



Linked Content Made Simple



Gillian Whitney

Gillian Whitney

LinkedIn Live & Video Expert

10+ Years in Marketing

6x Business Book Author

Business Book Coach

Podcast Host

**Joined LinkedIn March 2013*



Welcome & What Today Is (and Isn't)



 Gillian Whitney

YOUR CONTENT STRATEGY



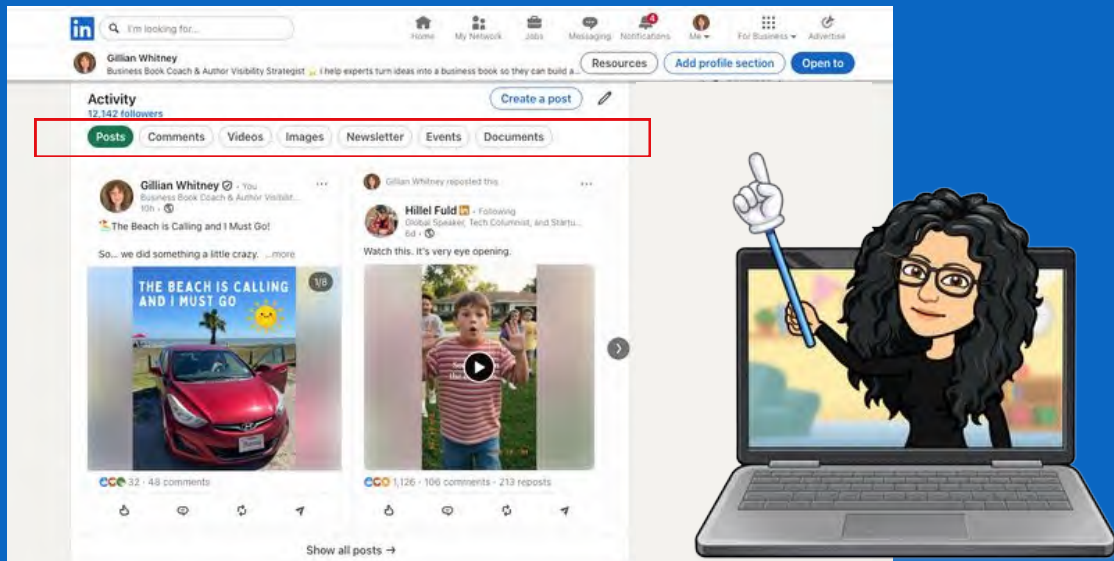
The #1 Question I Hear From Business Owners

“What am I supposed to post?”



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Your Content Is Found in Your Activity



The 3 Cs of LinkedIn Content

CREDIBILITY

Show what you know - your expertise, tips, FAQs & opinions



CONNECTION

Show who you are - stories & any behind-the-scenes moments



CALLS TO AWARENESS

Share what you offer - social proof without sounding salesy



What NOT to Post

Avoid:

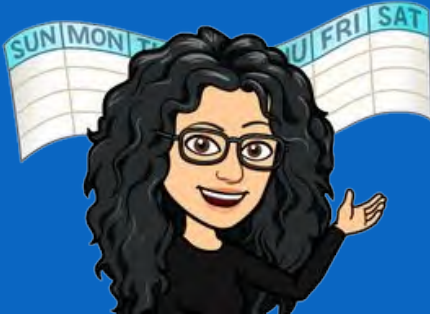
- Promo posts with no value - "Buy my stuff!"
- Overly political or divisive content
- Humble-brag posts with no substance
- Engagement bait or "crocodile tears"



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How Often & When to Post?

- 1–3x per week is enough
- No magic day/time - post when YOUR audience is online and when YOU can show up



You don't need to post every day.
You need to post consistently.

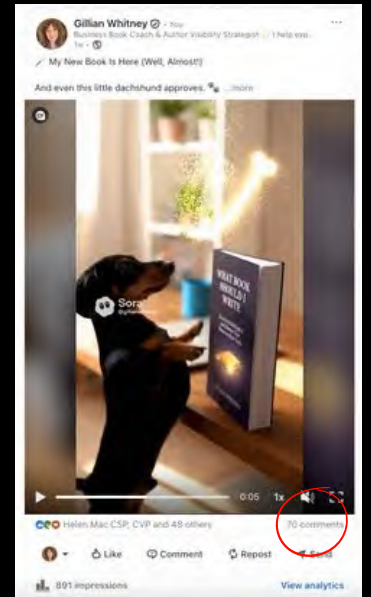


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Babysit Your Posts

Spend the first 30–60 minutes after posting responding to comments.

Early engagement tells LinkedIn your post is worth showing to even more people.



