

# LinkedIn Publishing Playbook

LinkedIn®







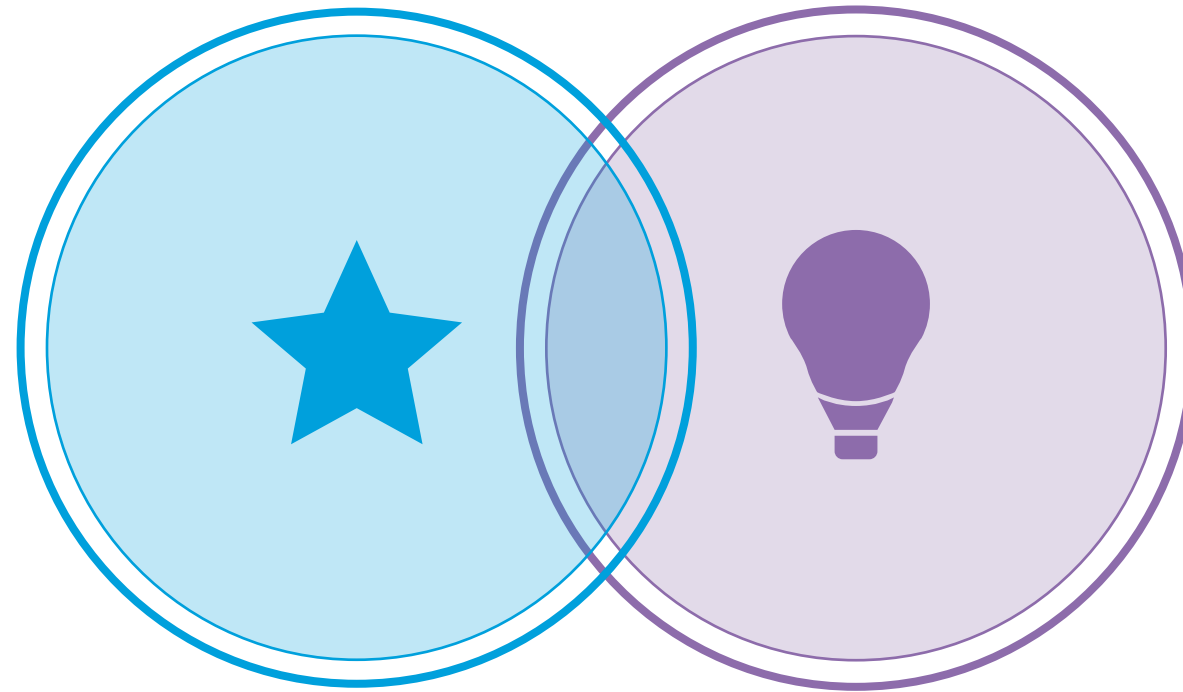
## The definitive professional publishing platform

LinkedIn has opened up our publishing platform to all members, giving them a powerful new way to build their professional brand.

“

*“Now anyone can post content to the site...This is huge and I love the title...the definitive publishing platform...”*

– Jon Steinberg, US CEO of Daily Mail and former President of BuzzFeed, talking on CNBC 2/19/14



The **professional publishing platform** on LinkedIn empowers members to post original content which becomes part of their profile and helps showcase their expertise.



# Publishing on LinkedIn: how it works

## Long form

Deep dives on topics that matter to you, and watch engagement build in the comments



## Short form

Share links, articles, images, quotes and other content that is relevant to your followers



Grow your ideas

Gain followers

Expand your professional brand



# Social media is redefining the meaning of brand

Consumers increasingly make purchasing decisions based on how you do business and not just what you sell.

## Your talent brand

The reason your company is the best place to work

+

## Your corporate brand

The umbrella brand distinguishing your products and services from the competition

=

## Consumer perception







# Leverage your strongest assets **your employees**

## Use Case

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### Define your narrative

Establish a deeper relationship with your core audience by driving a clearer understanding of your central narrative

### Thought leadership

Establish a voice amongst other industry leaders with the right audience

### Drive business results

Galvanize your stakeholders to take action and generate new business

## Why

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### Audience and reach

Inject thought leadership to a familiar and professional audience

### Brand elevation

Generate brand affinity through humanization of corporate and talent brands

### Business impact

Influence consumers and talent early in decision making process

## How

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### Content hub

Create centralized hub to curate and revise content, with larger company narrative in mind

