

**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



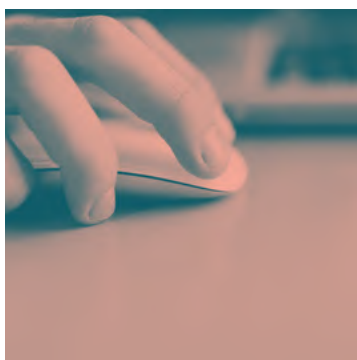
HOW DO I PUBLISH?

- Sign in to [LinkedIn.com](https://www.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>

The screenshot shows the LinkedIn 'Write Your Headline' editor. Callouts point to the following features:

- Insert / Delete Hyperlink:** Points to the chain-link icon in the formatting toolbar.
- Insert Photo:** Points to the camera icon in the toolbar.
- Embed Slideshare or YouTube Video:** Points to the play button icon in the toolbar.

The editor includes a text area with the placeholder 'Start writing.' and a toolbar with options for heading (H1, H2), quote, bold, italic, underline, text color, background color, bulleted list, numbered list, and media insertion.



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**

DONT 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.

GET STARTED NOW

[HTTP://LNKD.IN/PUBLISH](http://lnkd.in/publish)



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

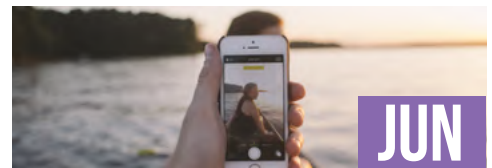
Describe a time when you have worked in service to others and how it impacted you. What takeaways would you share with your peers? **#Service**



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

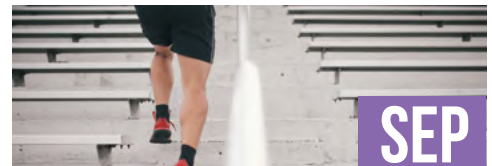
Share your best (or worst) internship stories. **#Interning**



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**