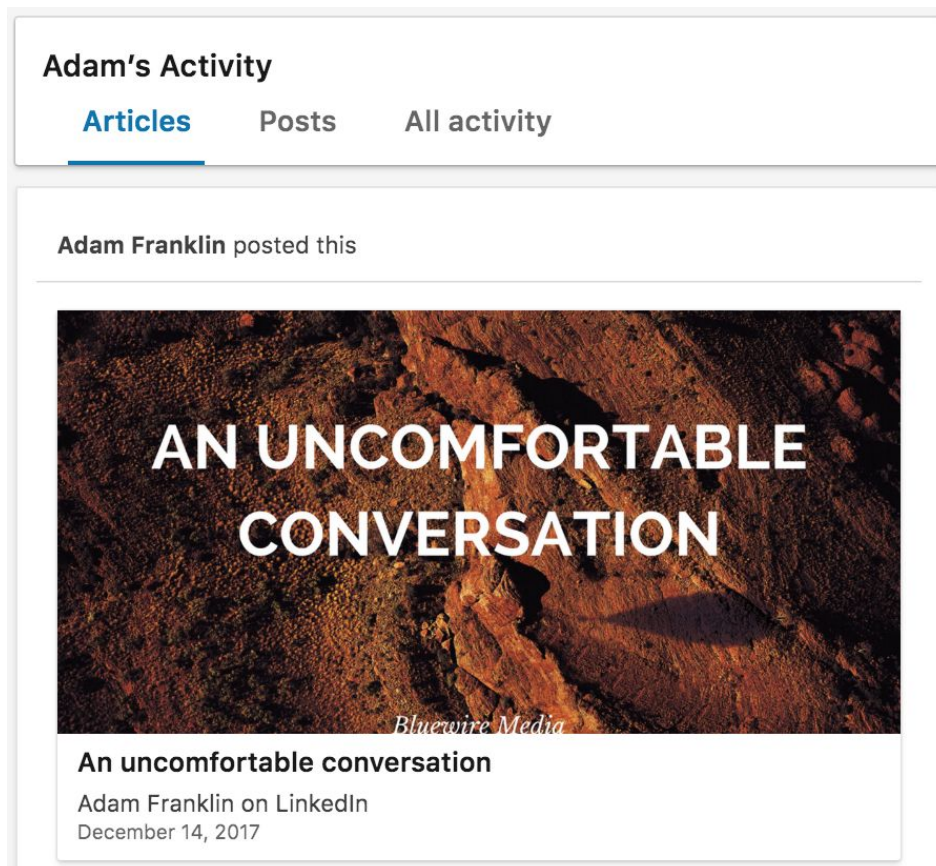
2. Write an article

Everyone now has the ability to post articles on LinkedIn (not just Influencers!) This is a great opportunity to write a more detailed insight and share it with your connections. Again you are staying top of mind and adding value.



Pro Tip: You can republish an article you may have written for your own blog to get more exposure for your content.

Article Example:



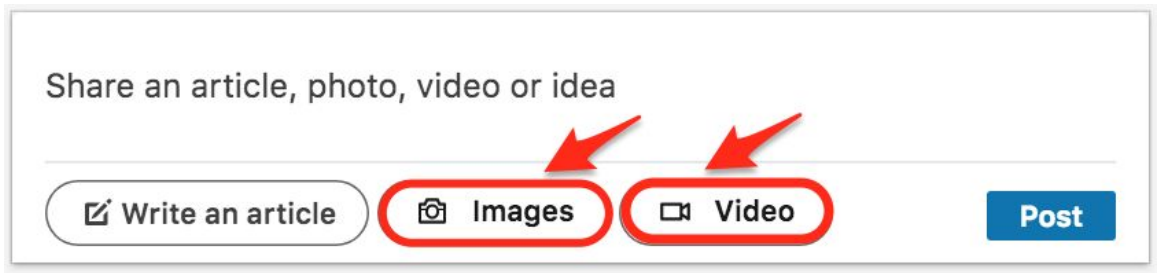


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3. Visual Posts: Post an Image or Video

Images are great to post because they are visual but video is by far the most effective format to use. 80% of social media content in 2019 will be videos so it's time to take the plunge. [[Source](#): Social Media Today]

Still include words in the update but support it with an image or video for maximum impact.



Pro Tips for images:

- Use an app like Canva, Typorama or Wordswag to create graphics.


Pro Tips for videos:

- Keep the videos short and simple and shoot them on your smartphone.
- Make it easy for yourself and record videos with a selfie stick or tripod, and perhaps a clip-on lavalier mic if you are outdoors. This eliminates the reliance on (and cost of) videographers and editors. You can point and shoot and get it done. Even if it's not perfect, your personality will show and the authenticity will amplify trust because people can see you and hear you.
- If you want, you can make basics edits, like adding a caption and background music, using an app like **iMovie** on your phone.



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Video example:

 **Adam Franklin**
Social media speaker & bestselling author of Web Marketing That Works.
1mo · Edited


Please type "LinkedIn 10 Min Plan" and I'll send you the daily plan I use to develop business relationships on social media.

(No opt-in required, just connect with me first so I can DM it to you.)

When you think about it, 'in the real world' we allocate time to develop and nurture business relationships, yet when it comes to the same relationships on social media, we often neglect it. I'm also running a no-cost online workshop teaching you exactly what to do.

If you'd like an invite to attend that, please type "webinar" in the comments too.

#marketing #socialmedia #linkedin #digitalmarketing #online #digital



255 Likes · 1,115 Comments · 52,666 Views

Offer valuable insights via text and a short video.

Use appropriate hashtags

Pro Tip:

- Offer to **give away something of value** to people who request it in the comments. Then thank them and send it via Direct Message. This starts conversations and allows business opportunities to develop.

You can view my example here:

<https://www.linkedin.com/feed/update/urn:li:activity:6404217696539500544>



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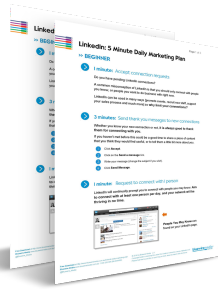
Feel free to connect:

For more tips, templates and videos please feel free to connect with me, **Adam Franklin** on LinkedIn: www.linkedin.com/in/adamfranklin

If you'd like a hand with your LinkedIn marketing strategy, please let me know and I can explain how I can help.

You may also like these free templates (email opt-in required)...

LinkedIn 10 Minute Daily Plan



www.bluewiremedia.com.au/linkedin-daily-marketing-plan

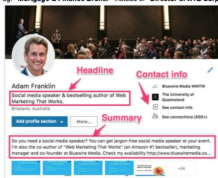
LinkedIn Profile Checklist



LinkedIn Profile Checklist

With the new LinkedIn Profile format, here is a quick checklist to make sure you're putting your best foot forward.

- 1. Headshot: Does it look like you?**
Your profile picture should look like you! Ideally, it is less than 2 years old and reflect your current hairstyle and weight. People should be able to recognise you when you walk into a meeting.
- 2. Name: Is it what people know you by?**
If you have recently married and changed your surname, you may like to include your maiden name as well. eg. Mary Brown (née Smith).
Or if everyone knows you by a nickname, pen name or an abbreviated name, use that as well. eg. Edward (Ted) Jones, Rowdy McLean.
- 3. Headline: Does it say what you do?**
This is where you put your role and what you do. It's what people will see beneath your name on LinkedIn and it's what they'll continue to see as they interact with you. That's why it's so important to consider what you write here. My tip is to use language your customers would use rather than industry or business jargon.
eg. "Mortgage & Finance Broker" instead of "Director of XYZ Corp"



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