### Subject matter experts

Identify team of 5+ subject matter experts to post long-form content 1-3x month

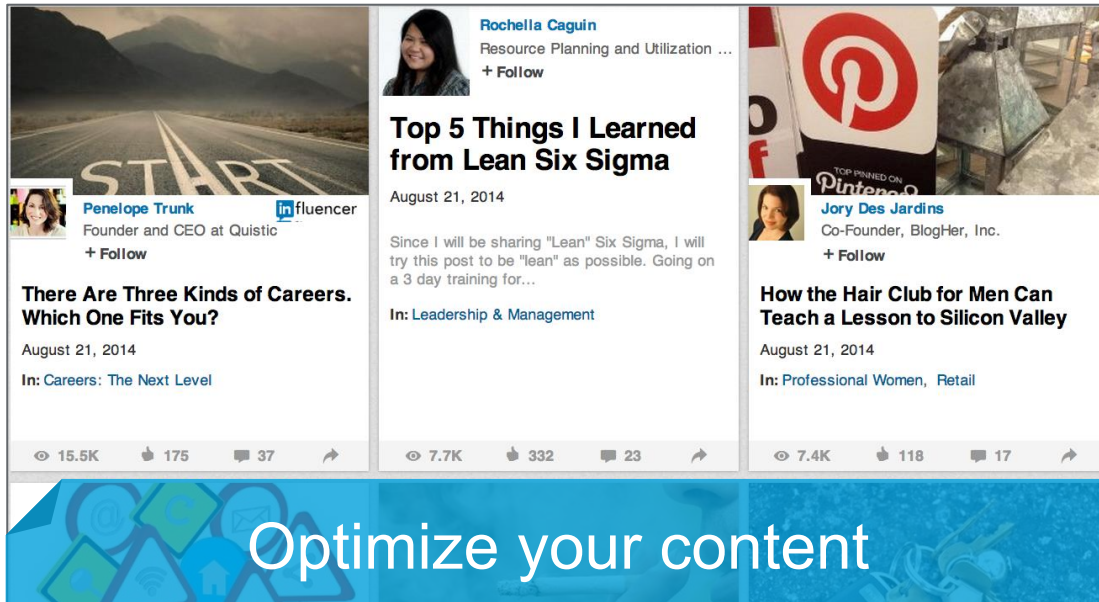
### Cross-promotion

Leverage your corporate and social media channels to maximize reach

# Use subject matter and domain expertise to drive thought leadership

1	Select Content Coordinator	Help curate and revise content that will support your narrative while coordinating social media strategies across business lines. <i>Example: Social media manager, 3<sup>rd</sup> Party Content Partner</i>
2	Identify 5+ Authors	Empower content-creating thought leaders at your organization to drive a relevant conversation with your core audience. Use these voices to elevate their own reputation as well as that of the organization.  Example: Sr. Director of Product Marketing, CIO
3	Publish Posts and Cross-Promote	Publish 1-3x / month. Publish more frequently to build an audience more quickly.  Cross-Promote posts through both author and company social channels to ensure relevancy and maximize reach
4	Employee Sharing and Amplification	Encourage re-sharing among employees to curate message across their networks.  Leverage Sponsored Updates to amplify brand among target audience
5	Feedback and Iterate	Use instant feedback from author's profile (Shares, Likes, and Comments) and Company Page analytics to track performance.  Use these insights to iterate approach and understand what content resonates best with your audience

# Provide clear publishing guardrails through editorial guidance



Optimize your content

## Images

Images are much more likely to make readers click on your post; choose a strong image and put it at the top of your post.

Learn how to find rights-approved images [here](#)

## Headlines

Make sure headlines are clear and compelling.  
Choose clarity over cleverness.

[Here's a good piece on picking headlines](#)



Be authentic

## Value of authenticity

Creates human appeal and yields trust among readers

## Keys to authenticity

- Have an opinion
- Use personal anecdotes
- Create insights and share knowledge
- Set your post up with a clear intro, and explain your terms
- Steer clear of jargon and acronyms
- Write in a way that starts a conversation



