# Write & format a LinkedIn text post

## THE DETAILS

*These are the essentials you need to know before you start writing your post.*

**Image:** Are you going to use an image? If so, what is it?

**Publish date/time:** Think about your publish date and time. When is your audience likely to be browsing LinkedIn? Look at how people have engaged with your previous posts to determine this.

**Link:** Are you linking to a blog or your website? You need to know exactly where you’re linking to so that you can guide your audience towards it in your post.

**Character limit:** 3000 characters (including spaces) for LinkedIn posts. This also includes your link, if you add it to the main post (more on that below).

## TO CONSIDER

*Extra touches that will make your post more engaging and get it in front of more people.*

**Hashtags:** Are there any industry-specific or broader hashtags you can use? Add these to the bottom of your post, or if they fit naturally you can include them throughout.

**Formatting:** LinkedIn posts are easier to read when each sentence is its own paragraph. Your audience will only see your first line while scrolling through the feed - the rest is hidden. Make sure that first line is enticing enough to make people click the ‘see more’ button.

**Link:** You can share your link in the comments rather than in the body - recent tests have shown that this helps your post be seen by more people. Keep in mind however that social media networks often change their algorithm - so always look out for the latest research.

**Emoji:** Although LinkedIn is a more professional environment, consider using emojis to draw attention where appropriate.

**Tags (@):** Are there any relevant business pages or people that could be tagged to increase exposure?

## Examples:

A screenshot of a cell phone

Description automatically generated

*An example of an eye-catching opening line.*

*A screenshot of a social media post

Description automatically generated*

*The full post. Note the line spacing, hashtags and use of emojis in place of dot points.*

***Last updated May 2024***