PUBLISHING ON LINKEDIN
Most of the basic material a writer works with is acquired before the age of fifteen.

Willa Cather
SHOWCASE WHAT YOU KNOW
SHARE YOUR INSIGHTS
GET NOTICED

WELCOME TO PUBLISHING ON LINKEDIN
SHOW WHAT YOU KNOW

WHY WRITE ON LINKEDIN?

• It’s your chance to showcase your knowledge, insights and experiences
• It’s one way to build influence and thought leadership
• It’s a great sounding board for your thoughts and big ideas
• It’s your opportunity to reach up to 350 million professionals, including peers, recruiters and future employers

WHAT SHOULD I WRITE?

• WRITE WHAT YOU KNOW: Draw from your life experiences, whether it’s in the classroom, an extracurricular activity or your internship
• MAKE THE MOST OF ASSIGNMENTS: Publish your essays, research or other assignments on LinkedIn
• SHARE FIRSTHAND ACCOUNTS: What obstacles have you overcome? What challenges have you faced? What inspires you to do what you do? Share your experiences and any lessons learned
• MAKE OBSERVATIONS: Noticed any trends? Seeing something new or interesting? Had a conversation that got you thinking? Weigh in on what you see in the world around you
• CONSIDER THE HEADLINES: Use the news as a conversation starter or a way to connect it back to your own area of study or interest
HOW DO I PUBLISH?

• Sign in to LinkedIn.com

• Click the pencil icon on your Homepage or click this link to write a post: http://www.linkedin.com/today/post/author/createArticle

BEST PRACTICES

• Use a clear and clickable headline

• Include photos (Make sure you have the rights to use it)

• Always attribute, whether quoting, citing or using images

• Write often

DON’T BE STINGY

Share your post across your social networks

Tweet @LinkedInPulse with a link to your post for possible promotion
MILLENNIALS LIKE YOU
Here are examples of good posts written by millennials

RHIANNA SHAHEEN
A LOOK INTO MY #TEAMOSCAR JOURNEY
READ HERE

MARINA SHIFRIN
DON’T QUIT YOUR DAY JOB: ADVICE FROM A FAMOUS(ISH) QUITTER
READ HERE

TAI TRAN
#RACETOGETHER: 3 REASONS BEHIND STARBUCKS’ FAILURE
READ HERE

CHIN LU
THIS IS WHAT A QUARTER-LIFE CRISIS FEELS LIKE
READ HERE

WANT MORE?
Check out these other great posts with tips and tricks

10 Tips for Students and New Grads on LinkedIn

Check out the 7 Secrets to Writing Killer Content on LinkedIn
# LinkedIn 2015 Student Calendar

Monthly content themes for students interested in a topic? Write about it during the specified month and include the hashtag somewhere in the body of your post.

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### JAN
**Back to School**
After an extended winter break, how do you survive the first few days of classes? What tips or tricks do you use to get back into school mode? #BacktoSchool

### FEB
**Best Advice**
What were the words of wisdom that made all the difference in your life? #BestAdvice

### MAR
**Spring Forward**
Where do you see yourself in five to seven years, and how do you plan to get there? #SpringForward

### APR
**Service**
Describe a time when you have worked in service to others and how it impacted you. What takeaways would you share with your peers? #Service

### MAY
**Graduation**
If you had to choose your commencement speaker, who would it be and why? If you’re graduating, what words of wisdom or advice would you give to students still pursuing their degrees? #Graduation

### JUN
**A Millennial on Millennials**
Everyone from employers to brands are desperate to understand how millennials think. What would you tell them? #MillennialMe

### JUL
**Interning**
Share your best (or worst) internship stories. #Interning

### AUG
**The Mentor Who Shaped Me**
Who has made the biggest impact on your life and what have you learned? Don’t have a mentor? Describe the characteristics of the perfect mentor or name your dream mentor. #Mentor

### SEP
**Hurdles**
Describe a major obstacle and how you were able to overcome it. #Hurdles

### OCT
**Productivity Hacks**
What trick did you devise or discover that helps you work smarter and faster? Share your best shortcuts for getting more done with less time. #ProductivityHacks

### NOV
**Stressed**
Midterms? Finals? How do you deal with academic stress and anxiety? #Stressed

### DEC
**Recharge**
After a long semester, what do you do to relax, recharge and revitalize yourself? #Recharge