

10 Steps to create a LinkedIn Newsletter

Engage your audience with new content

Why should I create a newsletter?

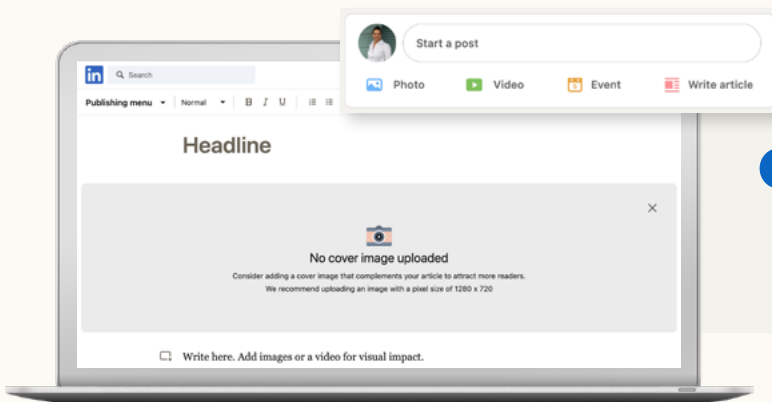
Leverage newsletters to talk about a topic you're passionate about on a regular basis. LinkedIn members can subscribe to your newsletter and each newsletter on LinkedIn has its own page, a place where members can learn about you, your newsletter, see past editions, and choose to subscribe to or share your newsletter.

After publishing each newsletter article, notifications are sent to your subscribers to help drive views. You'll get real-time feedback and comments from your readers, which can start meaningful dialogue.

The benefits

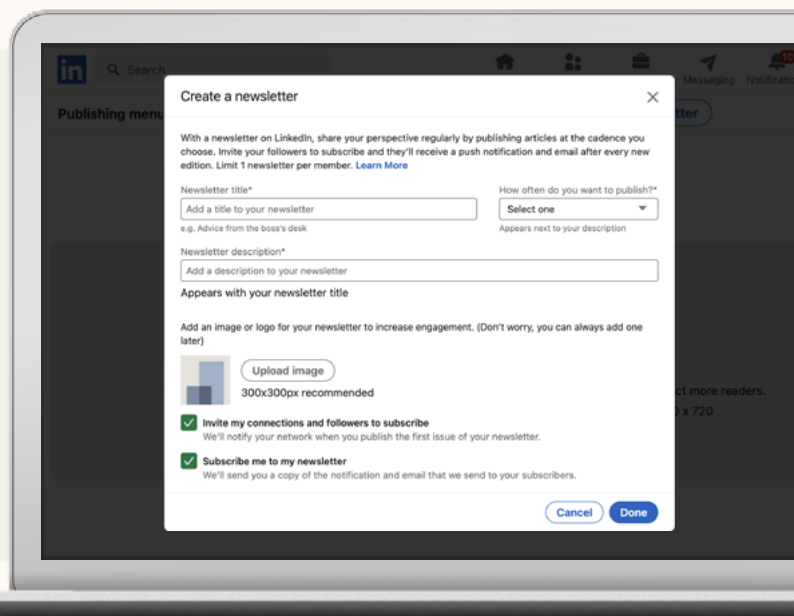
- **Build and nurture a community over time**
- **Quickly build an audience:** When you start your newsletter LinkedIn can notify all your followers one time to subscribe, if you'd like
- **Reach your audience in their email inbox:** Subscribers will be notified of your new articles via email and notifications on LinkedIn.

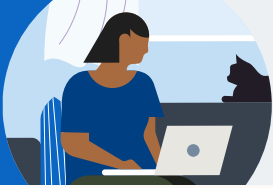
Get started



- 1 **Create a newsletter** by going to your LinkedIn home page, click "Write article" and then "Create a newsletter".

- 2 **Choose a title** for your newsletter that describes a clear theme that your audience can understand.
- 3 **Upload a logo** for your newsletter to increase engagement (300x300 pixels recommended).
- 4 **Share your newsletter** be sure to invite your connections to subscribe. They will also receive notifications whenever you publish a newsletter. You can also share your newsletter page to your network on other social platforms or via email to increase your reach.





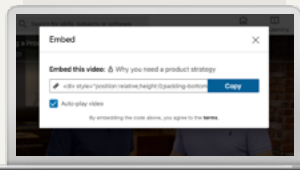
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- 5 Upload a different cover photo for each article** in your newsletter (744 x 400 pixels recommended). Try to avoid Clipart or other generic stock images. Images with faces and people tend to resonate more with audiences.
- 6 Choose a clear headline** for each newsletter article that can help your audience understand what your article will be about.
- 7 Add a few lines of commentary** or ask a question in a post when you share your newsletter and include #hashtags. In your post description, you could also ask members to subscribe.
- 8 Break up text with rich media**, like embedding your course, images, video, slides, quotes, and links.

To embed a course,
1. go to the course you want to embed, click the share icon...



2. click "Embed", and copy the code.



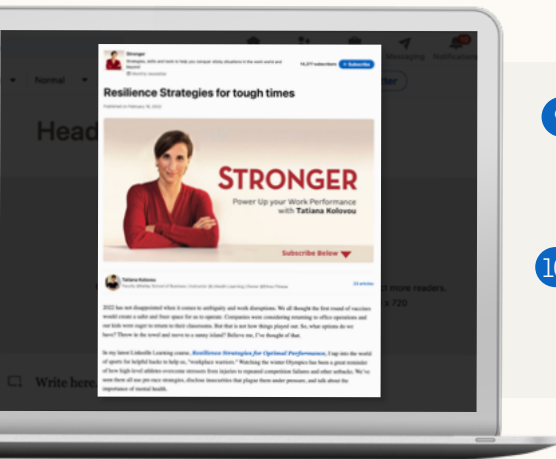
3. Go to the newsletter, click the add media icon, then links,



4. then paste the embed code



- 9 Publish your newsletter** and maintain a publishing cadence that you chose for your newsletter so that your subscribers can engage regularly with your content.
- 10 Change the "Connect" button on your profile to "Follow"** to enable people who view your profile to follow your activity and read what you're sharing on LinkedIn. [Learn how](#)



Helpful tips to keep in mind

- ✓ Follow traditional blog-writing best practices.
- ✓ Emphasize a compelling title and hero graphic, as those will be what attracts audiences the most.
- ✓ Break up text with rich media, like images, videos, and sound clips.
- ✓ Always seek to offer value in your content; how can you be most useful to your reader?
- ✓ Always share the newsletter to your connections so they receive a notification