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 create opportunities
• It’s a great sounding board for your thoughts and big ideas
• It’s your opportunity to reach up to 450+ 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 or repurpose your essays, research or other assignments on LinkedIn. Crosspost your content from other sources like a student newspaper or blog
• 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: What’s being covered in the news? What are the stories people are talking about? Use the news as a conversation starter or in a way that connects it back to your own major or interest
**HOW DO I PUBLISH?**

- Sign in to [LinkedIn.com](http://www.linkedin.com)
- Click the “Publish a Post” button on your Homepage or click this link to write a post: [http://lnkd.in/publish](http://lnkd.in/publish)

**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**

**DON'T BE STINGY**

Share your post across your social networks

Tweet [@LinkedInPulse](https://twitter.com/LinkedInPulse) with a link to your post for possible promotion
STUDENTS LIKE YOU
Here are examples of good posts written by students

DJ RAMIREZ
How I’m surviving as a first-generation college student.
READ HERE

HANNAH AMUNDSON
A Collection of Gold Dresses Explores Millennial Narcissism
READ HERE

ALYSSA RAIOLA
Why I Love Working in a Female Dominated Work Place
READ HERE

CLARISSA BUCH
San Bernardino Coverage Shows How Shattered America’s Journalism Market Is
READ HERE

STEPHANIE (ANNIE) ANDREWS
Starbucks Knows More about You Than You Do
READ HERE

CARLOS GRANADOS
How to Pitch to a Leprechaun
READ HERE

WANT MORE?
Check out these other great posts with tips and tricks

10 Tips for Students and New Grads on LinkedIn
10 Tips for Young Professionals Publishing on LinkedIn
Check out the 7 Secrets to Writing Killer Content on LinkedIn

VISIT THE STUDENT VOICES CHANNEL ON LINKEDIN:
https://www.linkedin.com/pulse/channel/studentvoices
LinkedIn 2016 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.

**JAN**

**NEW YEAR, NEW ME**
It’s a new year and a new semester. What are your personal and professional goals this year, and how do you plan to follow through on them? #NewYearNewMe

**FEB**

**LIFE BEYOND THE CLASSROOM**
What’s something you’re passionate about outside your major or area of study? How do you balance that passion with your workload? Reveal the creative outlets or passion projects that have helped shaped you. #MySideHustle

**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**

**A MILLENIAL ON MILLENNIALS**
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**

**WHERE I WORK**
What does your ideal company or industry look like? What could it do differently to build a better workplace for a potential employee like yourself? #WhereIWork

**JUL**

**MY IDEAL WORKPLACE**
What does your ideal company or industry look like? What could it do differently to build a better workplace for a potential employee like yourself? #WhereIWork

**AUG**

**INTERNSING**
Share your best (and worst) internship stories. Describe a day in the life of being an intern. How did you get hired? How have past internships prepared you for your current role? #Interning

**SEP**

**LIFE ABROAD**
Planning to study abroad? If you’ve already spent time in another country, describe what you took away from the experience. How has it shaped you? What did studying abroad teach you that you couldn’t learn on campus? #LifeAbroad

**OCT**

**AN OPEN LETTER TO...**
Take on an issue and tackle it in an open letter. Share the dialogue you’d start with an industry, your university, or another organization. #OpenLetter

**NOV**

**ADVOCATE**
Student protests are synonymous with college campuses. How have you organized around something you care about? What do you believe is worth fighting for? #Advocate

**DEC**

**THE JOB HUNT**
The job hunt can be stressful. What are some tips and tricks that have helped you get through this process? What’s your negotiation game plan? How have you leveraged social media in your search? #JobHunt

**CLICK TO SEE THIS MONTH’S TOPIC**