



LINKEDIST

COPYWRITING FOR LINKEDIN

CREATE CONTENT THAT BUILDS
YOUR **PERSONAL BRAND**

+ 7 ready-to-use LinkedIn post templates

Hello!

Happy to see you!

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Introduction

Need to know!

LinkedIn has over **875 million users**. However, only over **3 million people** share their posts weekly.

This data proves that content, especially **GOOD content**, has much potential to be noticed.

Therefore, we have gathered key information about writing content – most common mistakes, ready-to-copy templates, hook sentences, grammar tips, and an extensive list of content ideas you might need in the future.

We encourage you to **start writing LinkedIn posts**, and we are sure that this selection of condensed information is just what you might need to get going.

Our eBook is here to help you on your copywriting journey, so use the information here for an easy start. However, we highly encourage you to start creating as authentic content as possible once you feel more confident!

Make the posts fit your style, needs, and character to **represent YOU and YOUR personal brand**. Take these examples and templates as guidance and tailor them to your needs as unique content works best!

Practical Tips on Nailing Your LinkedIn Posts

Seven Tips to Get You Started

Tip #1 The best ideas for your content are not hidden anywhere – find them in your day-to-day.

So you say you have nothing to talk about on LinkedIn. No offense, but we don't buy it!

If you are interested in any industry, you have plenty of content material; the key is noticing it.

To do that, start documenting interesting interactions with your clients, the lessons you learn throughout the week, some wins and failures of your projects, career milestones, etc. All of that serves as a good base for your posts.

Time for tips!

 **QUICK TIP:** use platforms like **Notion or Trello** to document and plan your content ideas.

Tip #2 Learn how to create powerful hooks that keep your audience reading your posts

The very first sentence can make or break your post. To make your audience read your posts till the end, focus on a powerful hook sentence to immediately attract your audience's attention.

Here's how you can do so:

- ask a thought-provoking question,
- share an interesting fact,
- use statistics, or
- create a misconception you will explain later in the post.

A good rule of thumb is to aim for a hook **no longer than 210 characters**. See *more* line will appear **after 5 lines of a text-only post** and **3 lines of other posts** (e.g., visuals, videos, carousels, etc.).

Need some examples? Sure!

Copy-paste some of these hooks and get your post noticed by more people!

Useful!

- Don't do X when you want to grow your sales.
- Controversial opinion – there's really nothing like X.
- In the fast-paced world of X, staying up-to-date on the latest trends is crucial. Here's how to stay ahead of the curve.
- Are you an X professional looking to take your career to the next level? These three tips can help you stand out and get noticed by top employers.
- The world of X is constantly evolving. Here's how to navigate the changing landscape and stay relevant in your career.
- Looking to advance your X career? These simple strategies can help you break through to the next level and reach your goals.
- In the competitive world of X, it's essential to upskill and improve your abilities constantly. Here's how to stay ahead of the game.
- As a manager at X, I always find it interesting when...
- Here's a fact – there are X people on this platform today.

Tip #3 Make sure your post is reader-friendly

When you have a great story, writing it all in one huge paragraph may not be the best way to tell it!

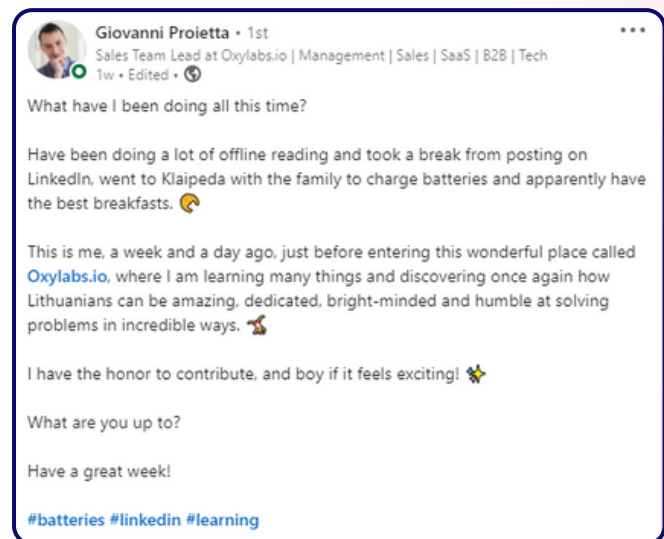
Here are some things to keep in mind!

Structure and Sentences

We recommend dividing your post into smaller chunks, no longer than 2–3 paragraphs. The same goes for sentences: keep them short and to the point.

Take a look at this example by **Giovanni Proietta** – the way he structures the post makes it easy to read from the first word to the last. By the way, congrats on your new role, Giovanni!

Example:

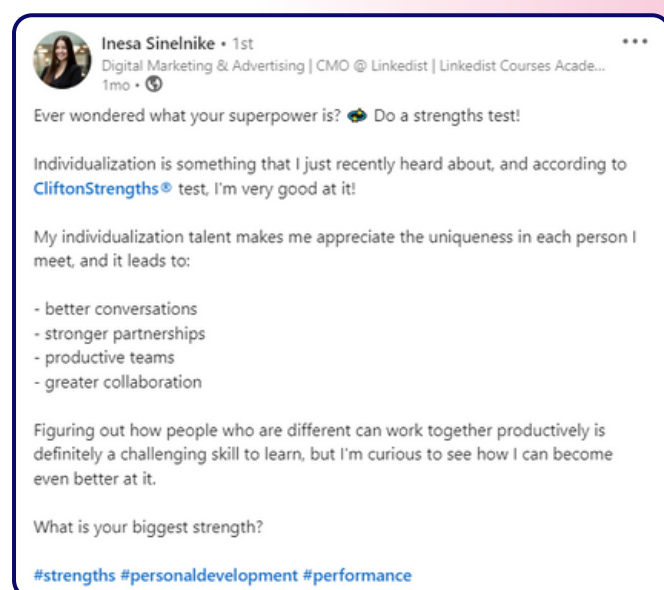


Bullet points

If you want to emphasize some key points, use bullet points or emojis. This way, your audience will remember the content better.

