

Write & format a LinkedIn text post

THE DETAILS

These are the essentials you need to know before you start writing your post.

Image: Are you going to use an image? If so, what is it?

Publish date/time: Think about your publish date and time. When is your audience likely to be browsing LinkedIn? Look at how people have engaged with your previous posts to determine this.

Link: Are you linking to a blog or your website? You need to know exactly where you're linking to so that you can guide your audience towards it in your post.

Character limit: 3000 characters (including spaces) for LinkedIn posts. This also includes your link, if you add it to the main post (more on that below).

TO CONSIDER

Extra touches that will make your post more engaging and get it in front of more people.

Hashtags: Are there any industry-specific or broader hashtags you can use? Add these to the bottom of your post, or if they fit naturally you can include them throughout.

Formatting: LinkedIn posts are easier to read when each sentence is its own paragraph. Your audience will only see your first line while scrolling through the feed - the rest is hidden. Make sure that first line is enticing enough to make people click the 'see more' button.

Link: You can share your link in the comments rather than in the body - recent tests have shown that this helps your post be seen by more people. Keep in mind however that social media networks often change their algorithm - so always look out for the latest research.

Emoji: Although LinkedIn is a more professional environment, consider using emojis to draw attention where appropriate.

Tags (@): Are there any relevant business pages or people that could be tagged to increase exposure?

Examples:

**Holly Locastro** • 1st
Unlocking B2B Marketing Potential 💡 | Founder 🔥 | Coffee Lover ☕ | ...
3w • Edited •

Lately I've been utterly shocked... 🤯

By some of the business owners who have come to me asking abt ...see more



Why we love analytics and automation (and you should too)
themarketingproject.com.au • 5 min read

👍 22 • 7 Comments

Love this...

Interesting! I like...

Do you think...

I thi

>

👍 Like

💬 Comment

➦ Share

✉ Send

An example of an eye-catching opening line.



Holly Locastro • 1st

Unlocking B2B Marketing Potential 💡 | Founder 🔥 | Coffee Lover ☕ | ...

3w • Edited • 🔄



Lately I've been utterly shocked... 🤯

By some of the business owners who have come to me asking about marketing automation or analytics.

Even the most traditional businesses are starting to embrace the possibilities!

I'm sure it has something to do with the amount of business processes moving online.

Seeing the data that can be extracted after just a month or two is really exciting.

So we thought we'd break down what you can do with marketing automation and analytics tools.

Our resident digital marketing expert Alyce has written this guide which explains exactly what the terms mean, what tools you could use and how they'll help your business.

It's in plain English - but we've added a glossary at the end to help as well 🙌

As a sneak peek... you can use automation & analytics to:

👉 Never lose track of a customer ever again

🤖 Automate regular and repetitive tasks

🏃 Track everything (I mean everything)

[#digitalmarketing](#) [#lockdown](#) [#b2bmarketing](#) [#pandemic](#)

The full post. Note the line spacing, hashtags and use of emojis in place of dot points.

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