# Activating employees will increase brand and employee engagement

## Educate

Establish **social media guidelines**

Help employees understand the value of their **professional brand**

**Communicate regularly** to keep great content top of mind

## Discover

**Surface high-caliber content** so employees can discover more expertise and news

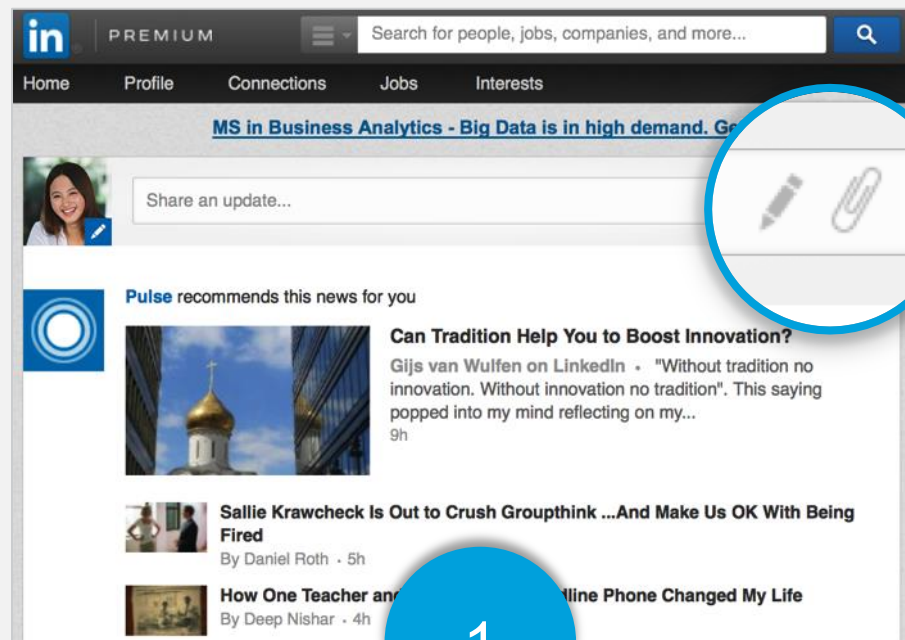
Turn employees into **brand ambassadors** by encouraging content sharing with their networks

