



# 140 LINKEDIN POST IDEAS

**Section #9**

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# 140 IDEAS FOR YOUR NEXT POST ON LINKEDIN

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## **EDUCATIONAL CONTENT**

- How to video
- Solve a regular problem
- Share a hack
- Answer a FAQ
- Describe a term
- Ask me/us anything
- Answer an industry question
- Common mistakes

## **TOP THINGS**

- Favorite business book
- Favorite online course
- Favorite tool
- Favorite software
- Favorite resource

## **INDUSTRY CONTENT**

- Industry statistics
- Industry fact
- Share an industry article
- Share an industry infographic
- Interview of an industry expert
- Shout out to the industry expert

## **WORD OF CEO**

- Story about an obstacle (life or business)
- Talk about a success (life or business)
- Talk about a charity you support
- Share a personal story
- Talk about company milestone
- Fun fact about you or your business
- Talk about company vision / values
- Business or personal challenge
- Share Kudos to an employee
- Personal projects, achievement
- Paragraph from a business book

## **PEOPLE**

- Allow an employee to post on page
- Share an employee post
- Behind the scenes photo or video
- Present an employee
- Welcome a new employee
- Thank your followers
- Customer/employee of the month

## **EVENTS**

- Invite to a fair you attend
- Share photos from the fair
- Photos from teambuilding
- Photos from meeting
- Photos from conferences



## **CORPORATIVE CONTENT**

Take a look back  
Company fact  
Milestone  
Anniversary  
Customer  
Testimonial  
Customer  
Interview  
Media  
Releases  
Important  
Partnerships  
Redecorating  
Offices  
Current  
Topics  
Social  
Responsibility  
Business  
Collaboration  
Company  
News  
Fun fact  
Job opening  
#hashtag

## **PROMOTIONAL CONTENT**

Newsletter  
Promotion  
New product or service  
Most popular product or service  
Most popular pieces of content  
Product or service showcase video  
Social media promotion  
Teaser to a new project  
Website promotion  
Promote a product/service launch

## **BLOGS**

Blog posts  
Guest blog post  
Long form articles

## **VIDEO**

Live streaming  
Online courses  
Q&A session  
How to video  
Vlog  
Webinar

## **EVENTS**

Meetups  
Workshops



## **PHOTOS**

Photo collage  
Screenshots

## **VISUALS**

Bubble graphs  
Charts/graphs  
Comparison graphs  
Diagrams  
Illustration  
Infographics  
Instructographics  
Mind map  
Presentations  
Projection charts  
SlideShare  
Template  
Timeline

## **COMPANY**

Awards  
Company culture  
Press Release  
Product  
Announcements  
Product Reviews  
Promotions  
Giveaway  
Tool Reviews

## **CUSTOMERS**

Best practices  
Case study  
Success stories  
Testimonials  
User generated content

## **WRITING**

Book summary  
Checklists  
Comparison sheet  
Compiled research  
Dictionary  
FAQ  
Gated Content  
List  
Magazines  
Quotes  
Republishing  
Resource library  
White Paper  
Worksheets  
Ebook  
Guides  
Facts

## **RICH MEDIA**

Contests  
Demos  
Email newsletters  
GIFs  
Meme  
Poll  
Quizz

## **SOCIAL MEDIA**

Forums  
Quora  
Reddit

## **INDUSTRY**

Interview  
Predictions  
Research reports  
Original research  
Opinions  
Survey

## **WEBSITES**

Landing pages  
Microsites  
Calculators

## **AUDIO**

Audio  
Podcast

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**This is quite a list, right? Print this list to have it by your side to help your imagination and inspiration flow. Now is time to learn different activities on LinkedIn in Section 10 LINKEDIN ACTIVITIES.**