Linkedist CMO Inesa Sinelnikė does a great job emphasizing the main benefits of her individualization strength by sharing them in short bullet points.

Example:



Tip #4 Tag relevant companies and/or people

To increase engagement, tag companies and people relevant to your posts. For instance, people with whom you participated in the event, people you were inspired by, your colleagues, etc.

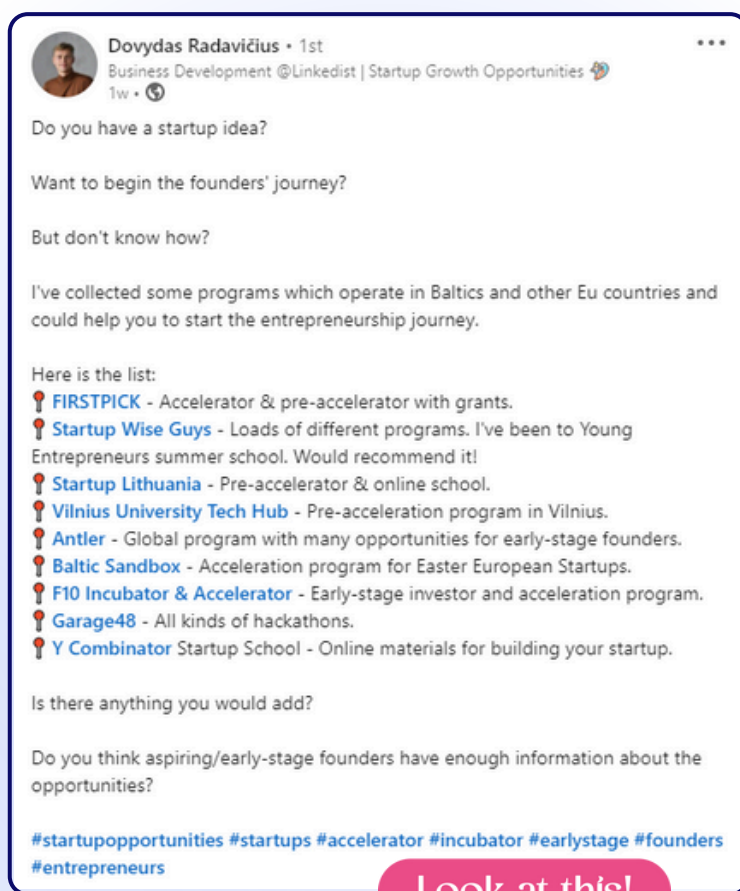
Tagging companies and/or people is a better idea than simply reposting/resharing something you found interesting and relevant on LinkedIn.

Remember to use this function with caution, though. LinkedIn users (just like the users of any other social media platforms) don't appreciate spam.

Linkedist Business Development Manager **Dovydas Radavičius** collected some startup programs that operate in the Baltics and other EU countries and mentioned them in his post.

This way, the audience can access the programs quickly, and the chance of more people noticing Dovydas' post increases.

Example:



Dovydas Radavičius • 1st
Business Development @Linkedist | Startup Growth Opportunities 🚀
1w • 🌐

Do you have a startup idea?

Want to begin the founders' journey?

But don't know how?

I've collected some programs which operate in Baltics and other Eu countries and could help you to start the entrepreneurship journey.

Here is the list:

- 📌 **FIRSTPICK** - Accelerator & pre-accelerator with grants.
- 📌 **Startup Wise Guys** - Loads of different programs. I've been to Young Entrepreneurs summer school. Would recommend it!
- 📌 **Startup Lithuania** - Pre-accelerator & online school.
- 📌 **Vilnius University Tech Hub** - Pre-acceleration program in Vilnius.
- 📌 **Antler** - Global program with many opportunities for early-stage founders.
- 📌 **Baltic Sandbox** - Acceleration program for Easter European Startups.
- 📌 **F10 Incubator & Accelerator** - Early-stage investor and acceleration program.
- 📌 **Garage48** - All kinds of hackathons.
- 📌 **Y Combinator Startup School** - Online materials for building your startup.

Is there anything you would add?

Do you think aspiring/early-stage founders have enough information about the opportunities?

#startupopportunities #startups #accelerator #incubator #earlystage #founders #entrepreneurs

Look at this!

Tip #5 Test out different types of content

LinkedIn offers a **variety of content types** to test out, so instead of always going for a text-only post, test out other options!

You can go for:

- text and visual,
- video,
- poll,
- document,
- photo gallery or carousel.

If you are just starting with content creation on LinkedIn, make sure you try all the options above. You never know which content piece could resonate with your audience the most!

Tip #6 Add 3–5 relevant hashtags

To make your LinkedIn post more visible to the audience, add 3–5 relevant hashtags to help LinkedIn users find your content and engage with it.

LinkedIn recommends this number, and many users have reported a decrease in a post's reach when using more than 5 hashtags.