Increase in brand and employee engagement

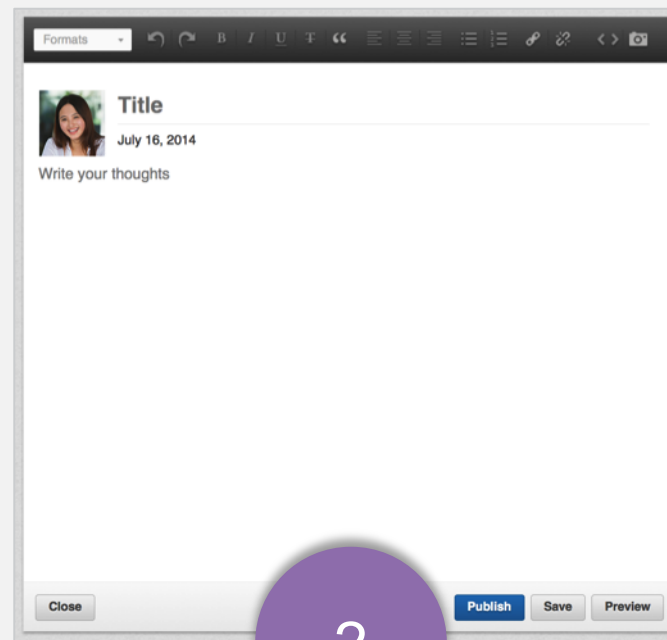
## Inspire

Celebrate **great content already out there** to help get them started

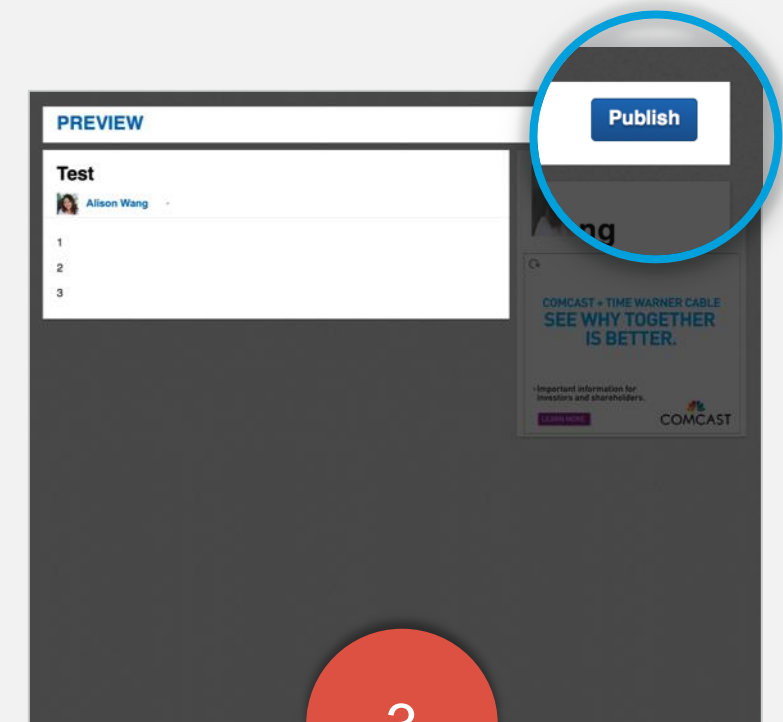
# Publishing is intuitive



Select pencil icon



Write post



Preview and publish



# Examples of great posts



**Holly Hamann**

Co-Founder and CMO,  
TapInfluence

[Don't Fool Yourself, There is no Work/Life...](#)



**Peter Mitchell**

Head of Sales,  
GSM Systems

[Build the Perfect Team](#)



**Brian Adkins**

Business Writer, Management  
and Operations Consultant

[Thanks for your Job Offer, but No Thanks](#)



**Wally Thornton**

VP Marketing,  
Visio

[How Long Does It Take to Torch \\$4 Million?](#)



**Elena Bakhtina**

Co-Founder,  
FundCaster

[One Proven Way to Introduce Yourself Nobody Uses. Yet.](#)



**Lillian Gregory**

CEO & Founder, The Institute for  
Human Leadership Excellence

[Act Like a Lady, Think...](#)



## Testimonial

### Objective

One of Symantec's core objectives is to become the World's Authority on Information Protection Security with **IT Decision Makers**.

As a result, Symantec saw an opportunity to have their **Executives** and **Subject Matter Experts** publish on LinkedIn. Recognizing a need to extend beyond their network to reach their desired audience, Symantec also **Sponsored** several posts to **drive relevancy**.

### Approach

1. Used Social Media Liaison to coordinate content.
2. Identified 5 Sr. Leaders within organization to publish.
3. Published 2-3 posts/person over 2 months.
4. Leveraged Sponsored Updates on 8 posts to amplify content directly to IT DMs, recognizing need to extend beyond their network to reach desired audience.

### Results

**1M+**

Impressions generated from **Sponsored Posts**

**73%**

**Increase in total engagements** with Symantec brand on LinkedIn.

**#1**

**Most relevant voice with IT DMs**, up from #3 on LinkedIn among top 5 competitors.

“

*Publishing on LinkedIn was a pivotal moment in showcasing not only our company re-branding efforts, but our thought leadership as the information protection authority”*

- Eric Stieg | Enterprise Social Strategy | Symantec





**FISHER & PHILLIPS** LLP  
 ATTORNEYS AT LAW

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Testimonial

Objective

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Fisher & Phillips is a law firm who primarily serves **HR Business Leaders** and **General Council**.

Their primary marketing objective is to use content to drive a larger **share of voice** in the market place, and **drive awareness** of their specialized expertise.

Approach

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1. Used Marketing Technology Manager as central hub for curation and editing.
2. Identified 4 Lawyers and 2 SMEs to publish.
3. Posted a total of 21 posts over first 6 weeks.
4. Cross-promoted content on corporate channels as well as personal social media accounts

Results

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**Drove client engagement and built stronger relationships with current/past clients.**

**9X**

**Increase in total engagements** with F&P brand on LinkedIn.

**#1**

**Most relevant voice with IT DMs,** up from #5 on LinkedIn among top 8 competitors.



*LinkedIn provides a great audience for professionals, such as attorneys in our case, who want to share knowledge and experience. The publishing platform is a great way for an attorney to quickly reach other professionals who have an interest or need in their area of practice.*

- Kevin L. Sullivan | CMO | Fisher & Phillips LLP



## Testimonial

### Objective

A core objective of Edelman Digital's marketing team is to **expand its reach** with an **engaged audience**

As a result, Edelman Digital participated in a pilot, using their **Subject Matter Experts** to drive thought leadership on LinkedIn's Publishing Platform.

