

LinkedIn Best Practices

LinkedIn is a professional online platform that is used by recruiters, salespeople, and businesspeople. Here are some best practices to keep in mind when utilizing this platform.

Use For:

- Potential Employees
- B2B Marketing
- Partner Organizations
- Recruiting
- Networking

Best Content:

- Culture and staff outings
- Community outreach
- Thought leadership
- Short blogs
- Infographics
- Images and videos

Post Cadence:

- 2-3 per week
- 3 images per post
- 10 minute max video length
- Tuesday, Wednesday, Thursday
- Between 10 - 11 am

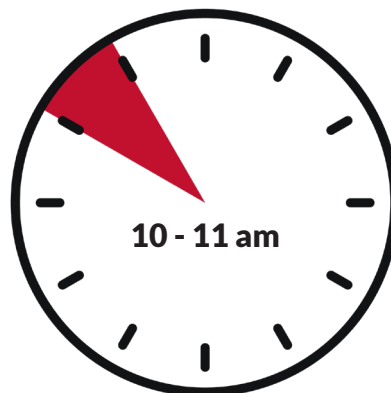


Image sizes:

In-Feed Image

1200 x 1200 pixels

Square images work great on LinkedIn and ensure nothing gets cut off in the feed. However, LinkedIn does allow for a photo to be as long as 1800 pixels before getting cut off.

Profile Photo

300 x 200 pixels

Profile photos can be uploaded in any shape, but LinkedIn will crop it to a circle

Company Profile Cover Photo

1192 x 220 pixels

Cover photos will display differently on a company page versus a personal page. Keep in mind that your logo or profile photo will cover the left or middle portion of your cover photo.

Personal Profile Cover Photo

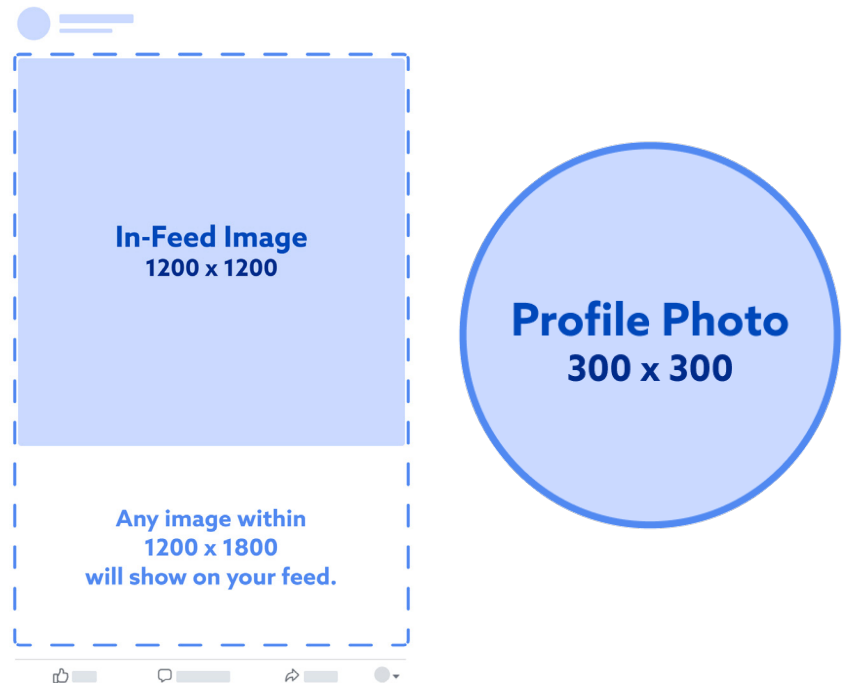
1584 x 396 pixels

Cover photos will display differently on a company page versus a personal page. Keep in mind that your logo or profile photo will cover the left or middle portion of your cover photo.

Linked Image

1200 x 628 pixels

Posts with a link will crop the featured image down to this size.



Company Profile Cover Photo
1,192 x 220

Personal Profile Cover Photo
1,584 x 396

Linked Image
1200 x 628