How to find the **best hashtags**, you may ask. Here's what we suggest you do:

1. **Check other LinkedIn users** who discuss the topics you are interested in and see what hashtags they use.
2. **Click on the hashtag and see how many followers it has.** Hashtags like #business or #marketing have millions of followers. Hence the chance of getting your post **noticed** increases tremendously. However, that does not mean that you should only focus on hashtags with many followers. Sometimes, opting for more of a **niche hashtag** is the best way to target the audience you want to reach.
3. **Hashtags are great for raising your company's awareness.** Create a hashtag for **your company** and ensure your brand ambassadors use it consistently in their posts.

Tip #7 Track your results

To understand if your content is relevant, you have to start tracking the performance of your posts.

How do you do that?

Once you publish that perfectly polished post, check how the audience responds.

Make sure to take into account the following:

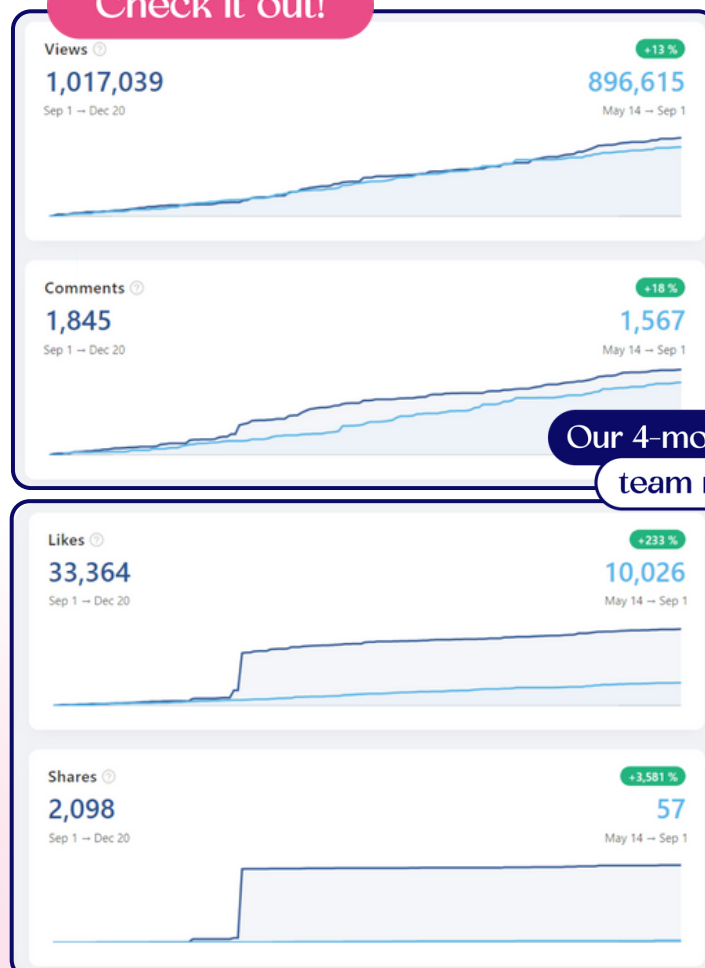
- impressions,
- reactions,
- the number of comments,
- reposts.

If you are unhappy with the results, don't get discouraged too quickly! Go back to tip number 6 and continue testing out different types of content.

Time for tips!

 **QUICK TIP:** at Linkedist, we love using **Shield** to track the performance of our posts.

Check it out!



Our 4-month
team result

Words to Use to Grab Your Audience's Attention

Will

use it!

When copywriting on LinkedIn, it's important to use **attention-grabbing words** relevant to your audience.

Remember that the words you use should be relevant to the message you're trying to convey to your target audience. An excellent way to ensure that is to create a buyer persona, a fictional representation of your ideal customer that you can use to guide your content strategy.

Take a look at some words that can effectively catch people's attention.

Empower	Never	Urgent	Free	New	Proven
Overcome	Easy	Secret	More	Instant	Convert
Discover	Stop	Now	Activate	Exclusive	Unlock
Faster	Today	Limited	How	Soon	Opportunity

Words to Avoid in Your LinkedIn Posts

Won't
use it!

On the other hand, some words and phrases should be avoided in your LinkedIn posts as they tend to have **negative connotations**.

Nevertheless, if these words suit the **context** of your post, don't omit them from your vocabulary.

Cheap	Inexpensive	Fake	Promise
Everyone	Everyone's doing it	Hard sell	Pushy
Just	Guaranteed	Scam	Only

LinkedIn Post Templates

5

Now that you know all the beginner steps on copywriting, you need to start writing a post. This part might feel the most daunting, but **DON'T PANIC**.

Sometimes, staring at a blank page is the most un motivating sight to your eyes. But all you need to do is to start somewhere. For this reason, we provided these templates for you – make sure to edit them to your preferences or add any additional information you think is necessary; mend these templates to fit your industry and personal character.

Make it unique to you!

Important!

Disclaimer!

To make it suitable for any industry, we have added some places you will need to fill yourself. These will include some information in brackets, where you need to refer to your position, company name, statistical number, surnames, etc. Make sure to change them before posting, add in any additional information you need, and remember to tag the companies or people you mention!

Structure

When it comes to the structure of your LinkedIn posts, you can follow a simple pattern to start easy with your content creation:

- A hook sentence – fun, interesting fact.
- Body – story, tips, experiences.
- Learnings and outcomes.
- Any memorable mentions, greetings.
- A few hashtags.

This is one of the easiest ways to **attract attention, lead the audience** with exciting storytelling, and **teach about your resolutions**. However, once your content becomes more advanced, you should experiment with different patterns, shorter and longer texts, and storytelling techniques to find your style!

For now, let's continue on the basics – here are some ready-to-go posts for your next content creation session that will be ready in minutes. Copy them to your profile, edit the information you want, and voilà!

Post about job promotion



Name Surname

Ready for new opportunities!

