

LINKEDIN ARTICLES AND NEWSLETTERS

Initially known for its job search and networking tools, LinkedIn has increasingly become a platform people and organizations use to stay informed, share insights and reach new audiences. In this At A Glance, we dive into two of its features that allow you to publish long-form content, articles and newsletters!

WHAT ARE LINKEDIN ARTICLES?

LinkedIn articles allow you to publish in-depth, long-form content from your page or profile. Compared to LinkedIn posts, articles have a greater character count limit, support hyperlinks and feature style and formatting tools. Articles are shared with your connections and followers in news feeds and their links can be shared on other social media channels such as Facebook or X (Twitter).

WHAT ARE LINKEDIN NEWSLETTERS?

LinkedIn newsletters offer the same ability to create long-form content as articles but are intended for recurring publications, topic features or updates on your work. Unlike LinkedIn posts, LinkedIn members can subscribe to newsletters to be notified about new releases. Newsletters are visible on the home section of your page and links to past editions can be shared on other platforms after publication.

LinkedIn articles and newsletters can help you:

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| ▶ | Reach an established audience |
| ▶ | Access detailed analytics on publications |
| ▶ | Connect with people in your audience's networks |
| ▶ | Appear on search engine results pages |
| ▶ | Repurpose written content |
| ▶ | Build your presence as a thought leader |
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| ▶ | Facilitate engagement through hashtags and mentions |
| ▶ | Augment your email marketing efforts through email notifications to subscribers (Newsletter only) |

LINKEDIN ARTICLES AND NEWSLETTERS

GETTING STARTED WITH LINKEDIN ARTICLES AND NEWSLETTERS

- ✓ Select **“Write article”** under the “Start a post” section in your home feed.
- ✓ Click the **Dropdown** menu next to your name on the upper left to choose what profile you would like to use. You can publish as yourself (**personal profile**) or as the Super admin or Content admin of a LinkedIn Page (for example, **your organization**).
- ✓ For newsletters, click **“manage”** in the top right corner and select **“Create a Newsletter”**.
- ✓ Add a cover image by clicking **“upload from computer”** or drag and drop an image from your image library.
- ✓ Type into the **“Title”** field to create a headline.
- ✓ Write or paste your content in the section below the title, adding mentions (**by typing @ followed by the name of the person or page**), links, text styling and images where relevant.
- ✓ You can also embed content by clicking on the **</> icon** at the top of the page. This allows you to embed a LinkedIn post, member profile or a LinkedIn Page.
- ✓ Click **“manage”** in the top right corner and select **“Preview”** to view a preview of your article or newsletter. Share a draft with others by clicking **“share draft”** near the upper right when in preview mode.
- ✓ Return to the editor by clicking **“back to edit”** in the top left. Select **“settings”** under the main **“manage”** menu in the upper right to access search engine optimization (SEO) settings.
- ✓ Select **“next”** when you are ready to publish.
- ✓ Insert a caption and relevant hashtags and mentions to your post.
- ✓ Click publish – or schedule your article or newsletter for later!

LEARN MORE WITH THESE ADDITIONAL TOOLS AND RESOURCES!

- [Publish articles on LinkedIn](#)
- [A step-by-step guide to publishing articles or newsletter editions as your LinkedIn Page](#)
- [Best practices from top performing Pages](#)
- [Creating, editing and publishing a newsletter](#)
- [Pros and cons of writing LinkedIn Articles](#)
- [SEO settings for articles or Newsletters published on LinkedIn](#)

