

How to use LinkedIn for free publicity - publishing posts

spencerXsmith
CONSULTING

CHEAT SHEET

Watch the video that accompanies this how-to guide at
spencerXsmith.com/LinkedInPublicity

Free Publicity with LinkedIn

Step-by-step to using LinkedIn posts

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LinkedIn: two ways to reach your audience



If you're like most people with a LinkedIn account, you know it's a great tool for growing your network and growing your business, but you're not sure how to best spend your time on LinkedIn activities. There's a little-known way for using LinkedIn to let **your entire network know exactly what you're doing**, and as a result, you get free publicity. The secret? Writing LinkedIn Posts.

LinkedIn has two very different options for sharing information with your network. One is called "Share An Update," while the other is called "Publish a Post." These may sound very similar, but each has a very distinct purpose.

Here's one simple question to consider:

Is it something that would be considered news, or are you helping educate your readers? Free publicity can be yours if you concentrate on the latter.

LinkedIn Updates should be used to discuss your latest happenings. Are you hanging out at a networking event or trade show? That's a great time to post an update. Did your company recently hire a new employee? That's a great update too. Heck, even use updates as the way to promote things about your business.

LinkedIn Posts, on the other hand, since they're LinkedIn's native article publishing platform, should be used for educational content. Think to

yourself: “If someone reads this article, will he or she feel smarter afterward?” Why is this critical distinction important? Whenever you publish LinkedIn Posts (as opposed to LinkedIn Updates), your ENTIRE network is given a notification of what you’ve published.

LinkedIn Updates are only shown to certain people who have shown an interest in what you’ve shared before. Think of it like a Facebook News Feed – yours is going to be different than everyone else’s, based on your interests and past behavior.

In a nutshell, think, “Could you see LinkedIn colleagues of yours sharing your post because it would help them look good or look smart to their peers?” If not, just do a LinkedIn Update, and save your LinkedIn Posts for when you have something valuable and educational to share that will benefit your target audience.

Ready to see the step-by-step tutorial with screenshots?

Bonus: read until the end to learn two bonus tips on WHAT articles you should write for LinkedIn

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LinkedIn Updates vs. LinkedIn Posts



Spencer X. Smith
Principal at Spencer X Smith Consulting | H...
[Your recent activity](#)

11 people viewed your profile in the past 3 days

260 views on your update "To paraphrase Emerson - those wh..."

“ Share an update Upload a photo Publish a post

These two are very much like posting to Facebook. Very few of your connections actually see them.

We're concentrating on this tool

Sharing an update or uploading a photo are **really the same function**, just in reverse order.

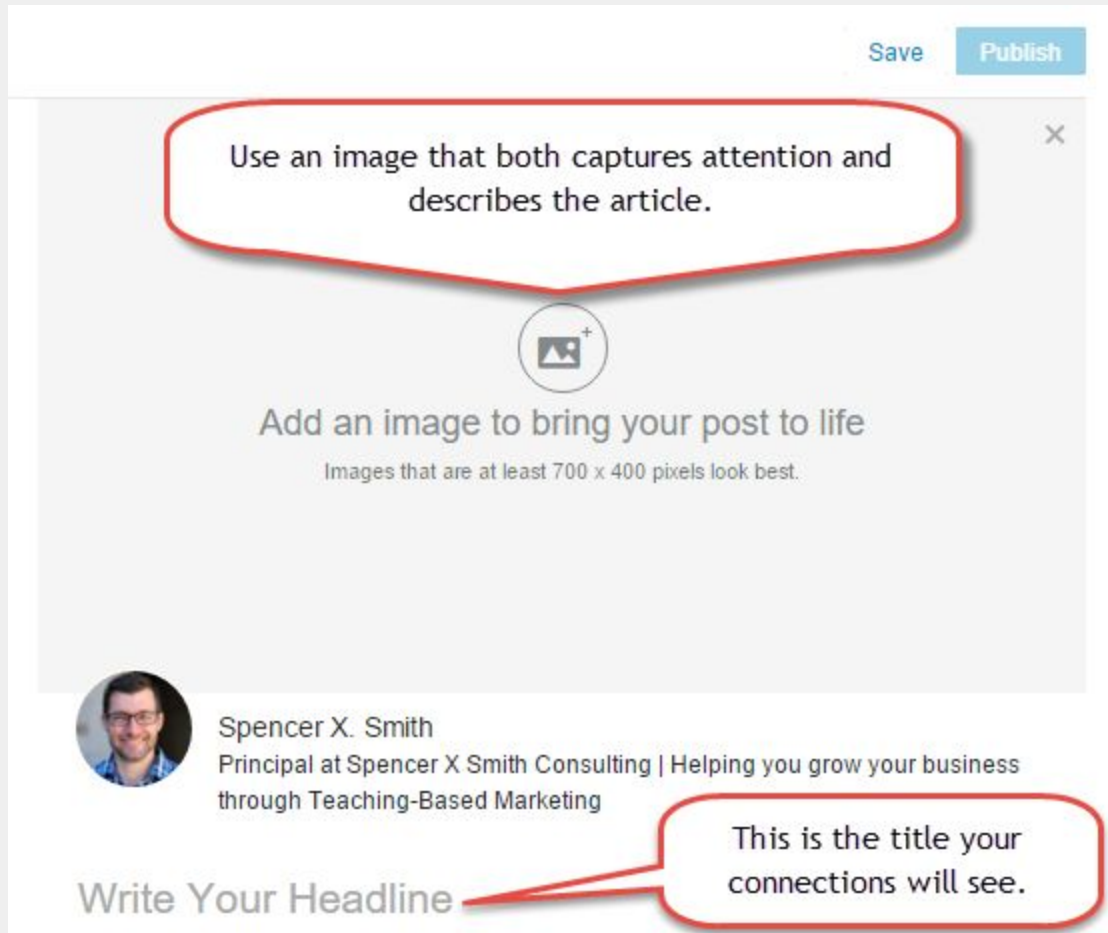
“Share an update” will prompt you for the text first, then give you the option to add an image.

