

Best LinkedIn Posts Automation & Scheduling Tool

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Can You Schedule Posts On Linked In?

We're always looking for new ways for members to contribute professional insights on LinkedIn. Our publishing platform allows members, in addition to Influencers, to publish articles about their expertise and interests.

Note: The ability to publish articles is available to all members. The tool isn't currently available on mobile devices, but you can access it from a desktop computer or mobile web on a tablet.

To create and publish an article:

1. Click Write an article near the top of your homepage. This takes you to the publishing tool.
 - Alternatively, you can scroll down the page as you read an article on LinkedIn. You'll see the Write an article button appear next to Like, Comment, and Share in the top bar, below the LinkedIn navigation bar.
2. Click the Headline field to type the headline of your article.
 - If you're unable to click into the Headline field, you may have a browser extension that is blocking this functionality. The two extensions that we know cause this issue, are Lazarus and Grammarly. This can be resolved by disabling these extensions and refreshing the editor.
3. Click the Write here field to type the content of your article.
 - You can add images and other rich media to your article for visual impact.
 - You can also add a cover image.
4. Click the Publish button in the top right of the page.

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- You won't have the option to preview your content prior to publishing. Your article draft shows you how the published version will look. You can share your article draft with others prior to publishing.
- 5. In the pop-up window that appears, click Publish or click the Cancel icon to continue editing your article.
 - Once your article is published, you can edit or delete it at any time.

Hyperlinking text while publishing

To hyperlink text within your article:

1. Type the text.
2. Highlight your text.
3. Click the Link icon in the toolbar at the top of the page and insert your URL.
4. Press enter or click Apply.

You can also:

- Your original content becomes part of your professional profile. It's displayed on the Articles section of your LinkedIn profile.
- Published articles are shared with your connections and followers in their news feeds, and sometimes through notifications.
- Members that aren't in your network can follow you from your article, so that your next article will be surfaced in their feeds.
- Your article may be searchable both on and off LinkedIn, depending on your profile settings. Having your public profile visibility set to everyone will distribute your articles publicly.
- You can click the Share icon located next to the author byline or at the bottom of the article to share it on LinkedIn, Facebook, or Twitter. As you scroll down the page, you'll also see the Share icon in a top bar that will appear below the LinkedIn navigation.
- You can disable the ability to leave comments on your published articles. Learn more about disabling comments.¹

How To Schedule Posts On LinkedIn For Free

Once you publish an article, you'll receive email reports on page views, likes, followers, and other performance metrics.

To view a breakdown of your article analytics from your LinkedIn homepage:

¹ <https://www.linkedin.com/help/linkedin/answer/47538/publish-articles-on-linkedin?lang=en>

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Click Write an article on your LinkedIn homepage.
Click the More dropdown menu at the top right of the writing tool.
Select Articles.
In the pop-up window that appears, select the article you'd like to view.
Click View stats to access the analytics for that article.

To view a breakdown of your article analytics from your profile:

Click the Me icon at the top of your LinkedIn homepage.
Click View profile.
Scroll to the Your Articles & Activity section.
Click See all articles.
Select the Articles tab from the top of the page.
Navigate to the article whose analytics you'd like to view, and click [number] view below the article.

iOS

Android

Notes:

You're the only one who can see information on this page.
At this time, you can only view analytics for individual articles. You cannot view overall analytics for all your articles.
You can view your article analytics for up to two years. Your articles will display a detailed breakdown of the analytics only when they have been viewed by a considerable number of members.
Your stats won't be affected by edits you make. If you edit an article you've already published, the analytics from before your edit will still be included after the edit. If you delete an article, the associated stats will be removed.²

How To Write Article On LinkedIn?

In business and in life, you are what you portray to people. Professionally, this means if you are an expert doctor/lawyer/banker/marketer/entrepreneur/fill-in-the-blank, you need to show people what makes you an expert doctor/lawyer/banker/marketer/entrepreneur/fill-in-the-blank.

² <https://www.linkedin.com/help/linkedin/answer/56330/viewing-analytics-for-your-articles?lang=en>

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You don't wait for people to ask. You take the lead. It's called thought leadership for a reason. One way to be a thought leader is to write about what you know in articles that you publish to LinkedIn.

If you don't have a blog, you might consider your professional profile your platform for sharing your thoughts and expertise. For example, in my public relations and communications business, LinkedIn makeovers and storytelling are something I do well. So I've written about both, not just here but on LinkedIn, too. People ask me how to write articles on LinkedIn, so here's what you need to know.

1. Start on your home page.

Where do you write the article? Go to your home page, not your profile. At the very top, you will see where you can share an update or "Write an article;" click on that.

2. Give your article a headline.

Before you write the article, think about the headline. You want a complete yet succinct thought, not a label. A label would be "teachers and class pets." A headline would be "How teachers use class pets to promote STEM learning."

You also want to tell the reader what they can expect to gain. Say you are a career coach and you want to write about the top mistakes people make in job interviews. A great headline might be: "The top 5 job interview mistakes -- and how to avoid them."

3. Find art for your article.

Next, I like to plug in art for my articles. Some people might prefer to write their story first, but I find having art in place gets me in a good writing groove. You might have the perfect photo, but if you don't, don't worry. To find royalty-free photos on a variety of subjects, go to [Unsplash.com](https://unsplash.com) or [Pixabay.com](https://pixabay.com).

4. Write your article.

Write your article, making sure you deliver on what your headline promises. Note: Your headline might change during the writing process, and that's OK and even a good thing.