I am thrilled to announce that I have been promoted to [New Position] at [Company Name]. This is a huge milestone in my career, and I am honored to take on this new role.

I want to thank my colleagues and managers for their support and guidance over the past [time period]. I have learned so much during my time at [Company Name], and I am excited to continue growing and contributing to the team in my new position.

In my new role, I will be responsible for [responsibilities of new position]. I look forward to the challenges and opportunities with this new position and am excited to continue working toward the company's success.

Thank you again to everyone who has supported me along the way. I am grateful for the opportunity to continue growing with this fantastic team.

#promotion #[rolename] #opportunity



Post about going to a conference



Name Surname

Excited for new learnings and growth at [Conference Name] with [Company Name] team!

I am happy to share that I had the opportunity to attend [Conference Name] with my colleagues from [Company Name]. The conference was an incredible experience, filled with valuable insights and networking opportunities.

We heard from industry leaders and experts on topics such as [topics covered at the conference]. It was inspiring to learn about the latest trends and developments in [industry or field]. The team also had a great time networking with other professionals and learning from their experiences.

Attending this conference with my colleagues from [Company Name] was also an excellent opportunity for team building and learning from each other. We were able to share ideas and perspectives, and attending this conference will ultimately benefit our team and work at the company.

If you have the opportunity to attend [Conference Name] in the future, I highly recommend it. It was an incredible experience, and I thank my company for supporting my professional growth.

#conference #event



Post about job offer

Growth!



Name Surname

Exciting opportunities at [Company Name] – we're hiring [Position]!

I am thrilled to share that [Company Name] is currently seeking highly motivated and talented individuals to join our team as [Position]. We're an innovative company committed to [what company does], and we are looking for individuals who are excited about the opportunity to [what the job requires].

As a [Position], you will work with [responsibilities of the position]. Therefore, the ideal candidate will have [qualifications needed for the position] and be a strong collaborator with the ability to thrive in a fast-paced, dynamic environment.

At [Company Name], we believe in fostering a supportive and inclusive work environment where everyone has the opportunity to grow and succeed. We offer our team members [benefits of working at the company].

If you're interested in joining our team, please submit your application by [application deadline] through [application link or instructions].

Don't miss out on this exciting opportunity – we can't wait to see what you'll bring to our team!

#opportunity #hiring #openposition



Post about being proud of the team



Name Surname

I am incredibly proud of our team at [Company Name].

We've accomplished so much together over the past few [months/year], and I am constantly in awe of the dedication and hard work that each team member brings to the table.

Whether launching a successful new product, breaking sales records, or tackling a challenging project, our team has faced each obstacle with determination and a can-do attitude.

It's been an honor to work alongside such an outstanding group of individuals, and I am grateful for the knowledge and experience that each team member brings to the table. Our team's diverse backgrounds and perspectives have strengthened us, and we will continue to achieve great things together.

I also want to thank our management and leaders for creating an environment where innovation and growth are encouraged. The trust and support provided to us are truly appreciated.

I am excited to see what the future holds for our team and know that with our combined talents and passions, we will continue to achieve our goals and make a real impact in our industry.

#team #dedication #teammembers



Key lessons I learned as a X position

Idea!



Name Surname

Reflecting on X years at [Company Name]: key lessons learned.

Today marks my X-year anniversary at [Company Name] in the role of [Position]. As I reflect on the past years, I wanted to take a moment to share some of the critical lessons I've learned during my time at the company.

- The importance of clear and open communication: it is essential for a successful team and project.
- Listening actively and providing constructive feedback is crucial, enabling team members to understand and improve their performance.
- The value of adaptability: I've learned that adapting to change is critical to success in any role or industry.
- Change is inevitable, and embracing it can lead to growth and new opportunities.
- The power of networking: building and nurturing professional relationships has been fundamental to my success at [Company Name].
- The significance of self-awareness and self-reflection: I've learned the importance of being aware of my strengths, weaknesses, and values and how they influence my work.
- The impact of teamwork: I've learned that collaboration is essential to success. Working collaboratively and supporting each other has allowed us to accomplish much more than we could have done alone.

I am grateful for the opportunities and experiences I've had during my time at [Company Name]. I look forward to continuing to grow and learn as a professional in my role, and I am excited to see what the next five years will bring.

Thank you to my colleagues, managers, and everyone who has been a part of my journey at [Company Name].

#journey #[position name] #anniversary



Like



Comment



Repost



Send

Like!

Recommending tools you adapt in your work



Name Surname

I can't imagine a workday without these tools.

As we continue to adapt to a constantly changing work environment, it's more important than ever to have the right tools to stay productive and connected.

Here are a few tools that I have found to be incredibly useful in my work, and I highly recommend giving them a try:

- [Tool name & link] – This tool is excellent for [what the tool does, for example: project management, remote communication, scheduling, etc.]
- [Tool name & link] – This tool is perfect for [what the tool does, for example: team collaboration, document editing, time tracking, etc.]
- [Tool name & link] – This tool has been a lifesaver for [what the tool does, for example: task management, remote working, file sharing, etc.]

These are just a few examples, but there are many great tools to help us stay connected and effective. Remember, the most important thing is finding the best tools for you and your team.

Do you have any tools that you swear by? Let me know in the comments below!

#productivity #remoteworking #tools



Recommending other companies you find inspiring



Name Surname

I am constantly on the lookout for companies that are pushing the boundaries in their respective industries and delivering exceptional products and services. Here are a few that I highly recommend checking out:

- [Company name & link] – This company is making waves in [industry or field, for example: technology, finance, sustainability, etc.] with their innovative [products/services].
- [Company name & link] – This company is a leader in [industry or field, for example: marketing, logistics, design, etc.] and their approach to [particular aspect, like customer service or company culture] is awe-inspiring.
- [Company name & link] – This company is one to watch in [industry or field, for example: AI, Healthcare, E-commerce, etc.]. Their commitment to [particular aspect, like sustainability or providing education] is genuinely admirable.

