

LinkedIn Content Checklist:

Share with Confidence

Not sure what to post on LinkedIn? This handy checklist removes the guesswork so you can post quality content consistently and confidently, whether you're building your personal brand or looking for your next role.

1. Pick your content bucket

Choose one of these five tried and tested categories to guide your post:

- ☐ **Promote your expertise** – share a career lesson, reflection or fresh perspective from your work
- ☐ **Share industry insights** – react to trends, news or articles and add your take
- ☐ **Offer career advice** – give a tip drawn from your own experience or something you've learned
- ☐ **Spotlight an event** – preview an upcoming session or recap a key takeaway from one you attended
- ☐ **Highlight your company or team** – shine a light on a win, milestone or behind-the-scenes moment

Tip Rotate through these buckets whenever you're stuck so your content never goes stale.

2. Draft your post

- > Hook your reader with a compelling opening line
- > Stick to one story, example or insight
- > Keep it between 1,000 and 2,000 characters (or about 150-350 words on average)
- > Write in a natural, conversational tone that sounds like you
- > Break copy into short, skimmable paragraphs
- > End with a question or simple takeaway to invite comments

Tip Authenticity wins. Your genuine voice is what sparks connection.

3. Add hashtags thoughtfully (1-3 max)

- > Choose hashtags that relate directly to your topic
- > Combine broad and niche tags (e.g., #JobSearchTips + #UXCareers)
- > Skip long lists of generic tags — using more than three can reduce post performance
- > Check if a hashtag is active before using it

Tip Pay attention to what leaders in your field are using to find your sweet spot.

4. Use ChatGPT to refine (optional)

After writing your draft, paste it into ChatGPT and ask:

"Can you help me polish this LinkedIn post? Keep my tone conversational and concise, improve flow and clarity, and keep it under 1,300 characters."

Tip AI is your editor, not your author.

5. Don't post and ghost

The first 48 hours matter most. More early engagement signals to LinkedIn to show your post to more people.

- > Give colleagues and close contacts a heads-up and encourage them to like or comment
- > Monitor notifications and reply to every comment promptly

6. Review what worked

Check your personal analytics weekly:

- > Look at number of views, comments, saves and shares – did your post resonate?
- > Which opening line drew people in?
- > Did your question or call-to-action spark replies?
- > Which content bucket did you use? Try a different one next time

Tip Save your top-performing posts, so you can repeat what works.

Keep this checklist handy and cycle through the steps whenever you need inspiration. With a clear framework and your unique voice, *you'll post confidently and consistently.*