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TEXT POSTS



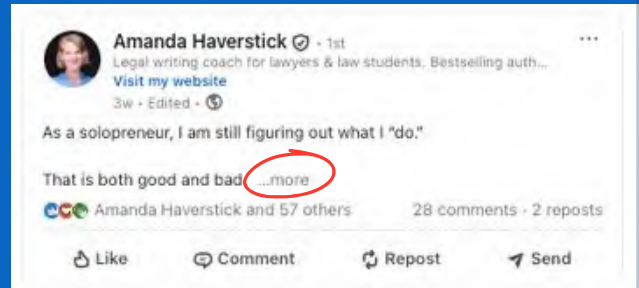
Text Posts Are Your Foundation

- No design skills needed - they're easy to create
- Best format for storytelling, opinions, and tips
- LinkedIn's algorithm likes text content
- Works on both desktop and mobile
- Your OTHER posts will also need text



Anatomy of a Great Text Post

- Hook/Headline = first line visible before the “...more”
- Use a carriage return to offset the headline
- Body = insight, tip, or opinion - lots of white space.
- Call to Action - ask a question or invite a comment



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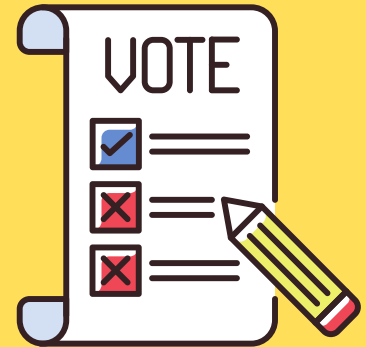
Write your hook last.

Once you know what you want to say - write the first line that makes someone want to read it.

Be relatable!

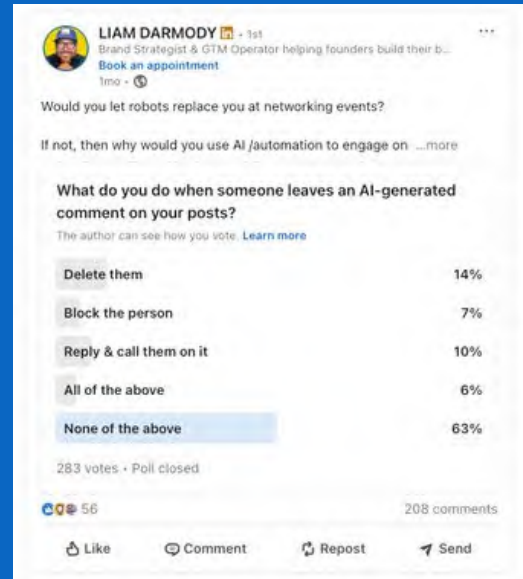


POLLS



Why Polls Work

- Great for market research AND for visibility
- Every vote counts as engagement
- Easy to create
- Curiosity - people want to see the results



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How to Use Them

How to create a poll:

- Ask something people genuinely have an opinion on
- Keep it to 2–4 answer options
- Add context in your post text to explain why you're asking
- Run it from 1 day to 2 weeks
(I prefer 3 days)

Create a poll X

Your question*
E.g., How do you commute to work? 0/140

Option 1*
E.g., Public transportation 0/30

Option 2*
E.g., Drive myself

Option 3
E.g., Carpool

Option 4
E.g., Other (please comment)

Poll duration
3 days

We don't allow requests for political opinions, medical, or sensitive data.

Back



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Repurpose Poll Content

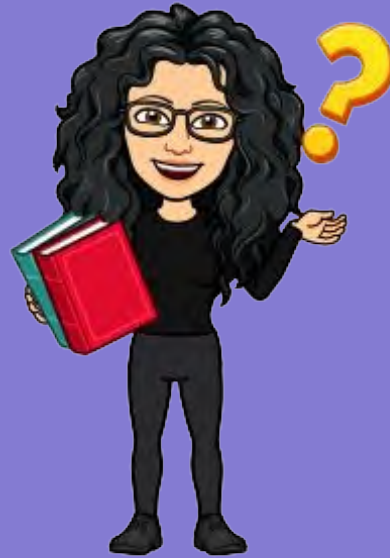
After your poll closes, write a follow-up post sharing the results and your take.

The follow-up often gets more engagement than the poll itself.



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Q&A #1



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GRAPHICS



Why Graphics Work on LinkedIn

- Visuals are processed by the brain more quickly
- Stops the scroll
- Branded graphics build recognition
- Graphics get saved and shared more than text-only posts



Types of Graphics That Work

- Selfies - faces get high engagement
- Photos of events - tag @ people
- Quotes - key insight or takeaway
- Memes, cartoons, & GIFs
- Infographics - easy to understand

ChatGPT makes unique graphics



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Clickable Graphics

Multiple-image posts allow up to 20 images

When there are 5 or more, people keep clicking.



