



LinkedIn
for creators

Articles and newsletters

Say it all with articles and newsletters

Articles and newsletters are the perfect longer-form tools to share your insights and establish your thought leadership.



Articles

Go deeper on a subject than short-form posts allow. Beyond giving you space to be more informative, articles let you tell a story with more context and infuse your personality.



Newsletters

When one article isn't enough, start a newsletter to regularly distribute content on a topic you are passionate about. Ensure your audience stays engaged and up to date with automated in-app and email notifications.



Pro tip: Looking for inspiration for articles and newsletters? Visit [LinkedIn's Top Picks of amazing newsletters](#) by creators like you.

Articles

Share your expertise on a topic and include every detail

Publishing your own articles on LinkedIn gives you the power to share your expertise on a topic without sparing any detail — and the option to add visuals and images to tell the whole story.

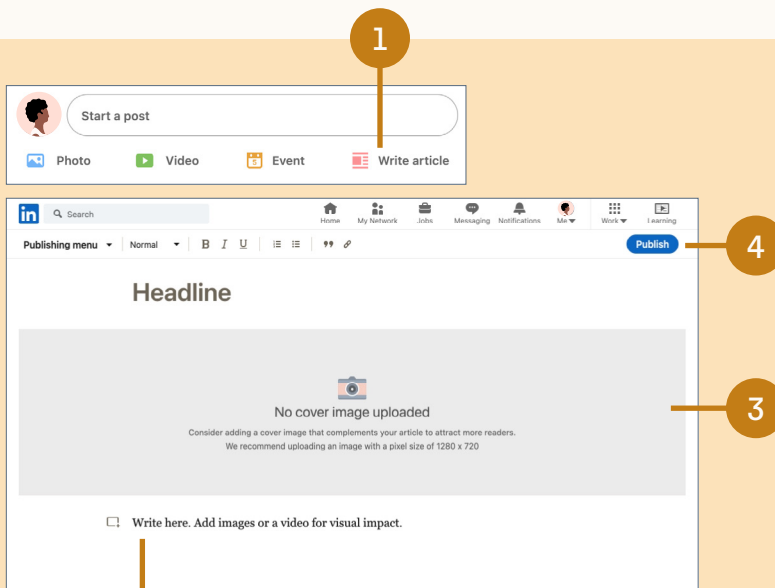
Carol Stewart MSc, FInstLM posted this



Progressing to Executive Leadership as an Introverted Woman When You Don't Fit the Mould
Carol Stewart MSc, FInstLM on LinkedIn
December 3, 2021
119 · 20 comments



Carol (Lewis) Stewart
4x LinkedIn Top Voice UK, speaker, trainer, author, podcast host



1. Start a post

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

3. No cover image uploaded

4. Publish

How to post an article

1. Click **“Write article”**
2. Write your content and give your article a headline (see more tips below)
3. Supplement the content of your article with a cover photo, images, rich media, and hyperlinks to other sources
4. Click **“Publish”**

Tips to make your article great

- 1 **500–1,000 words** is the suggested length for an article so you can dive into the details of your topic without being too long
- 2 **Let your personality shine** by sharing your unique perspective or a personal story
- 3 **Drive more engagement** by adding a few lines of commentary or asking a question in a post when you share your article

Newsletters

Grow your subscriber base with a content series

Whether you're taking a recurring look at a topic of interest, or going deep on different subjects, newsletters keep your followers in the loop on everything you have to say.

Check requirements

To maintain a safe and trusted environment, LinkedIn newsletters is only available through [creator mode](#). In order to access newsletters, make sure you have:



Creator mode
turned on



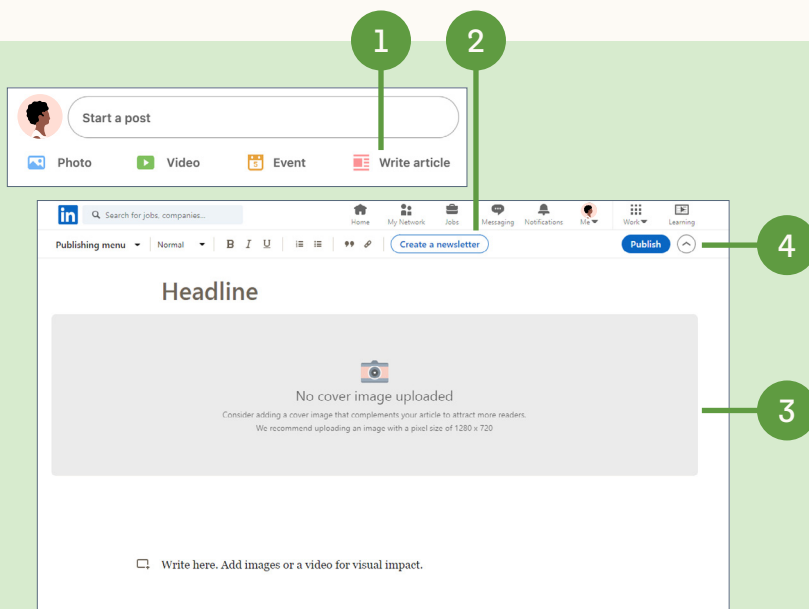
An audience base
of more than **150
followers and
connections**



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



Not been flagged
for trust or safety
violations



How to create a newsletter

1. Click **“Write article”**
2. Click **“Create a newsletter”** in the toolbar
3. Add a title, description, publishing cadence, and logo for your newsletter
4. Click **“Publish”**

Note: For existing newsletters, click on the dropdown **“Publishing menu”** and select the newsletter you want to write in. At this time, you can create only one newsletter series.



Pro tip: Establish a publishing cadence that works for your content so followers have enough time to engage without having to wait too long between newsletters.

Tips to make your newsletter great

1. **Add commentary** or ask a question in your post description when you share your newsletter
2. **Establish a tone** of voice for your series that can stay consistent and engaging no matter what subject you are covering
3. **Encourage others to subscribe** by calling it out in post descriptions or alerting your followers about your newsletter and articles



The conversation is yours to lead

Articles and newsletters help you connect deeper with your audience, opening up a world of knowledge-sharing that can engage and inspire. If you have any questions along the way, visit [LinkedIn Help](#) for more assistance.

Visit the [LinkedIn Creators Hub](#) to check out more great tools you can use to inspire conversations that matter.