Aim for no longer than 1,000 words. As far as length, keeping to 500-700 is generally best. If you find your article is much longer, think about how you can break it up into different thoughts -- and get more articles as a result. Hyperlinks to other articles can also help you keep your word count in check. You don't have to describe a scientific or market study or New York Times story in full. Rather, you can link to outside reading for those who want to dive deeper into your subject matter.

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5. Drop in subheads.

You want people to read your article, so make sure doesn't look long and overwhelming. Drop in subheads to break up long stretches of gray text. Imagine how this column would look if the different tips ran together versus being set off by bolded and numbered subheads.

6. Edit your article.

Now it's time to edit your article. I recommend stepping away from it for a day or at least a few hours after writing. Note that you can save your article in drafts, and it won't appear to your network until you hit "publish." When you sit down with fresh eyes to edit, I encourage you to read your article out loud; that's always how I find mistakes like dropped words and grammar goofs.

7. Publish and socialize your article.

You are ready to publish your article. Hit publish. Congratulations. But you're not finished yet. LinkedIn will prompt you to share what you wrote with your connections. Just write a post like you would when you share other articles on LinkedIn and Facebook. Use hashtags to capture the attention of those who follow certain terms like "career development" or "resumes."

8. Link your article to your profile.

You want to sure connections can always find your article, so copy and paste the link to your profile. Think of it like how you can pin a tweet to the top of your Twitter account. On LinkedIn, there are two place where you can "pin" articles -- at the bottom of your summary story and to individual jobs. Just click to edit those areas and you will see a "Media" section and hyperlink to link your article. You will see a thumbnail of the art you chose for your story. When people click on this image, they will be taken to your story. Nice, right?

Bonus tip: When clients and prospects ask you questions that are answered by your articles, send a short response and invite them to read more, linking to your past articles. And then enjoy some found time and (hopefully) new business.³

What Is The Difference Between Post And Article On LinkedIn?

Bamboozled by the differences between Articles and Posts on LinkedIn? I've been actively using this site for the past two years. I began by posting content that appeals mainly to writers, e.g. how I'm using social media like #Twitter to attract potential readers.

Then I branched off into auto-posting material based on the themes in the debut novel I'm (tortuously) writing: Down Syndrome and Intersex rights; gene therapy advances that could lead

³ <https://www.inc.com/amy-george/how-to-write-an-attention-grabbing-article-on-linkedin.html>

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to #genomicide; bioethics; and finding common ground between people of faith vs. secularists and agnostics.

I had hoped to start fine-tuning my strategic approach on this site. Reaching out to all sorts of interesting people. That prompted me to do a bit of investigating about the differences and respective benefits of Articles vs Posts.

POSTS

A post is the default mode of entering commentary on LinkedIn. It's found on the "Home" page at the top. When you click on the phrase "Share an article, photo, video or idea," the text shifts to "Write here or use @ to mention someone."

Once you've written your comment, it lets you add an image or video. Also "Post Settings" allow for privacy (which is really another word for level of visibility). Choices are Public, Public + Twitter, or only your Connections on LinkedIn. Sounds like huge exposure.

But don't kid yourself that the entire world will read your pearls of wisdom. A very limited number of people see it, depending on how many Followers you have, whether they share, your hashtag resonance, and how blessed you are by LinkedIn's capricious algorithm gods.

Another available setting is to enable comments or turn them off. Personally I really like having people respond. You might get feedback, learn stuff you didn't know, and establish new relationships. Plus it's ever so smile inducing when people leave affirming remarks.

Once you click on "Post," your completed gem shows immediately in your Feed.

ARTICLES

To write an Article, one must click specifically on the "Write an article" icon. An article allows you to post an image that appears large atop the piece, whereas in a post the image is smaller and is usually displayed beneath the text.

Other differences? An article is created via LinkedIn's Pulse Publishing. It comes equipped with some basic editing tools, lets you include a large Headline, a separate section for body copy, and the insertion of media (an image, video, slides, links or snippets) at the start of each new paragraph. A standard post now allows for image, video, document or kudos appending.

Another nice differentiator. Posts get shown quickly and are then buried under a deluge of new ones. Your articles will be easier to find by people who read your profile, since you'll likely write far fewer of them than posts. They stay around unless you choose to delete them.

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An article is equivalent to a Blog post. Which LinkedIn calls "Posts" when you provide a link on your website to your Articles on this site.⁴

How Do I Promote My Article On LinkedIn?

LinkedIn may not be as big as Facebook, but if you're in B2B, it's essential. If you're a content marketer, especially if you're a B2B content marketer, LinkedIn has to be part of your content promotion strategy.

Several sources (like eMarketer) have documented that while they may get the bulk of their social shares from Facebook and Twitter, when it comes to actual traffic to their site, LinkedIn is #1. Here's some research from Investis that shows this:

LinkedIn is attractive, but can play hard to get

While LinkedIn seems like the perfect place to promote content, sometimes it gives content marketers a chilly reception. Maybe you've run into this. Maybe you announced a new post on a group and got your discussion moved over into the promotions category. Or even worse... maybe your new discussion got marked as spam.

That can sting, but there's no reason to give up. You just need to know some of the etiquette rules on LinkedIn. And that some tactics work far better than others. To help you out, we've put together this list of LinkedIn content promotion tactics so you can start getting more attention for your content and your business.⁵

Supporting Docs:

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⁴ <https://www.linkedin.com/pulse/articles-vs-posts-linked-whats-what-mark-d-swartz>

⁵ <https://www.getresponse.com/blog/6-ways-promote-content-linkedin>