### Approach

1. Identified Internal "editor" to organize, revise, and curate content.
2. Identified 8 Subject Matter Experts to deliver 2 posts/month
3. Cross-promoted each post on Edelman Company Page as well as [Edelman Engage Blog](#)

### Results

**717**

**Incremental followers**  
driven to authors who participated in pilot.

**155**

**Incremental followers**  
driven to their Company Page.

**129%**

**Increase in total engagements**  
with their brand on LinkedIn.

“

*Publishing [on LinkedIn] creates the possibility of sharing ideas and igniting conversations with an audience you could never reach with any other channel. The real bonus is that posting and then tracking your engagement is so intuitive.*

*-Nigel Miller, Global Director of Talent Engagement*





APPLICO

## Testimonial

### Objective

As a small platform consultant company competing in a market with much larger players, Applico needed to drive awareness in the marketplace by sharing their narrative.

Also having just gone through an organizational re-brand, they saw original content creation as a means of re-positioning their value prop.

### Approach

1. Used Marketing Team as central hub for curation and editing
2. Identified 7 externally facing SMEs to publish
3. Posted a total of 15 posts over 2 months
4. Cross-promoted content on corporate channels, company newsletter, as well as personal social media accounts

### Results

**29x**

**Increase in total engagements** with Applico brand on LinkedIn

**260**

**New followers driven** to Applico authors

**#1**

**Most relevant voice on LinkedIn** among 8 other competitors.

“

*[Publishing on LinkedIn is] helping us close deals. We've had several potential clients tell us that one of our posts on LinkedIn has changed the way they think about their own business and made them want to work with Applico.*

- Alex Moazed | CEO | Applico Inc.

# Appendix



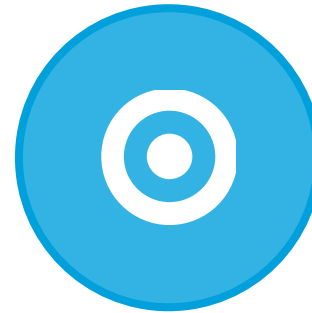
# Identify a strong content coordinator

The Content Coordinator facilitates the publishing process for all employees and SMEs publishing.

A strong content coordinator has a strong understanding of the organization's narrative so to ensure that each piece, while unique in its own right, still aligns well with your organization's story.

## Responsibilities

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Identify proper SMEs for participation



Clearly communicate value of publishing to SMEs



Periodic check-ins with participating SMEs



Revise content when necessary



Re-share content across corporate channels

Social Media | Newsletters | Other Blogs

# Subject Matter Expert identification

Subject Matter Experts are often times Mid-Senior level professionals at the company who have a very specific and relevant knowledge base. These content-creating thought leaders serve as vehicles to communicate your story to the masses.

## Profile

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Possess large  
LinkedIn networks



Possess experience writing  
long-form content



Willing to have and  
share a point of view



# Editorial best practices

## Composition Structure

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Keep Composition Simple:  
Ensure your formatting is easy  
to follow



Scott Ham  
President and CEO,  
TransAmerica Life  
& Protection

### [“Don’t Fall Victim To Leadership Entitlement”](#)

Example of good composition and  
good intro paragraph.

## Topics that Resonate

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Write about what you know  
Inject thought leadership to a familiar  
and professional audience



Matthew Powers  
Chief Technology Officer,  
Applico

### [Inside iOS 8: What You Need to Know About Apple’s Latest Update](#)





# Editorial best practices

## Editorial Checklist

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### Things you should do

- Analyze issues in your area of expertise
- Follow [Linkedin Channels and Publishers](#) to gain insight into what's trending in your industry.
- Write in a way that invites conversation
- Talk about problems you've faced, where you've failed
- Keep it professional

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### Things to avoid

- Creating listicles: articles written as a series of lists
- Generating overly promotional content
- Vague or confusing headlines
- Small, text-heavy, or pixelated images
- Posts that are better suited as short-form status updates



# Measure Results, Share Learnings, and Optimize Content

## Profile Analytics

Track Comments, Shares, and Likes to see who's engaging with your content



Laura Scully  
Communications Executive

Follow

### What makes communication good?

Jul 28 2014 | 2,267 | 76 | 17 | [in](#) [f](#) [g+](#) [t](#)

Jul 28 2014 | 2,267 | 76 | 17 | [in](#) [f](#) [g+](#) [t](#)



