


# 8 LinkedIn Content Types: Why, How, & When to Use Them



This guide will explain all the different types of content that you can utilise for your LinkedIn content strategy and outreach.

Most importantly, it will show you why, how, and when to use all the types of contents available at your disposal.

It will also help as a reference guide whenever you want to brainstorm for content ideas.

Seeing all the different types of content types in one place will allow you to have a focused contemplation in your mind.

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# Type 1. Status Post



## WHY

- To show professionalism
- To share knowledge, tips, and insights

## HOW

- Any industry topic in mind? Write a few lines of your thoughts and opinions
- Use bullet points
- Write short, clear, and sweet sentences
- The character limit for individual status update is 1300! (only 200 characters are readable before readers need to click to see more)



## WHEN

- You have thought-heavy topics
- The topic is explanatory and filled with valuable information
- You have something to say but lack resources like images, videos, or other multimedia



## Type 2. Status Post with Image

### WHY

- To stand out on your connections' LinkedIn feed
- To enhance the reading experience



### HOW

- Find out free images from stock image sites like Pixabay or Unsplash.
- You can even find free images on Google Images
- Use easy graphic designing tools, like Canva, to create images.
- Hire a graphic designer to create high-quality topical and branded images



Unsplash

pixabay

### WHEN

- You want to spice up the content you want to share.
- You want to have an impressive impact on your readers
- You want to complement your thoughts and ideas with visual elements





## Type 3. Video Post



### WHY

- To drive engagement
- To increase dwell time, which will make your feed more visible

### HOW

- Follow industry leaders on social media and see what they are sharing
- Find out related videos on trending topics
- Utilise Youtube for related videos
- Create and post videos of you talking about your ideas and services
- Hire video editors to create high-quality branded videos that relate to your brand



### WHEN

- The topics you want to talk about can be best expressed through videos
- The videos you see will be beneficial, educative, and attractive to your audience



## Type 4. Entertainment Posts

As humans, we can't live without a bit of fun and games! Everyone loves a bit of entertainment to take a break from their hectic schedule.

### WHY

- To drive engagement
- To entertain your network
- To show your professional yet fun side
- Use well, and you can reinforce your business' bottom line



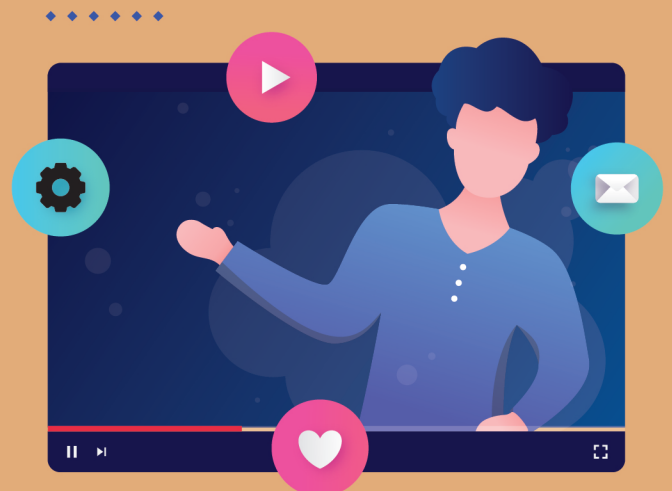
### HOW

- Find out industry-specific memes. Memes are great to engage and entertain!
- Use humour videos related to your business and industry
- Any news, image, article, or video that has entertaining content



### WHEN

- You should always keep the entertaining posts on your content calendar - one or two a month
- You have a topic in mind that would be best expressed through entertaining elements like a meme or funny video.
- You want to get viral fast





# Type 5. Story Posts



## WHY

- Everyone loves stories!
- The most powerful tools to get the message across
- To inspire, excite, and motivate our readers

## HOW

- Describe professional life events that include lessons or motivating incidents
- Describe any topic through a storytelling framework, such as with real-life examples, characters, and events
- Keep a notebook handy to capture story ideas whenever they come to mind



## WHEN

- The topics you want to talk about can be best expressed through videos
- The videos you see will be beneficial, educative, and attractive to your audience



# Type 6. Documents

## WHY

- Great for telling data-driven stories and presentations
- To allow readers to interact with your posts through the slider
- To increase dwell time, which will make your feed more visible



## HOW

- Powerpoint presentation (PPT/PPTX) or PDF works the best
- Use both textual and visual elements to make your documents appealing
- Use Slideshare to create and share documents on LinkedIn.

## WHEN

- You need to offer interactive elements for your readers
- You are presenting many ideas that are best presented one by one
- You have to showcase many charts, graphs, and tables





## Type 7. Articles



### WHY

- To shed light on complicated yet valuable topics
- To explain a topic thoroughly
- To cover all relevant aspects of the topic at hand

### HOW

- Write it like how you would write any other blog post
- Divide the flow into smaller subheadings for a better reading experience
- Enrich the article with third-party sources
- Embed videos and images to add value and deal away with reader fatigue



### WHEN

- The post idea you have can't be fully expressed within the 1300 character limit
- You want to cement your position as an industry thought leader
- You want to utilise long-form storytelling





## Type 8. Polls



### WHY

- To drive engagement
- Allows you to get insights into what your audience thinks about a particular subject



### HOW

- Have a question in mind, ask away!
- Create multiple choice questions with four options.
- Such as, what's the best video conferencing tool out there or how many times your connections are posting on LinkedIn, etc.
- Poll questions are limited to a maximum of 140 characters and options are limited to a maximum of 30 characters.

### WHEN

- Whenever you are confused about anything related to your industry issues, you can post a poll to find out what others are thinking.

