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/postauthor/createArticle](http://www.linkedin.com/today/postauthor/createArticle)

**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](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

TAI TRAN
#RaceTogether: 3 Reasons Behind Starbucks’ Failure

HANNAH AMUNDSON
A Collection of Gold Dresses Explores Millennial Narcissism

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

SOUMYA GHOSH
Reddit’s Meltdown: Contextualizing AMAgeddon

KALEY WENDORF
The Impossible Search for an Internship

LUIS SANCHEZ
Why we should and shouldn’t take Donald Trump seriously

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

January
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

February
BEST ADVICE
What were the words of wisdom that made all the difference in your life? #BestAdvice

March
SPRING FORWARD
Where do you see yourself in five to seven years, and how do you plan to get there? #SpringForward

April
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

June
A MILLENNIAL ON MILLENNIALS
Everyone from employers to brands are desperate to understand how millennials think. What would you tell them? #MillennialMe

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

August
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

September
HURDLES
Describe a major obstacle and how you were able to overcome it. #Hurdles

October
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

November
STRESSED
Midterms? Finals? How do you deal with academic stress and anxiety? #Stressed

December
RECHARGE
After a long semester, what do you do to relax, recharge and revitalize yourself? #Recharge