

Lesson no. 4: LinkedIn Marketing

I. LINKED PUBLISHING

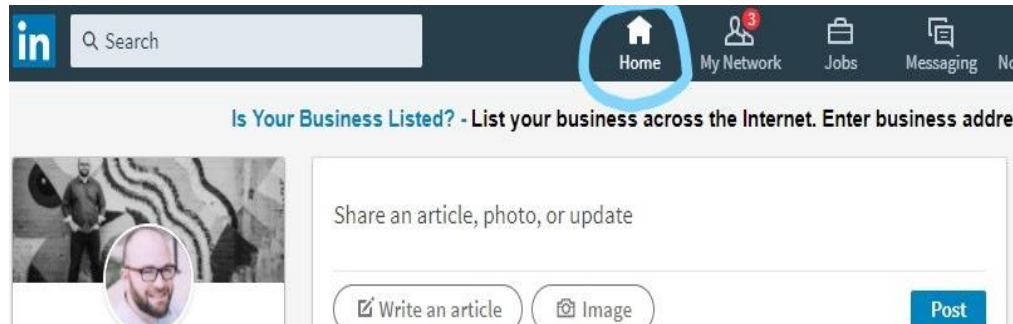
Our publishing platform allows members, in addition to Influencers, to publish articles about their expertise and interests. When you publish an article: Your original content becomes part of your professional profile. It is displayed on the Articles section of your LinkedIn profile.

When you publish an article:

- i. Your original content becomes part of your professional profile. It is displayed on the *Articles* section of your LinkedIn profile.
- ii. It's shared with your connections and followers in their news feeds, and sometimes through notifications.
- iii. Members that aren't in your network can follow you from your article, so that your next article will be surfaced in their feeds.
- iv. Your article may be searchable both on and off LinkedIn, depending on your profile settings. Having your public profile visibility set to "everyone" will distribute your articles publicly. Learn more about your public profile settings.

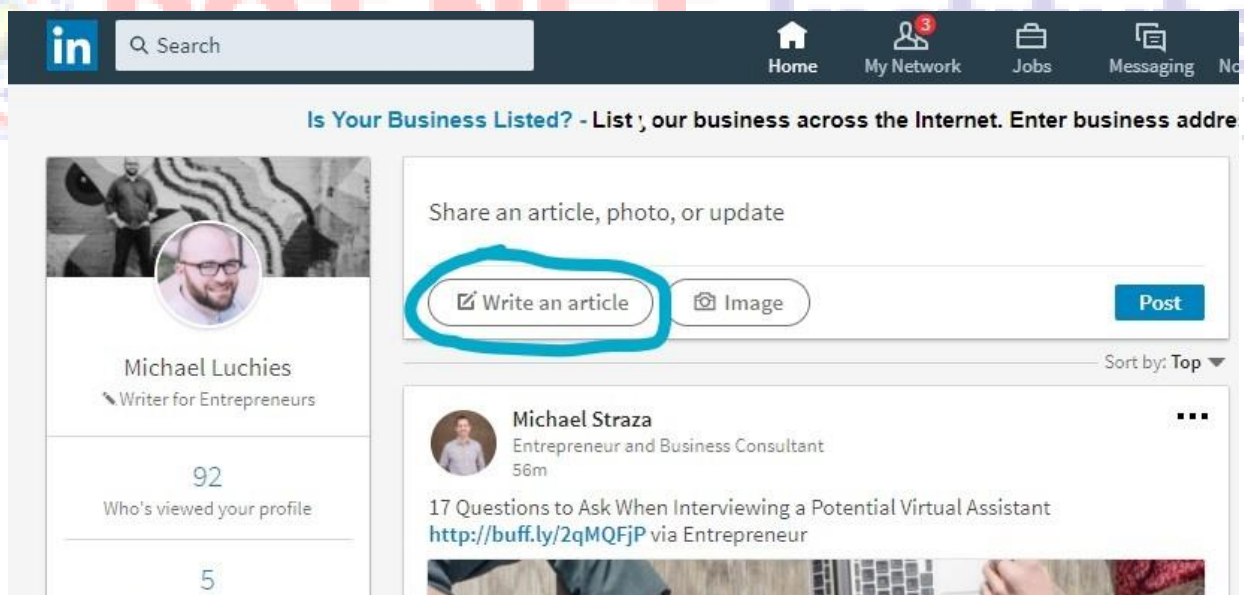
II. HOW TO PUBLISH YOUR FIRST LINKEDIN POST

