



LinkedIn
for creators

*for growing your audience
for making an impact
for building a community*

LinkedIn is where thoughtful conversations happen, and they can be yours to lead. We're here to help you share your voice with hundreds of millions of members seeking inspiration from creators like you and show you the best ways to engage like-minded followers.

Foundational tools to reach all kinds of people

LinkedIn has many tools for expressing yourself and reaching your audience. In this helpful guide, we will walk you through our easy-to-use tools.



Images and Video

Add visual impact to your posts and tell a story in a way that words can't. Images and videos don't have to be super polished. In fact, audiences appreciate messages that come across as more authentic.



Polls

Reach out to your network to ask for feedback. Polls let you ask a question with up to four response options, giving you instant insight into what your followers think about a topic and sparking a conversation in the process.



Documents

If you have a presentation, playbook, or other piece of long-form content that you'd like to share with your followers, you can upload documents to your posts and bring the story to life with every inspiring detail.



Best practices for getting started

Establish your voice

Show potential followers that you have a clear idea of what you stand for and what they can learn from you and your content.

Define your audience

Similar to knowing your voice, it's important to have a clear idea of your audience. Ask yourself, what stage of life or career are they in? Are they leaders or experts in their fields, or are they new to your area of expertise?



Pro tip: Consider **short-form posts** as a quick and effective way to engage with your network and share insights, interesting topics, industry news, or simply ask a question.

Daron K. Roberts, J.D. · 3rd+
#1 LinkedIn Top Voice in Sports | Partner (Notley Ventur...
4d · Edited · 🌐 [+ Follow](#) ⋮

Every morning I post the number of days that I've been alive.

Example:
15,700 days on the planet.
[#StayInTheDeepEnd](#)

And invariably, someone DM's me with, "Happy Birthday, Daron! 🎂"

👉

Well, today it's actually my birthday.

Today marks 43 years of existence on an unrelenting planet.

There is so much to be cynical about. But I choose joy.

And not because I think our problems will evaporate with time. In fact, my reading of history supports a different narrative.

No, I'm joyous because I understand that Mama was not inflating my ego. She was right: I can be whatever I want to be.

And so in a world of infinite decision trees, I choose to be me.

I love you, LinkedIn Familia.

Stay In The Deep End.
(Special thanks to Mama for making the shirt. 🥰)

Daron K. Roberts, J.D.
#1 LinkedIn Top Voice
in Sports

👍❤️👍 655 99 comments

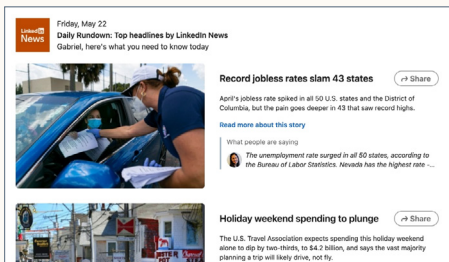
Get the conversation started



Think of LinkedIn as a 24/7 conversation with your network. Here are some tips to break the ice. While current professional topics like career milestones or mental health tend to generate discussion, feel free to expand the conversation. Here are a few ideas to get you started:

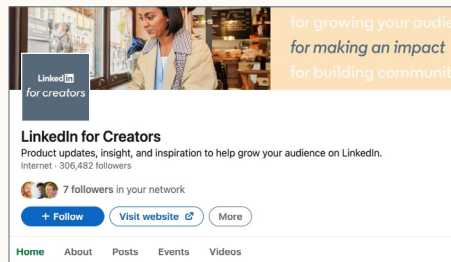
Trending conversations & news

Post and comment on topics members are already interested in. Follow [LinkedIn News](#), or you can see our news digest, the [Daily Rundown](#), in your notifications tab.



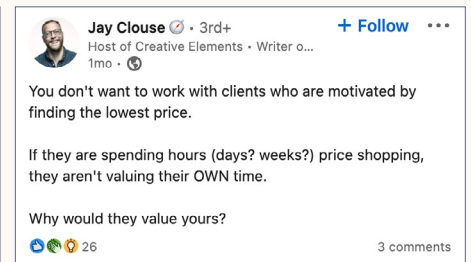
LinkedIn for Creators

Follow the [LinkedIn for Creators](#) showcase page for daily inspiration, prompts, and more content tailored for creators like you.



Share your perspective

Share your knowledge on any topic and encourage others to weigh in to get a discussion started with your following.



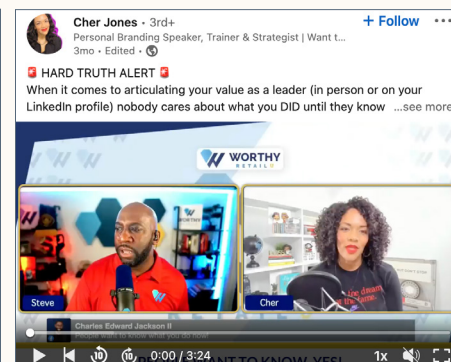
Lessons Learned

No matter your experience or industry, sharing important lessons can always benefit someone else and encourage others to share their stories.