These are just a few examples, but there are so many great companies out there that are making a real impact in their respective fields. If you're interested in learning more about these companies and the work they do, I recommend checking out their website, following them on social media, and reading about their mission, values, and vision.

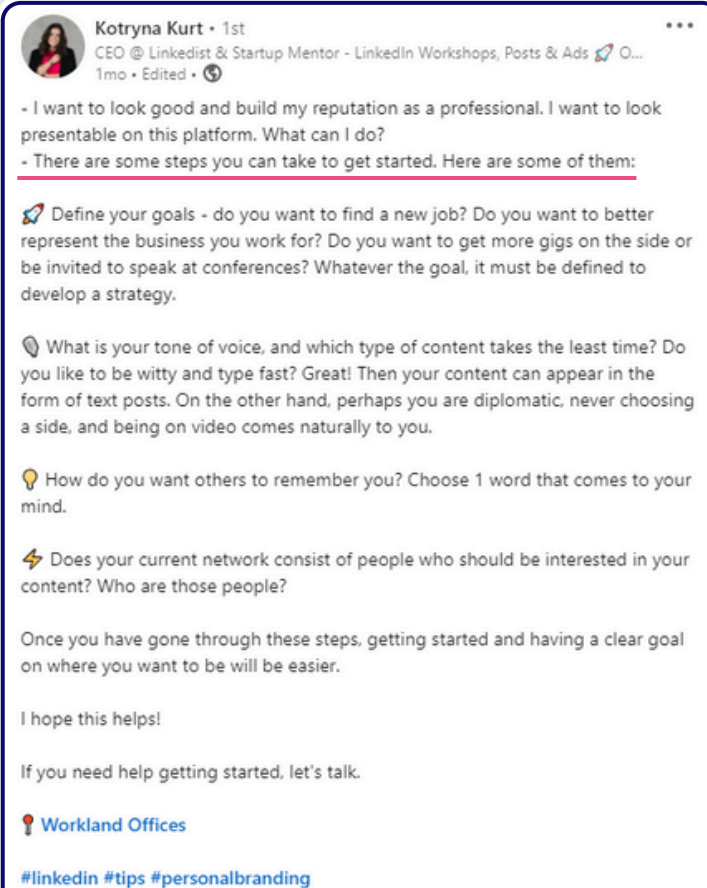
Do you have any companies that you would recommend? Let us know in the comments below!

#industryleaders #innovation #success



Post Ideas

Now that you have the basics and templates, you are good to go with planning your content! Whenever you lack ideas or want to find exciting ways to present your content, here is a selection of posts you can get inspired by!



Kotryna Kurt • 1st
CEO @ Linkedist & Startup Mentor - LinkedIn Workshops, Posts & Ads
1mo • Edited

- I want to look good and build my reputation as a professional. I want to look presentable on this platform. What can I do?
- There are some steps you can take to get started. Here are some of them:

- 🚀 Define your goals - do you want to find a new job? Do you want to better represent the business you work for? Do you want to get more gigs on the side or be invited to speak at conferences? Whatever the goal, it must be defined to develop a strategy.
- 🗣️ What is your tone of voice, and which type of content takes the least time? Do you like to be witty and type fast? Great! Then your content can appear in the form of text posts. On the other hand, perhaps you are diplomatic, never choosing a side, and being on video comes naturally to you.
- 💡 How do you want others to remember you? Choose 1 word that comes to your mind.
- ⚡ Does your current network consist of people who should be interested in your content? Who are those people?

Once you have gone through these steps, getting started and having a clear goal on where you want to be will be easier.

I hope this helps!

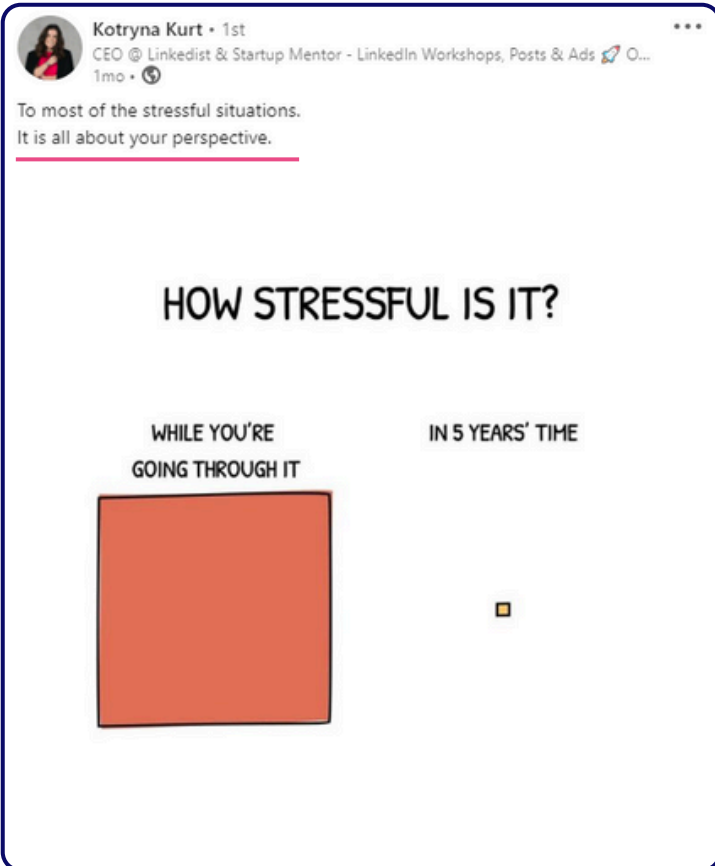
If you need help getting started, let's talk.