“Upload a photo” will prompt you to upload a photo first, then add the verbiage afterward.

Click on “**Publish a post**” and we’ll get to the article-writing tool.

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Bring your post to life: image and title



Spend enough time on both the image and the title to ensure they're both compelling. Our job, as of this point, is to get someone to scroll beyond the "top of the fold" at the beginning of the article, and this is our chance to earn their attention.

90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. (Sources: 3M Corporation and Zabisco)

4 Sample image and title



Tip - I used the iOS app for iPhone and iPad called WordSwag to create the graphic above in about 3 minutes, and I paid \$4 for it. [Get WordSwag here.](#)

WordSwag is especially great because you can use all the images/pictures included in the app throughout all of your online (and offline) commercial use for no additional cost.

Watch a 10 minute video on YouTube that I recorded on how to use WordSwag - spencerXsmith.com/WordSwagTutorial.

5 Publish the post



Advanced [flag icon] [plus icon] [profile icon]

After you publish your article, EVERY single one of your connections will see a notification here that lets them know about your post.

Advanced [flag icon] [plus icon] [profile icon]

Notifications

- Derek N.H. Notman, CFP® published a new post: "Flights & Finance: How Traveling With Strangers Is A Lot Like Financial Planning "
- 4 people like your photo 13h
Kayla Thomas, Stephanie Beirme Leuer, Ramona Davis ...
- Courtney Wesh published a new post: "Strategies of Pitch Perfect Communicators" 19h

Articles that two of my connections wrote. Now I (and everyone else in their network) get a notification of what they've written. Talk about staying top-of-mind!

Immediately after you publish your post, EVERYONE in your network will see a notification on their LinkedIn homepage telling them you wrote it.

As of this moment, this is the ONLY way to inform your ENTIRE social network on ANY social media platform (LinkedIn, Facebook, Twitter, Instagram or Pinterest) about something FOR FREE.

Here's what especially cool about this - even if someone doesn't have time to read what you've written, they're still reminded of you! LinkedIn does this on your behalf FOR FREE. Take advantage of this great benefit now.

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Two bonus tips - what should you write?



1.) Have you already written articles for your own website or for a publication?

Repurpose those articles on LinkedIn by simply cutting and pasting the material into a LinkedIn post. Just conclude the post with -

*This article initially appeared on [*InsertWebsiteLinkHere*](#)*

If the article you've already written is too technical or lengthy, simply summarize it in Plain English on LinkedIn, and include a link to the original.

2.) **Need some writing ideas for your LinkedIn Posts?** Read a story about an attorney and how she wrote her first article in under an hour - spencerXsmith.com/OneHourArticle.

Questions? Feedback? Let me know what you think:

Email - sxs@spencerXsmith.com

Twitter - [@spencerXsays](https://twitter.com/spencerXsays)

I'd love to hear how this strategy works for you!

Spence

p.s. If you want more ideas like these - sign up for my email newsletter at spencerXsmith.com/How-Can-We-Help and subscribe to my YouTube Channel at youtube.com/spencerXsmith. Get tips, tricks, and how-to videos sent straight to your inbox on topics that matter to you.