

Blogging on LinkedIn

When LinkedIn announced it would open its publishing platform to all members it opened the window for more professionals to blog. Are you utilising this channel effectively?

Here are four reasons why you should be posting content on LinkedIn.

1. Notifications

When you publish content all your contacts, plus additional users who have chosen to follow your posts, are alerted in the same way as when they receive a request to link, comment or like. This maximises your blog's exposure and encourages more people to read and interact.

2. Likes and shares

Because the blog is hosted on LinkedIn, rather than an unknown website that will navigate away from the social network, your connections are more likely to click. Additionally, the sharing buttons at the top of the post makes it easier for users to share or like content - extending the reach of your post to their networks.

3. Debate

LinkedIn members are a community of people; many professionals in your network will know each other well. This sense of community means people are more likely to start discussions, which are difficult to create on other platforms such as company blogs.

4. Analytics

Once you've hit 'publish', LinkedIn allows you to see the users that have viewed, shared and liked the blog - with handy weekly stat updates to see how well your posts do.

For additional advice on creating blog content or how to use LinkedIn and other social media channels effectively for your business, call us now on 01296 910131.