📍 [Workland Offices](#)

#linkedin #tips #personalbranding

Answer the questions you get asked as a professional working in your field.

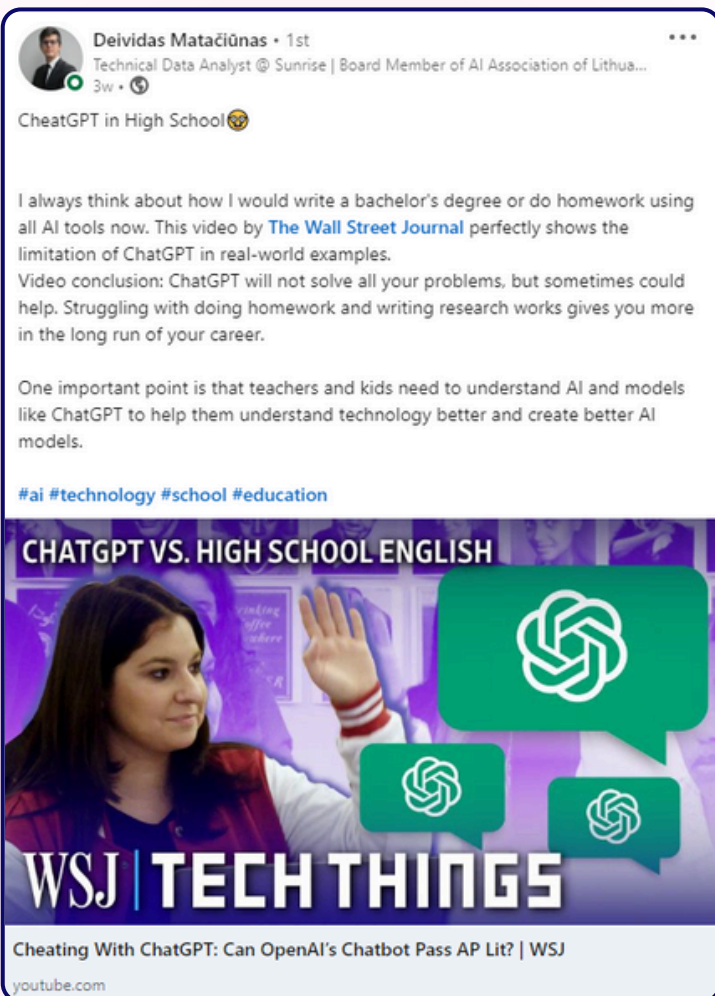
Some people might have the same question!



Sometimes, images speak for themselves – only two extra sentences are needed, and boom, there you have it!

If you find something relatable, re-share it and spread the word.

Interesting!



Real-life examples of some new tools you use? Is it related to your field of interest or work?

Include some informational sources for more people to see!



Kotryna Kurt • 1st
CEO @ Linkedist & Startup Mentor - LinkedIn Workshops, Posts & Ads O...
2mo • Edited •

Did **Twitter** Blue tweet just cost **Eli Lilly and Company** billions?
Yes.

Elon Musks' new verification process allowed thousands of fake accounts to verify themselves and, in such a way, themselves as big brands or corporations.

If you still think that social media communication has no significant effect, then look at what happened this weekend.

Insulin producer Eli Lilly saw its stock drop because of a fake blue check tweet.

A few tweets.
Billions lost.

As someone who rarely uses Twitter, I am now interested to see where this will go because Elon seems to be experimenting a lot, driving some users away and making a tangible impact on the markets.

[#Elonmusk](#) [#twitter](#) [#twitterblue](#) [#news](#)

The screenshot shows a tweet from Eli Lilly and Company (@EliLillyandCo) dated 1:36 PM - 11/10/22. The tweet text reads: "We are excited to announce insulin is free now." It has 554 Retweets, 171 Quote Tweets, and 3,324 Likes. Below the tweet is a stock price chart for Eli Lilly and Co (NYSE: LLY) showing a significant drop in stock price on the day of the tweet. The chart shows the stock price at 346.04 USD, down 18.87 (5.34%) from the previous close. The chart also shows a table of daily stock price data for the week of Nov 6 to Nov 11.

Has anything exciting or relevant happened in your field of work?

Want to spark a discussion about it?

Reveal your opinion. Share some insights and screenshots!

Look at this!



Dovydas Radavičius • 1st
Business Development @Linkedist | Startup Growth Opportunities
3mo •

5 reasons why students should be on LinkedIn.

- 🔦 New opportunities - find any internship or entry-level job, mentors for successful career start, events & conferences to get knowledge.
- 🔦 Connect with professionals - start building your professional relationship with industry leaders. To do it on LinkedIn is easier than on any other place.
- 🔦 Conduct your study research - LinkedIn can be an excellent place to find relevant discussions or research and even create a survey by poll posts.
- 🔦 Build your Personal Brand - engaging with others, creating content by yourself, and sharing your story & values will help you to make a strong image of yourself online.
- 🔦 Learn from others - by following the right people, you can get all the know-how and learn from others mistakes. Having a great feed could be a university itself.

Would you add some benefits?

[#students](#) [#studentsoflinkedin](#) [#university](#) [#personalbrand](#)

Any tips for your colleagues, friends, or people your age?

Share them!

