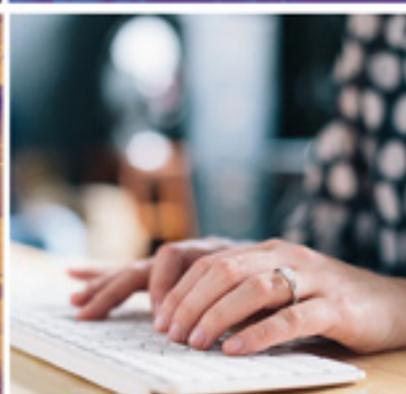
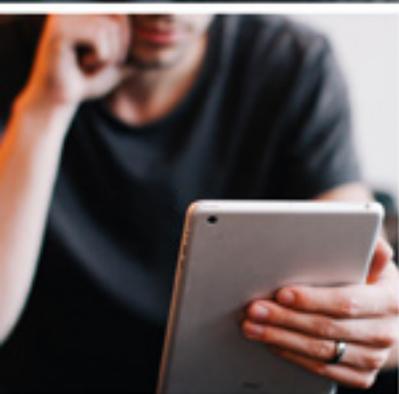


# PUBLISHING ON LINKEDIN



**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 **380+ million professionals**, including peers, recruiters and future employers



## WHAT SHOULD I WRITE?

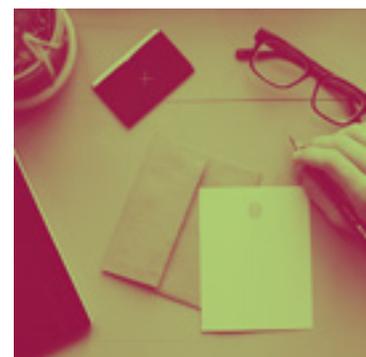
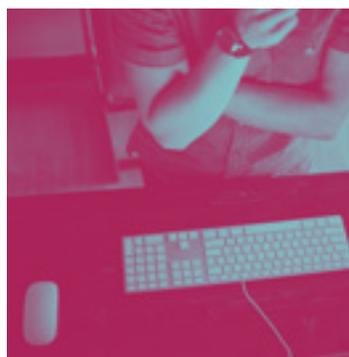
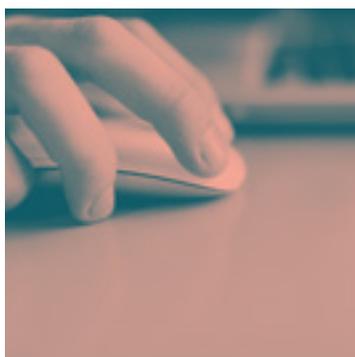
- **WRITE WHAT YOU KNOW:** Draw from your life experiences, whether it's in the classroom, an extracurricular activity or your internship
- **MAKE THE MOST OF ASSIGNMENTS:** Publish your essays, research or other assignments on LinkedIn
- **SHARE FIRSTHAND ACCOUNTS:** What obstacles have you overcome? 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 "Publish a Post" button 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. The title 'Write Your Headline' is at the top. Below it is a text input field with the placeholder 'Start writing.'. A toolbar contains several icons: 'H1 H2' for heading styles, a link icon (with a callout 'Insert / Delete Hyperlink'), bold (B), italic (I), underline (U), and strikethrough (F) text formatting options, list and indent options, a photo icon (with a callout 'Insert Photo'), and a video icon (with a callout 'Embed Slideshow or YouTube Video').



## 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

## STUDENTS LIKE YOU

Here are examples of good posts written by students



**TAI TRAN**

#RaceTogether: 3 Reasons Behind Starbucks' Failure

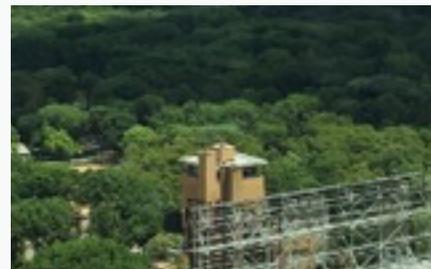
[READ HERE](#)



**HANNAH AMUNDSON**

A Collection of Gold Dresses Explores Millennial Narcissism

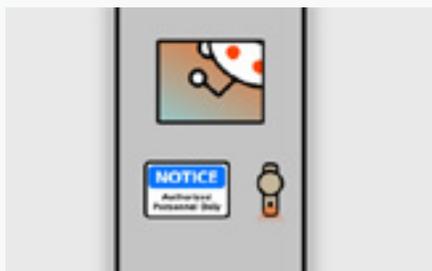
[READ HERE](#)



**ALYSSA RAIOLA**

Why I Love Working in a Female Dominated Work Place

[READ HERE](#)



**SOUMYA GHOSH**

Reddit's Meltdown: Contextualizing AMageddon

[READ HERE](#)



**KALEY WENDORF**

The Impossible Search for an Internship

[READ HERE](#)



**LUIS SANCHEZ**

Why we should and shouldn't take Donald Trump seriously

[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 PULSE:

<https://www.linkedin.com/pulse/channel/studentvoices>

# LINKEDIN 2015 STUDENT CALENDAR

GET STARTED NOW

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

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

## 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

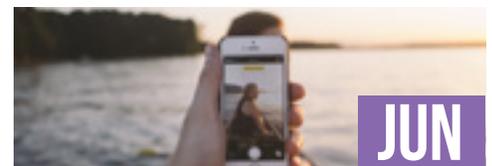
Describe a time when you have worked in service to others and how it impacted you. What takeaways would you share with your peers? **#Service**



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**