

Get started with Newsletters & Articles



More space to tell your story

Newsletters are a great long-form tool for connecting with your audience on a recurring basis.

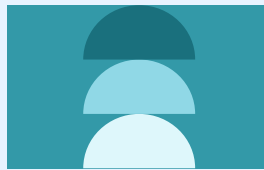
Use LinkedIn's built-in article format to:



Share
insights



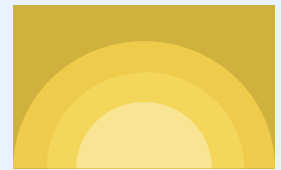
Be a thought
leader



Grow your
network



Discuss the topics
you care about



Let your
personality shine



Every time you publish a new edition, your newsletter subscribers will receive an in-app notification and an email.

NEWSLETTERS

Grow your subscriber base with a series

Whether you're weighing in on a recurring topic or sharing your POV on a variety of subjects, newsletters keep your followers coming back for more.

Check requirements

In order to access newsletter capabilities, make sure you have:



[Creator mode](#) turned on



An audience base of more than **150 followers and connections**



Posted any kind of **original content** in the last **90 days**



Not been flagged for trust or safety violations



1

2

3

How to create a newsletter

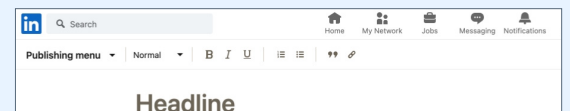
1. Click **“Write article”**
2. Click **“[Create a newsletter](#)”** in the **“Manage”** dropdown
3. Add a title, description, publishing cadence, and logo for your newsletter

Recommended image specs:

- Logo: 300 x 300 pixels
- Cover photos for individual articles: 1920(w) x 1080(h) pixels



You can create and manage up to five newsletters to reach more specific audiences. Navigate between your newsletters with the drop-down **“Publishing menu.”**



Drive newsletter engagement:

- 1 Create a **signature look and feel** for your newsletter so readers know what to expect.
- 2 **Be yourself!** Use your unique voice to address topics in an authentic and educational way.
- 3 **Share each new edition in the Feed** with a post highlighting key takeaways or posing a question.



When a member subscribes to your newsletter, they'll automatically follow your profile if they aren't already. This helps your community stay connected with additional updates between articles.

ARTICLES

Go beyond the short-form

With additional space to build out your ideas, articles are the perfect space to infuse a little personality into your perspective. Ensure you're telling the whole story by layering in context through external links, custom visuals, and embedded images.



Not All Real Estate is Created Equal

As thematic investors, we've always believed that where you invest matters – but today's environment reinforce...

by Nadeem Meghji · 4 min read



Nadeem Meghji
Head of Real Estate Americas

The screenshot shows the LinkedIn 'Write article' interface. Callout 1 points to the 'Write article' button in the 'Start a post' menu. Callout 2 points to the 'Title' field. Callout 3 points to the image upload area, which includes a recommendation for a 1920x1080 pixel image and an 'Upload from computer' button. Callout 4 points to the 'Next' button.

How to post an article

1. Click **“Write article”**
2. Write your content and give your article a headline
3. Supplement the content of your article with a cover photo, images, rich media, and hyperlinks to other sources
4. Click **“Next”**

Write with impact

1. Aim for **500–1,000 words** to hit the right level of detail while maintaining readability.
2. **Show off your individuality** through personal perspectives or stories.
3. **Add external content** such as a podcast, presentation, or video to bring your article to life visually.



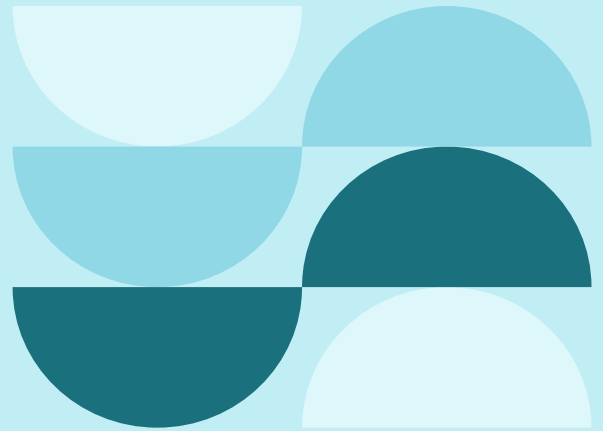
These articles are indexed by search engines, strengthening your newsletter's discoverability and SEO.

LEARN FROM THE LINKEDIN COMMUNITY

Featured newsletter: SheMoney by Jacki Zehner

A financial newsletter with a gender lens

Each month, Jacki takes readers further into a topic that she's an expert on and shares insights through her own unique lens. What knowledge could you share with your audience in your next newsletter?



What makes Jacki's Newsletter great:

[Read Jacki's newsletter here](#)

- **Follows a regular publishing cadence** (monthly) so her subscribers know when to expect to hear from her next
- **Leads with personal stories** to immediately hook readers
- **Dives deep into guest interviews** — newsletters are a natural format for sharing in-depth conversations, recaps from your own content, predictions, trends, or guides
- **Incorporates visuals** throughout to enhance the reading experience
- **Provides additional resources** at the end, encouraging readers to dig deeper on a topic.



Dives deeper into interviews

Regular Cadence



Leads with personal stories

Incorporate Visuals



Provides additional resources



A clear, action-oriented CTA at the end of your newsletter can encourage subscribers to engage with your personal brand in another way, such as an upcoming LinkedIn Live Event.

Keep readers coming back for more

Building your thought leadership platform on LinkedIn is as simple as publishing an article. By starting a newsletter, you're unlocking the ability to reach audiences with your knowledge and ideas, creating opportunities for deeper engagement.

If you have any questions along the way, visit [LinkedIn Help](#) for more assistance.

Learn more about best practices and tools for developing your professional brand [here](#).

The conversation is yours to lead.

