

LINKEDIN

LinkedIn is the world's largest professional network site with more than 435 million members in 200 countries and territories around the globe.



SHARE & INTERACT

Reply to any and all posts and questions. LinkedIn is a place for industry experts to gather, so share industry content and encourage online discussion!

POST A VIDEO

A video is the most likely type of content to start conversations

SHARE SOMETHING

Share an article from the internet or share someone else's update - just make sure to give credit where it is due

CONGRATULATE

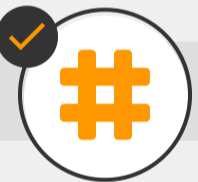
LinkedIn will notify you when a contact changes jobs. If it is a promotion, say congrats



KEEP IT PROFESSIONAL

LinkedIn is not Facebook. Everything from your profile picture to the content you share should be professional. Keep in mind LinkedIn's mission statement when sharing and interacting.

"Our mission is simple: To connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do"



USE HASHTAGS

Adding hashtags to your LinkedIn updates and articles gives them a higher chance of being discovered by LinkedIn members who follow or search for the hashtag you've used.

HOW TO ADD A HASHTAG TO YOUR UPDATES & POSTS

- > From the homepage, click into a Share an article, photo, video or idea field
- >> Write, upload, or link to your content
- >>> Add hashtags using the # symbol

HOW TO ADD A HASHTAG IN AN ARTICLE

- > From the homepage, click Write an article under the update field.
- >> When you are ready to publish your drafted article, click Publish in the top right corner. A pop-up window will appear.
- >>> In the Tell your network what your article is about field, add copy to introduce your article, along with relevant hashtags. This will appear as commentary above your article when you publish it.

You cannot edit or remove hashtags after you've hit publish

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