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# LinkedIn Notion Dashboard - Template

Template Link: <https://destiny-dirigible-8f5.notion.site/>

## How it works?

### Step 1: Understand the LinkedIn Notion Dashboard

Before setting up, understand what this template is designed to do.

- It provides a structured framework to plan a LinkedIn content strategy
- Covers:
  - Content types
  - Content pillars
  - Content formats
  - Content calendar
- Includes a post creation system with a custom embedded LinkedIn previewer

### Step 2: Duplicate the Notion template

Create a personal content dashboard.

- Download the template.
- Open the Notion template link provided.
- Click the **Duplicate** button.
- Select the Notion workspace where the dashboard should live.

### Step 3: Review the dashboard structure

Once duplicated, the dashboard will include the following sections:

- Setup Resources
- Content Calendar
- Content Pipeline

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- 90-Day Content Plan (for ideation)

#### **Step 4: Set the content foundation**

Open **Setup Resources** → **Content Strategy** and define the baseline.

Fill in:

- Value proposition
- Ideal customer profile (ICP)
- Four content pillars
- Unique point of view
- Tonality and voice

#### **Step 5: Optimize your LinkedIn profile**

Use **LinkedIn Profile Optimization** to align the profile with the content strategy.

Configure:

- Banner
- Headline
- Profile URL
- About section
- Featured section
- Experience section
- Custom profile button
- Recommended profile settings

#### **Step 6: Set up Brandbook and design assets**

Use **Brandbook & Figma** as a design system.

- Store brand colors
- Store design components
- Reuse visuals across posts and formats

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### Step 7: Centralize external links

Use **Public Links** as a single place to manage:

- Websites
- Lead magnets
- Calendars
- Any links shared in posts or profile

### Step 8: Manage content using the kanban view

The content database is available in two views:

- **Calendar view**
  - Tracks publishing dates
- **Board view**
  - Organizes posts by stage

### Step 9: Create and manage post ideas

Start creating posts by clicking **+** under the **Idea** column.

Each post includes properties such as:

- Publish date
- Funnel stage (TOF, MOF, BOF)
- Visual format (image, carousel, video, text)
- Month created
- Content pillar
- Post stage (idea, draft, in-progress, needs editing, for approval, approved, live)
- Assignee
- Design stage
- Design due date

### Step 10: Use the 90-day content plan for ideation

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Reference the **90-Day Content Plan** for inspiration.

- Includes ready-made ideas
- Suggests visual formats
- Provides example post angles