Go behind the scenes

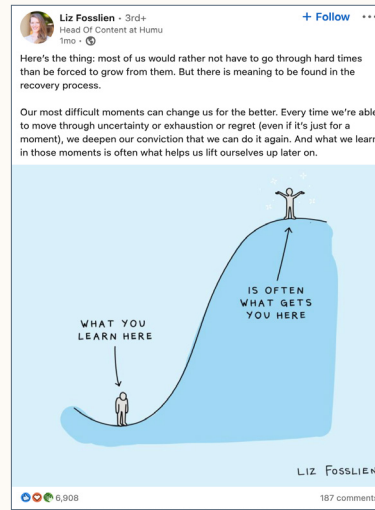
Share your creative process, what you're up to, and what you've done. There's no better way to establish yourself as a creator than to show how you create.



Images and video

Amplify your message with images

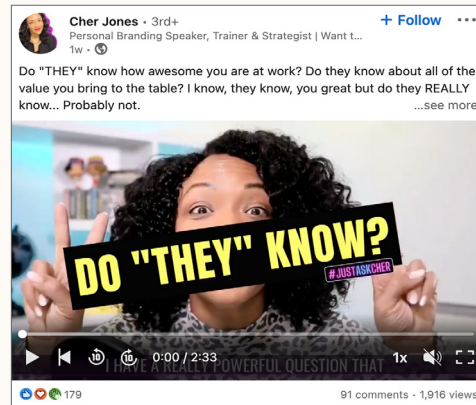
An image can help increase the visual impact of your post and get your message across in a glance. Add a photo to your post to keep your following up to date with what you're doing or what you've been creating. It doesn't need to feel professionally produced to be effective. In fact, content that feels more realistic and authentic can be more likely to engage people.



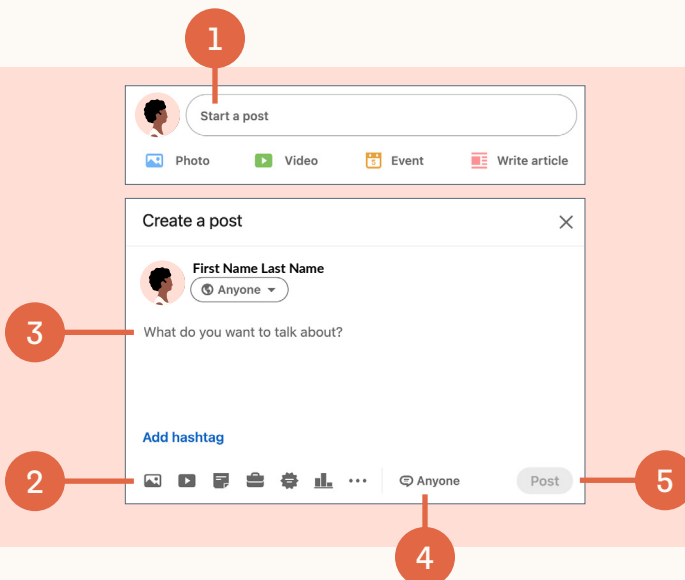
Liz Fosslein
Head of Content at Humu

Show and tell with video

Whether it's short or long, an explainer video, case study, or just you talking to the camera, videos can engage and educate your audience. Remember, the first five seconds are the most crucial to drawing someone in. Captions, a striking visual, or a good opening line are all great ways to keep viewers watching, but at the end of the day, if you have something interesting to say, people will want to weigh in.



Cher Jones
Personal Branding Communications
Speaker, Trainer & Strategist



How to create an image or video post

1. Start a "Post"
2. Click on the photo or video icon and select the image or video you wish to upload
3. Type the content of your post in the "What do you want to talk about?" field
4. Select whom you want to share this post with
5. Create your post

Tips to make your post great

- 1 **Diversify content** types that you share and adapt formats depending on the purpose of each post
- 2 **Supplement your content** by including external links in the post copy that lead to a wider digital portfolio or a deeper look at the subject
- 3 **Create a gallery** by uploading multiple images in a single post

Polls

Tap into the collective knowledge of your network

Polls let you ask a question or solicit feedback from your network. Get informed input, spark new conversations, and generate new insights and knowledge that can be shared back to your audience.



Pro tip: Votes and reactions are great, but polls that start a conversation are more likely to get traction on the platform. Encourage people to share their thoughts in the comments and keep the discussion going by responding to replies.

