



LinkedIn: a basic guide

Writing and uploading a post

To upload a post - Click on the subject box which says Start a post – The space is big and can accommodate a large article. Once you have written your article click post.

The image displays two screenshots from a mobile phone showing the LinkedIn interface. The left screenshot shows the user's profile page with a red arrow pointing to the "Beitrag beginnen" button, which is labeled "Start a Post" in a red circle. The right screenshot shows the "Beitrag teilen" (Share post) screen with a red circle around the "Posten" (Post) button.

Left Screenshot (Profile Page):

- Time: 15:53, Battery: 48%
- Search bar: Sara Zimmermann
- Section: **Aktivitäten** (599 Follower:innen)
- Post 1: Sara Zimmermann hat dies veröffentlicht • 6 Tage. In der neuen bdp aktuell gibt es wieder einen Artikel zur Minimierung des Betriebsstättenrisikos in China mit drei ...
- Post 2: Sara Zimmermann hat dies geteilt • 2 Wochen. Herzliche Einladung an alle österreichischen Freunde und Interessierte 🥰 Wir freuen uns sehr, zusammen mit Bernardini, ...
- Post 3: Sara Zimmermann hat dies geteilt • 1 Monat. How are Chinese Overtime Regulations Differen... europeides.eu • Lesedauer: 7 Min.
- Post 4: Sara Zimmermann hat dies geteilt • 1 Monat. Praktis gesucht (1 Seite)
- Bottom bar: Alle Aktivitäten anzeigen →

Right Screenshot (Share Post Screen):

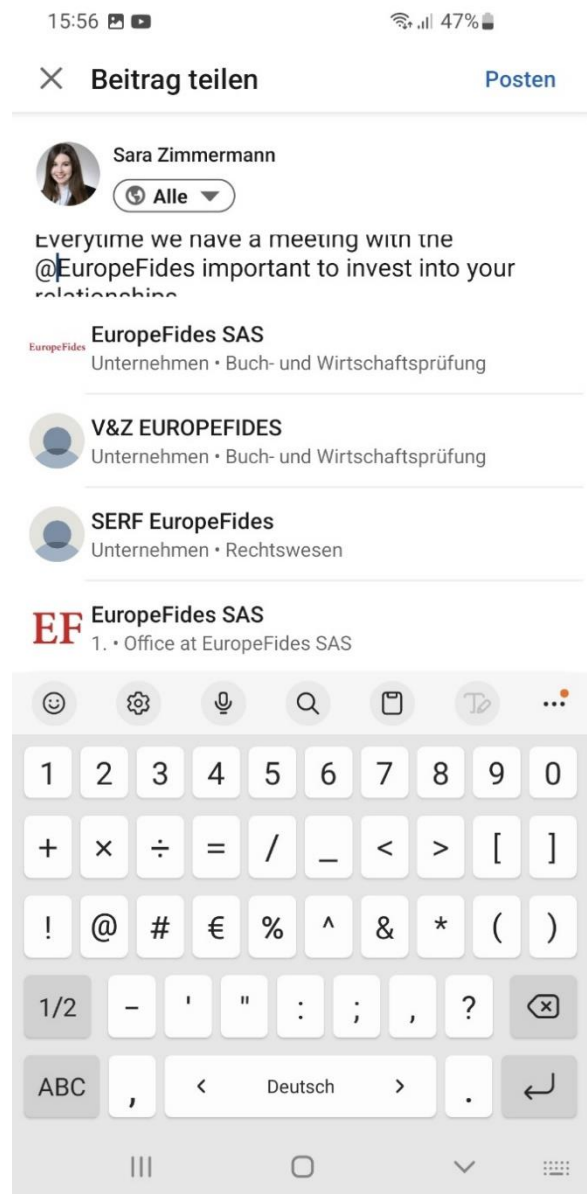
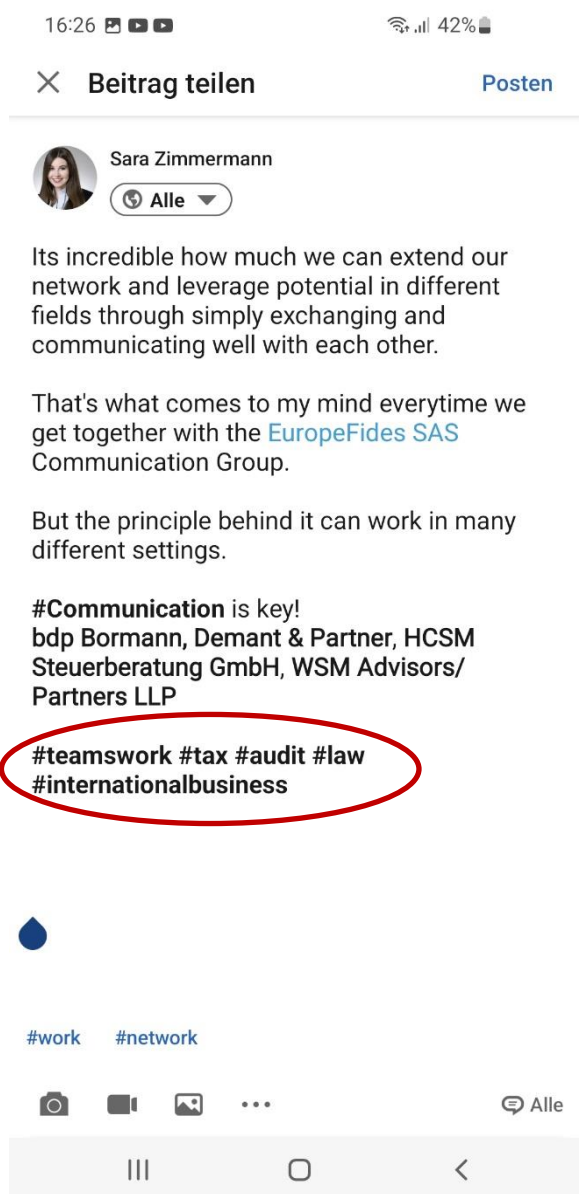
- Time: 16:50, Battery: 37%
- Section: **Beitrag teilen**
- User: Sara Zimmermann (Alle)
- Text: Take a look at our new article on Chinese **#overtime** regulations if you want to know the differences between Chinese and German labor law regulations:
- Hashtags: **#chinabusiness #law #overtime**
- Link: <https://www.bdp-team.de/china-consulting/chinesisches-arbeitsrecht-ueberstundenregelungen-am-beispiel-shanghai>
- Image: Chinesisches Arbeitsrecht - Überstundenregelungen am Beispiel Shanghai | bdp Team
- Caption: bdp-team.de • Lesedauer: 5 Min.
- Bottom bar: Camera, Video, Photo, More, Share (Alle)