It doesn't matter what meeting I'm in, who's there or what the topic is. It always seems to boil down to communication...not how great it was, but how we could've done it better. As a professional communicator, I take these conversations

# Measure Results, Share Learnings, and Optimize Content

## How you rank

Track how trafficked your profile is among Connections, Colleagues, and Comparable Members

The screenshot displays the LinkedIn profile analytics section. On the left, a navigation menu is visible with 'Home', 'Profile', and 'Connections'. A red box highlights the 'Profile' menu, which includes 'Edit Profile', 'Who's Viewed Your Profile', and 'Your Updates'. The main content area shows a blue header 'How you rank for profile views' and a summary: 'You rank in the top 38% for profile views among professionals like you. #39 out of 100 | ▲ 12% in the last 15 days'. Below this, a red-bordered box contains three metrics: 'Your connections 1,442 members', 'Your company 6,939 members', and 'Professionals like you 100 members'. The 'Professionals like you' section lists three individuals: Koka Sexton (1st), Sachin Rekhi (2nd), and Jason A Miller (1st). A sidebar on the right offers 'Easy ways to get more views' with a document icon and a call to action 'Update your Summary'.

viewed your profile

How you rank for profile views

You rank in the **top 38%** for profile views among professionals like you.  
#39 out of 100 | ▲ 12% in the last 15 days

Your connections 1,442 members

Your company 6,939 members

Professionals like you 100 members

Professionals like you [Jump to you](#) Easy ways to get more views

1 **Koka Sexton** 1st  
Social Marketing Manager | Content Marketing | Social Selling | Transforming the way sales...  
Recently shared • Today  
**Leaders and Managers Have Nothing in Common**

2 **Sachin Rekhi** 2nd  
Entrepreneur, Product Guy, and Software Engineer

**Jason A Miller** 1st

**Update your Summary**  
Show up in more of the right searches by refreshing your summary.



# Measure Results, Share Learnings, and Optimize Content

## Content Marketing Score

Track your share of voice in the marketplace by working with your Marketing Solutions rep to pull your Content Marketing Score



Content



Marketing



Score

The Content Marketing Score is a score that quantifies and benchmarks the influence companies have on LinkedIn through their content marketing. It answers the following questions:

- Are people engaging with my content?
- I really care about a specific audience. Are they engaging?
- How do I rank against my peers?
- How influential am I for a specific topic?
- How influential are my employees?

# Measure Results, Share Learnings, and Optimize Content

## Audience

See what types of professionals  
are following you





# Working with agencies to create and execute publishing strategies

It's not easy for large organizations to converge on a LinkedIn publishing strategy. For starters, there are a raft of internal stakeholders to satisfy, including C-suite executives, marketers, corporate communications professionals, and heads of individual business units. What's more, those stakeholders all have distinct (and sometimes competing) objectives, ranging from executive thought leadership to corporate social responsibility to brand marketing.

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Specialized communications advisors can help develop and execute a strategic approach to publishing on LinkedIn, with sustainable editorial support and a clear narrative architecture.

Knowledgeable advisors can help organizations spread their message beyond the personal networks of the individuals who are publishing and ensure that messaging is consistent across multiple communications channels, both within and outside of LinkedIn.

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# Working with agencies to create and execute publishing strategies

Some examples of critical guidance that agencies deliver when creating and executing publishing strategies include:

- Content Strategy, Content Calendaring
- Multichannel Content Development (strategy and creative execution)
- Executive Branding; Corporate Social Responsibility
- Crisis Management & News Alerts; Newsroom Architecture
- Content Marketing Audits (sometimes including brand voice, competitive landscape, share of voice)
- Content Marketing Operations & Workflow Development; Compliance Process & Evaluation

*“Consumers are interested in finding out more about a brand's talented and quirky employees, what it's like to work at the company, and what executives value. In short, brands are sharing their own unique knowledge in an ongoing, nuanced conversation.”*

Alexander Jutkowitz

Managing Partner  
Group SJR (a division of H+K Strategies)

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*“The minute LinkedIn went live with its publishing platform, I knew I would ditch my personal blog and move all future posts there. It's a no-brainer. LinkedIn provides a built-in, extremely relevant audience with whom I can share ideas and perspective and get immediate feedback and engagement. The combination of a large and relevant audience of Sr. professionals, and built-in metrics to help measure amplification make LinkedIn the ideal place for me to publish my point of view.”*

Mitch Germann

SVP & Partner  
FleishmanHillard