Step 1: Visit Your LinkedIn "Home"



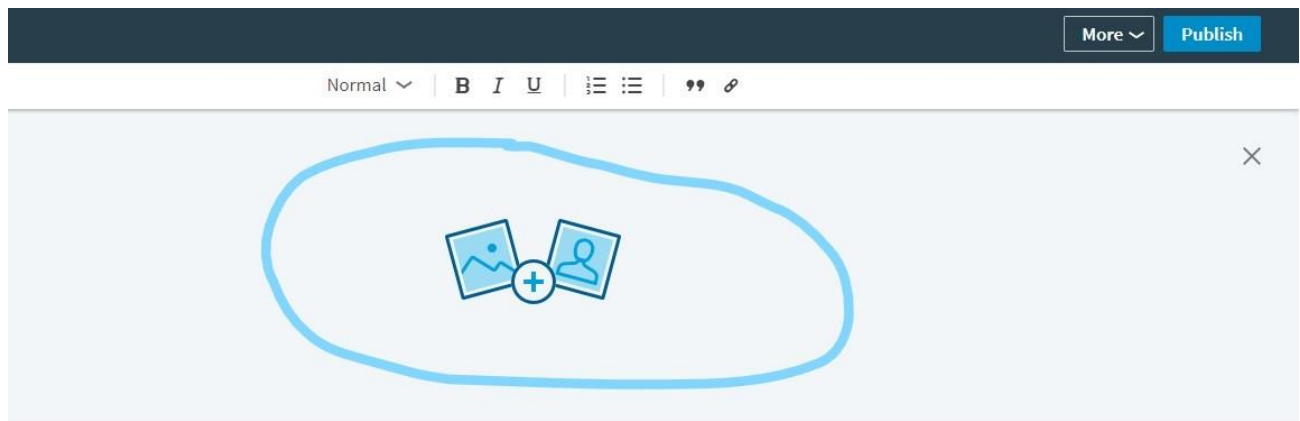
To start, visit your "home" section, which is different than your profile page. Click "home."

Step 2: Click "Write an article"



Once on your home page, click the "Write an article" button. If you click inside the box to share a message, the button will go away. To get the button to reappear, remove any text click outside of the box.