You have the option to add hashtags which will enable your article to connect to anything that has a subject heading on any of the hashtags – for example #tax #accounting #business #events.

If anyone searches for one of these categories (e.g. tax) now, your post will be connected/linked to said category. This makes it easier for you to connect to your target group.

You can also tag people who are following you or have been in the same meeting as you by using for example @SaraZimmermann @NinaFischer. This shows people who you are working with and gives them exposure since it's easier for your followers or people who see your post, to look them up as well.

On the other hand, these people can now share your post with one click and give you more exposure in return. You can also tag companies such as @EuropeFidesSAS.

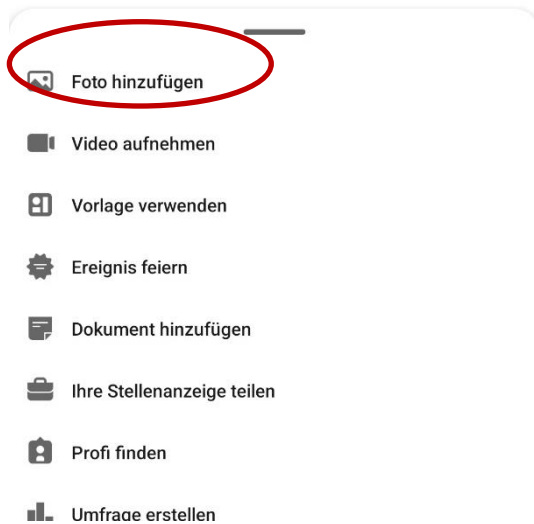




Sara Zimmermann

Alle

Worüber möchten Sie sprechen?



Photos, Images, Videos and PDFs

According to LinkedIn, posts with images receive 98% more comments than those without images. The same goes for a post with videos, where they get five times more engagement on LinkedIn than any other content type. When you post or upload a video, LinkedIn have it on autoplay so as the viewers scroll through it starts playing automatically capturing people’s attention.

To upload a photo – Click on the photo icon – this will take you to your server and you can locate the photo/photos you wish to upload to go with your article.

Uploading an article from your website

If you have written an article or a blog on your website you can also copy the URL at the top of the page and paste it directly on to the post, the article will then be displayed on your LinkedIn post and will drive footfall directly back to your website.

Best time to upload a post

The best day of the week to send out any correspondence such as an invitation by email or anysocial media post is usually on a Wednesday morning.

This has been proven by marketers to attract the most interaction. Don’t ever send anything out on a Friday afternoon or Monday morning, the Friday and Monday emails will get lost in the weekend mail that is usually junk mail and if people were to open the mail on these days, they are not likely to follow up on the content.

Posting on a schedule is of course beneficial, however those algorithms change all the time, so don’t feel pressured to wait until Wednesday morning, should you have a post ready before that.

Further information:

[How to Make Posts on LinkedIn in 2021 - YouTube](#)