

HOW TO WRITE AN ARTICLE ON LINKEDIN

One of the best ways for MBAs to gain visibility and prove your new knowledge and experience is to write about it.

Not everyone is a great writer, but if you do, this is the perfect opportunity to showcase your written communication skills, knowledge and expertise and offer a glimpse of your personality and style. Below are instructions for writing an article on LinkedIn. And here is a link to LinkedIn's official help center overview [Publish Articles on LinkedIn](#)

How To Get Started With The LinkedIn Publishing Platform

Near the top of your home page on LinkedIn, you may have noticed the prompt to "Write an article". When you click on this, it takes you to the LinkedIn publishing tool. Sometimes this is referred to as a "long post" or "blog". The good news is that every LinkedIn user has access to this functionality. However, you can only access it from the desktop version, it will not be available on your mobile device.

Answer These Questions First

Your article is the perfect opportunity for you to answer the question, "Why should I hire you?" (your value proposition) So make sure whatever you write about ties back to your answers to some of the questions below.

- What do you do (job title/occupation)
- Why are you qualified to do this job (certifications, previous experience, etc)
- What industry experience do you have (paid or unpaid)
- What types of problems are you great at solving
- Who benefits from your work (who are your internal or external customers)
- What makes you unique (how do you do what you do differently)
- What inspires and/or motivates you

Write For Your Target Audience

Hypothetically, you could work in many different companies, but there are probably a few companies you would really love to work for. That's your target audience.

What do you want them to know about you?

As you write your article, imagine you are writing for someone at one of those target companies. Consider using industry terms, keywords and language you find on their website and in their job descriptions to connect your expertise to their organization and to show that you “speak their language.”

Make It Personal

Finding the right blend of personal and professional is important. This is your chance to let your motivation, personality and style shine through. One tip to help you sound more human and genuine is to write in the first person (use I, me and my).

Always keep in mind the level of professionalism or style of your target audience. For example, if you are pursuing a job in a bank or financial institution your writing style should be more conservative or professional versus someone who is pursuing a role in a startup or in marketing.

Blog Post Ideas for Job Seekers

As you think about what you may choose to write about, keep in mind that you want someone reading what you’ve written to learn more about you. Here are just a few ideas of things you could write about:

- A class project
- Your internship experience
- A review of an event (conference, networking, trade show) you attended
- A city or country you visited
- A summary of an important industry trend
- Your favorite resources (work or personal)
- A productivity hack
- A book review or list of top reading recommendations
- Important life lesson or lesson learned
- Interview someone you respect
- A how-to guide

You could even decide to use LinkedIn’s publishing platform to write a series of posts.

Blogging Tips

If you haven’t written articles or blog posts before, here are some basic, but important tips to keep in mind:

- Always check your spelling and grammar. These mistakes can destroy your credibility.
- Break up large paragraphs or blocks of text into shorter segments to make it easier to read.
- Use logical headings to divide and organize your article.

- Articles with images tend to get better engagement, so use them in your article.
- Add hashtags to the body of your article before you publish it. Adding hashtags helps surface your article to LinkedIn users who may find it relevant.

You may also want to review articles written by some of LinkedIn's Influencers to get ideas of how to best format and structure your article.

Who Sees Your Article?

Once you hit the "publish" button, your network (connections and followers) will receive notification that you've published an article.

And your most recently published article is prominently featured on your profile, immediately before the Experience section. This means that anyone looking at your profile will see you've written an article. They may choose to click through and read it.

Additional Benefits of Blogging On LinkedIn

Besides having a platform to tell your story, there are more benefits to writing an article on LinkedIn. Your LinkedIn profile (and articles) become your online portfolio!

You can share your article on Twitter, Facebook, Pinterest and of course, LinkedIn. (Increasing awareness across your other networks!)

Your post becomes online content which is searchable and shareable by others! You also demonstrate your writing skills! (And if that's important to your future role, your articles serve as writing samples.)

And who knows, LinkedIn editors may even choose to feature it!

Very few job seekers or MBAs use the publishing tool on LinkedIn, which gives you the opportunity to really stand out from the crowd.

Writing Is For Anyone

Once you've landed a new job, you can still use LinkedIn's publishing tool to expand your network, build awareness of your skills and talents and keep your name in front of your connections.