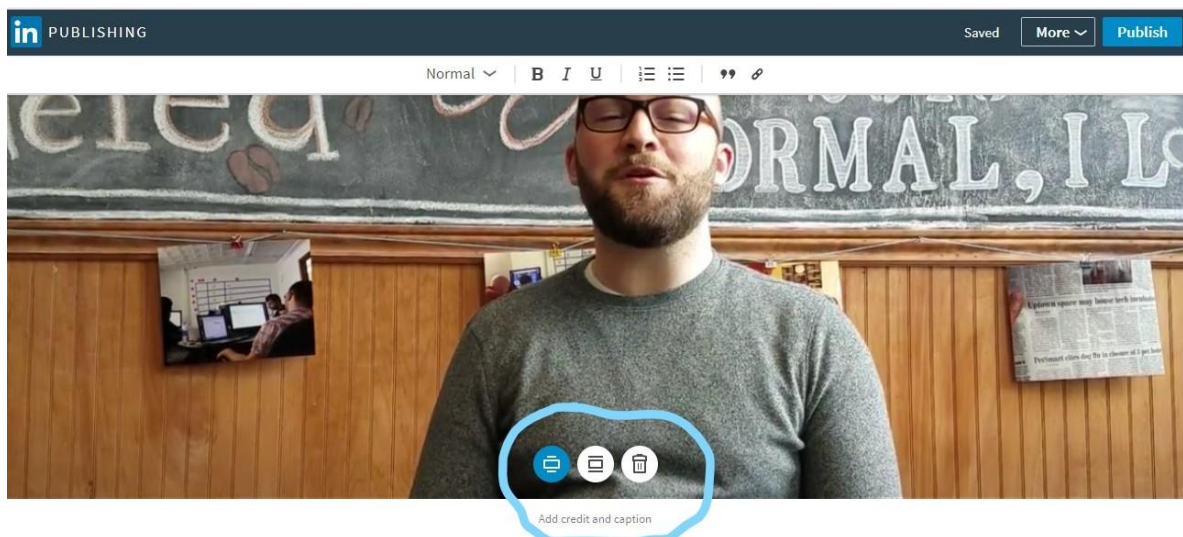
Step 3: Add a Header Image



Headline

 Write here. Add images or a video for visual impact.

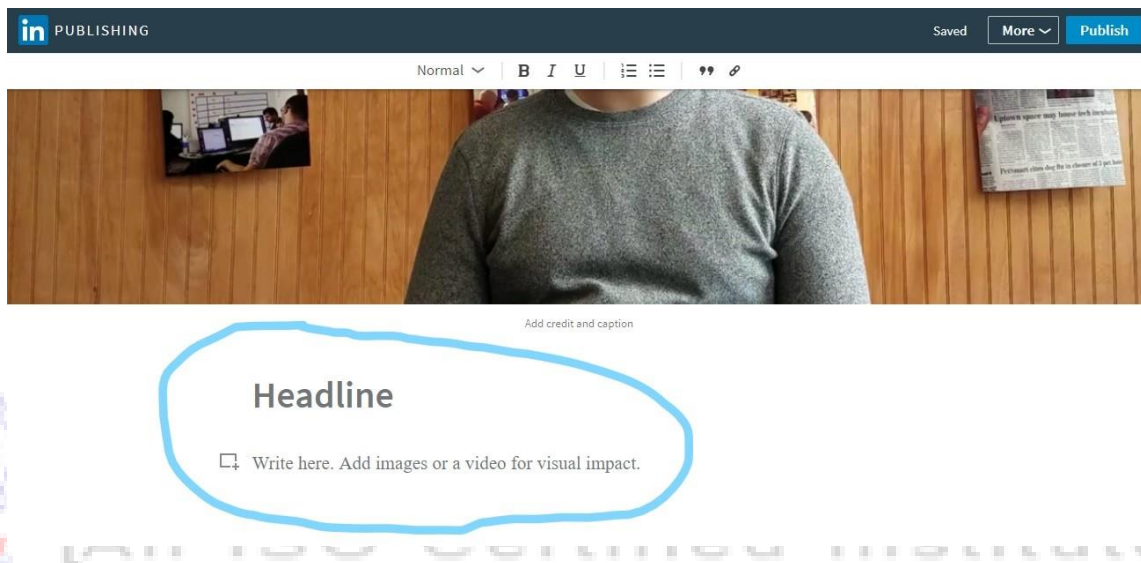
Always add a header image to your posts. To add a picture, click in the section circled above and choose the image you would like to upload.



LinkedIn recommended image size is 698x400 pixels, but most images will work if they are high resolution. You can choose

whether to have a standard size image or expanded image, which will stretch across the page horizontally. If you don't own the rights to the image, after uploading it, credit the owner in the section that reads "add credit and caption" directly below the image.

Step 4: Add the Headline and Post Body



Underneath the header image, add your headline (title). With the new version of their publishing platform, the 70-character limit for titles has been removed. There is no limit, but I recommend you keep your title brief while working in a couple of keywords.

After adding your title, click in the space below your title and insert the full body of the article. Scan the post to make sure there are no formatting errors due to cutting and pasting the content from a Word document or other file.

Note: If the article was previously published, it's appropriate to lead the body of your article with a short note. This should be italicized and in the top left-hand corner of the article.

Step 5: Create your Footer

Anyone can view your content on LinkedIn, not just people with accounts. This means many of your readers won't know who you are. Give them a chance to learn something about you. Share a short bio at the end of each post you create, and make sure to hyperlink in appropriate places.



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