Inesa Sinelnike • 1st
 Digital Marketing & Advertising | CMO @ Linkedist | Linkedist Courses Acade...
 4mo • 🌐

September always feels like a fresh start, and this year especially! 🎉

I'm stepping up in my career as I've been promoted to Chief Marketing Officer at [Linkedist!](#)

Marketing has always been a massive part of my life – from working with B2B and B2C companies and setting up ad campaigns to paying attention to advertising billboards while traveling.

How do I feel? Excited, grateful, and curious!

I'm taking my career to the next level, and gradually evolving into a more strategic role will be a challenge I'm eager to take!

Once again, I'm convinced that professional development is not a solo journey – your peers and mentors impact you as much as you drive toward goals. Thus, I would not be where I am today without all the supportive people around me investing their time in my growth! 🙏

Here's to the new beginnings! ✨

[#promotion](#) [#cmo](#) [#personalgrowth](#)

Promotions, looking for new colleagues, have worked hard on some projects?

What are your learnings from the process?

Answer these questions in your next post.

Giovanni Proietta • 1st
 Sales Team Lead at Oxyllabs.io | Management | Sales | SaaS | B2B | Tech
 1mo • Edited • 🌐

Do you need to be inspired before Xmas? 🎄

I just read this classic book, picked it from Jeff Bezos' ultimate reading list, and felt like [Back to Basics](#) is the new 🎯.

Reading how simple common sense one-man-shop wisdom can be applied to a gigantic retailer and bring it to what was a 32 million dollar machine (in 1991) is the fairy tale we all need to hear and a true compass to orientate ourselves. 🕒


Some pearls from this book:

- Think Small, even when operating on mega scale,
- Bureaucracy can be the product of egos, as somebody may tend to create a large infrastructure with the sole scope of inflating their importance (keep the egos down and draw a line to mark your tolerance level, as bureaucracy is the silent killer),
- Be stubborn and be open to be proved wrong.

If you need a story about grit, humbleness, how a successful business is created, what work ethics mean, this is the book for you. 📖

What are you reading under the tree? 🎁

[#reading](#) [#work](#) [#ethics](#)



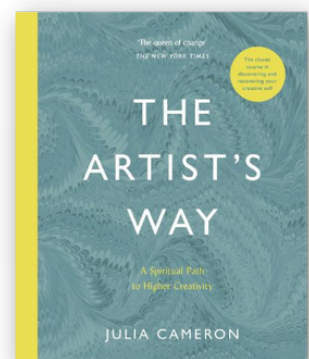
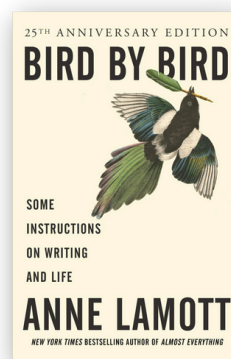
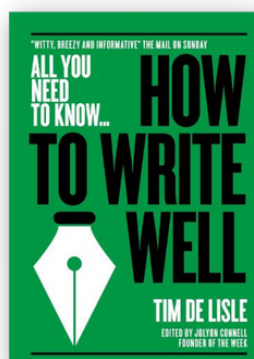
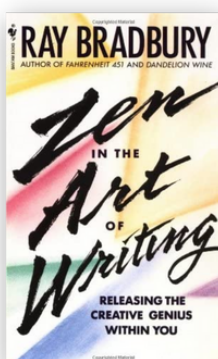
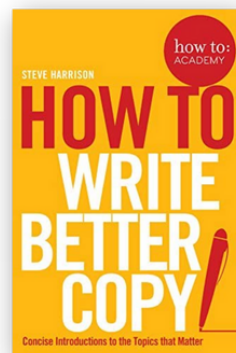
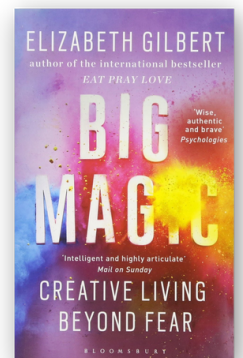
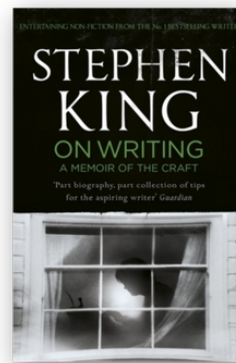

Read, saw, or listened to something new and exciting?

In case you have any recommendations or anti-recommendations, here's an idea!

Useful Resources

Books on (copy)writing

1. Stephen King *On Writing*
2. Elizabeth Gilbert *Big Magic*
3. Steve Harrison *How to Write Better Copy*
4. Julia Cameron *The Artist's Way*
5. Anne Lamott *Bird by Bird*
6. Tim De Lisle *How to Write Well*
7. Ray Bradbury *Zen in the Art of Writing*



Tools We Recommend You Try

For flawless grammar:



Hemingway Editor. This tool helps you write more concisely and clearly by highlighting complex sentences and adverbs, and suggesting alternatives.



Grammarly. This writing tool checks your spelling, grammar, and punctuation for mistakes, and provides suggestions for corrections.



Thesaurus. A thesaurus is a great tool for finding alternative words and phrases to use in your writing.



Quillbot. Quillbot is a language AI model specifically designed to help users paraphrase and proofread their writing.

For content planning:



Trello. Trello is a project management tool that helps users organize and prioritize tasks. A board layout allows you to create cards representing tasks and move them between different columns illustrating stages of progress.



Notion. Notion is used as a personal or team productivity tool, where users can create notes, task lists, and projects.

When you're stuck with ideas:



ChatGPT. This is an AI tool that you can have extensive conversations with. If you lack ideas, just ask, and suggestions will come your way.