Jay Clouse • 3rd+
Host of Creative Elements • Writer of Creative Compani...
10mo • 🌐

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If yes, comment with the show and/or why you subscribed.
The author can see how you vote. [Learn more](#)

Yes	19%
No, but I'd consider it	28%
No, probably will never	53%

58 votes • Poll closed

Like Comment Share Send



Jay Clouse

Host of Creative Elements, Writer of Creative Companion

1. Start a post

2. Create a poll

3. Your question*

4. Option 1*

5. Option 2*

6. Poll duration

7. Back

8. Done

9. Add hashtag

10. Post

How to create a poll

1. Click **“Start a post”**
2. Click **“Create a poll”**
3. In the **“Create a poll”** window, type your question and fill in the options
 - There are a minimum of two options and a maximum of four options
 - Click the **“+Add”** option to add another option
4. Select the **“Poll duration”** from the dropdown: from **“1 day”** to **“2 weeks”**
5. Click **“Done”**
6. Select whom you want to share the poll with
7. Add post text to the poll (optional)
8. Click **“Post”**

Tips about polls

1. **Add a follow-up question** in the comments and encourage people to share their thoughts
2. **Post about results** from your poll. Once you have your learnings and understand how people are thinking about your topic, elaborate on it in future content
3. **Keep the dialogue going** by replying to people’s additional thoughts and opinions in the comments section

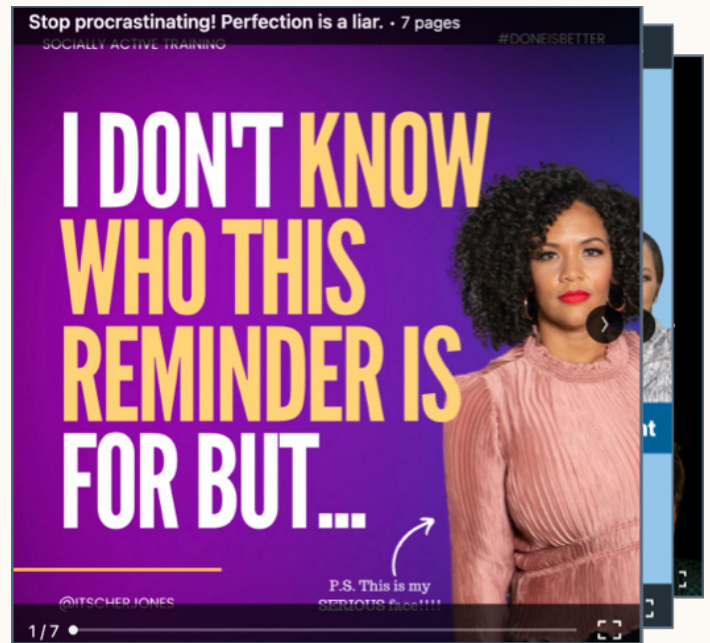
Documents

Bring your expertise to life with inspiring detail

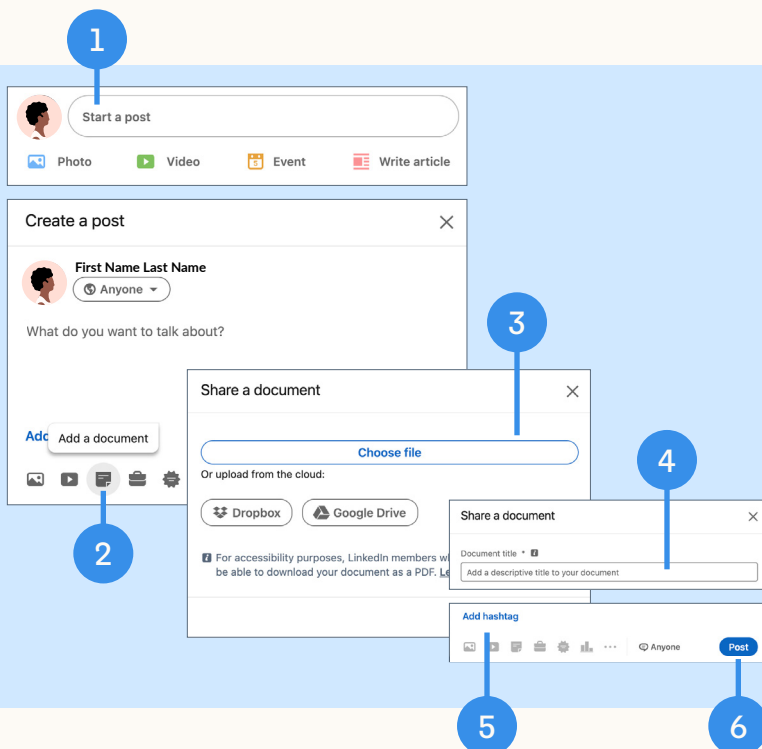
Documents allow you to share multiple pages of content, such as portfolios, PDFs, playbooks, presentations, or reports. The viewer can preview them directly from their LinkedIn feed, open them in a new window, and download them.



Pro tip: Uploading multiple documents creates a carousel which can bring a story to life or showcase a portfolio.



Cher Jones
Personal Branding Communications
Speaker, Trainer & Strategist



How to post a document

1. Click “Start a post”
2. Click the “Document” icon
3. Choose a file from your computer or from the cloud to upload
4. Add a title to your document
5. Add a description to the post
6. Click “Post”

Tips about documents

- 1 **Add hashtags and @mentions** to the post to help people find your content
- 2 **Title documents clearly** and add a brief description so people know what they will learn from your document
- 3 **Repurpose content** previously presented or featured on other platforms to be sure you reach all your audiences



Put your voice out there

All of these tools can help you effectively reach your audience, whether the tools are used on their own or in combination. Experiment to find what works best for you.

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