Answer the public. AnswerThePublic is a keyword research tool that visually represents common questions and phrases people are searching for in relation to a particular keyword or topic.

Grammar Tips to Keep in Mind

Before you go, let's quickly recap some grammar tips you may want to remember when polishing your LinkedIn posts. **Hey hey! Don't skip** to the end just yet – we promise not to tire you out!

Tip #1 Apostrophes, AKA “you’re and your” are two different things.

When it comes to apostrophes, there are two circumstances to keep in mind when using them.

Indicating possession. For example, "This is Tom's LinkedIn profile." or "Wow, your LinkedIn post looks impressive!"

Indicating a contraction. For example, "I'm looking for a new job opportunity." or "You're going to write amazing posts on LinkedIn after reading this eBook."

Therefore, "your" is a possessive pronoun that indicates something belongs to you, while "you're" is a contraction of "you are." The same goes for "they're" and "their".

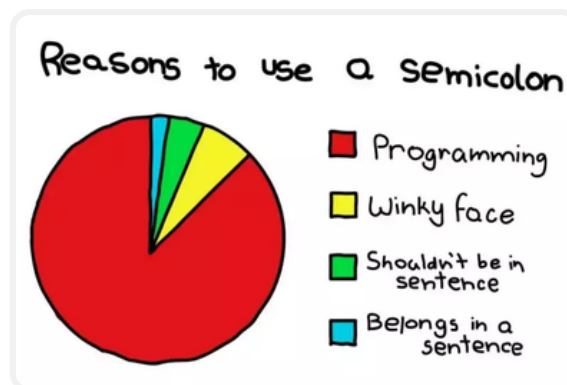


Tip #2 Commas vs. semicolons

While some use commas and semicolons interchangeably, they are two different punctuation marks.

We use **commas** to indicate pauses or separation between clauses or ideas within a sentence. For example: "I want to start posting on LinkedIn, but I don't know where to start."

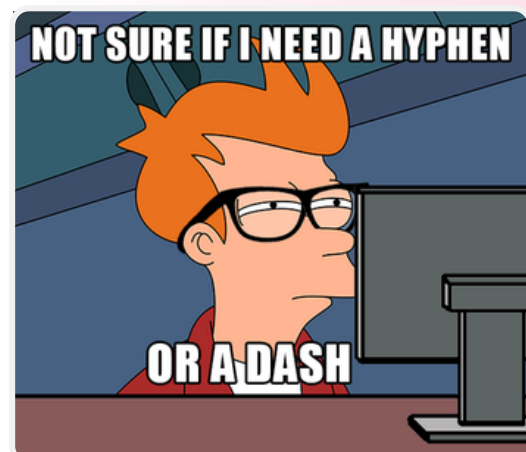
Semicolons help to separate clauses within a sentence that are closely related but could be written as separate sentences. For example: "I have over 10 years of experience in marketing and sales; I have managed teams of up to 50 people and have a track record of increasing revenue by 20% year-over-year." In this example, the semicolon helps to separate the two clauses that are closely related but could be written as separate sentences.



Tip #3 Dashes vs. hyphens

A dash is a longer line used to separate clauses or to indicate an abrupt change in thought, while a hyphen is a shorter line used to connect words or to indicate a word is divided at the end of a line of text.

On LinkedIn, you might use a hyphen to connect multiple words in a single skill, such as "machine-learning". Meanwhile, you could use a dash to separate the company and job title in your work experience section, such as "Acme Inc. – Lead Engineer."



Tip #4 Though, thought, tough and thorough

Isn't your head spinning? No worries! We are here to explain it all.

Though: used to introduce a contrasting statement or to express a reservation or exception.

Thought: past tense, and the past participle of "think", refers to the act of considering or pondering something.

Tough: difficult, hard to do or deal with.

Through: by means of, using, finished or completed.

Thorough: extensive, complete in every detail, done carefully and with attention to all aspects.



It was helpful,
wasn't it?

Tip #5 Then and than

"**Then**" typically refers to time or order, while "**than**" is used for comparisons.

"I worked at Company A for 5 years, then moved on to Company B."

"I have more experience in sales than in marketing."



Cheat Sheet for Future Posts

Lastly, go through this list if you find yourself stuck in a loop and **need something extra**. We are sure you will find something to write about.

- List-based post.
- Highlights of the month.
- News articles related to your field of interest/work.
- Tips you would give to your younger self.
- Work experiences you had while working in a specific position.
- New habits/hobbies you are trying to introduce into your life.
- Company culture.
- Things you appreciate about your company.
- Any trends you like/dislike at a given moment.
- Experienced any failures recently?
- Answer how the dreams you have now differ from those of your childhood.
- Random work-related ideas you have throughout the day.
- How did your career start?
- People you find inspiring.
- What are you currently working on?
- Your personal relationships – what are they teaching you?
- Discuss some predictions you have about your industry.
- What is your most significant achievement?

Will use it!

Conclusions

We hope you found the necessary information and inspiration to kick-start your content creation journey on LinkedIn.

If you'd like to continue deepening your knowledge, here are two offers we have for you!

- Head to our page [Linkedist Courses](#) and discover courses on Personal Branding and Sales on LinkedIn. Use **EBOOK** at checkout and get it with a **50%** discount!
- Curious to learn more about LinkedIn Content Strategy? We have an eBook for that, too!

[GET CONTENT STRATEGY EBOOK](#)

With all these resources in mind, we are ready to see your personal posts and brand grow. Good luck!

Contact us:

LINKEDIST

 www.linkedist.com

 contact@linkedist.com

 +37066959592



Thank you

for reading!

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