GIFs

- Yes! GIFs work well on LinkedIn
- Great for: reactions, light humour, to add personality
- Keep them relevant to your point
- Can **ONLY** be uploaded via desktop

Free resource:

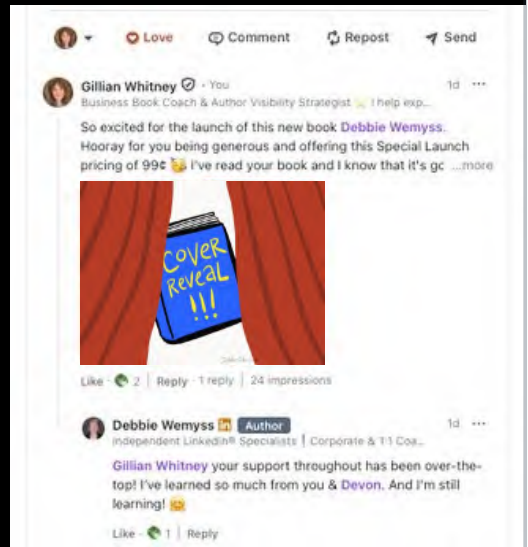


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Use GIFs in Comments

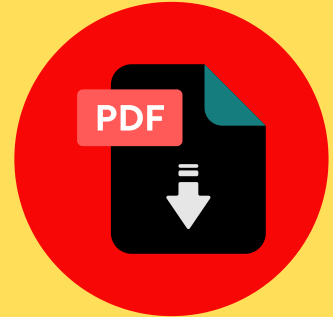
You can also use GIFs in comments to help make your text stand out.

LinkedIn even gives you an impression count!



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DOCUMENT POSTS



What Is a Document Post?

- Also known as **Carousels** or **Sliders**
- PDF uploaded as a LinkedIn post
- Each page = one slide
- Clickable on desktop
- Swipeable on mobile
- Downloadable PDF



Why Carousels Work So Well

- Each swipe is an engagement signal to LinkedIn's algorithm
- High save rate - people bookmark or download them
- Great for: tips, how-tos, lists, case studies, step-by-step processes
- Live on your profile permanently as a piece of content

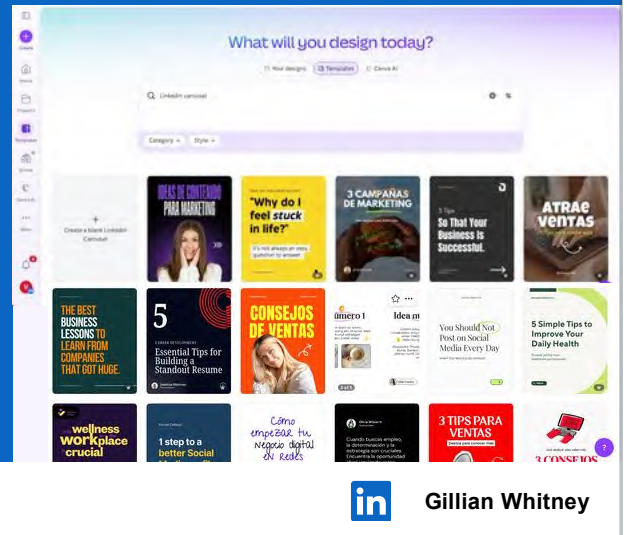


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Best Practices

- **First slide:** Cover with a good headline & graphic
- **Interior slides:** One idea per slide. Large fonts. Graphics. Lots of white space.
- **Last slide:** Call-To-Action

LinkedIn Templates - Canva



Make It Yours

Put your name or logo on EVERY single slide. Carousels get shared and downloaded.

If your name isn't on each slide you could lose credit and traffic.



BE PART OF #TeamReplay

International Women's Day
Give to Gain

Give and gain support, connection and positivity
8 Mar 8pm (CST) | 9 Mar 11am (BNE) | 12pm (SYD) | 2pm (NZ)

Gillian Whitney, Gina Bacarin, Julie Jackson, Lynne Johnson, Susan Lee Koss

Available on LinkedIn & YouTube

Gillian Whitney EasyPeasyBooks.com

IWD 2026 Live Event #TeamReplay
14 pages

VIDEO



Why Video Works

- Builds know, like, and trust
- LinkedIn loves native video
- Don't need to be a video pro

The best LinkedIn video isn't the most polished one. It's the most real and authentic one.



Best Practices

- Make your video short & sweet - 2 min max
- Hook in the first 3 seconds or they'll bounce
- Portrait or Square - best for newsfeed videos
- Landscape - best to embed in articles



Portrait
9:16



Landscape
16:9



Square
1:1



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Getting Started With Video

- Aim for 60–90 seconds
- One idea per video
- Talk to ONE person
- Look at the camera lens - not yourself
- Have the light facing you - never behind you
- Record 3 takes and use the best one



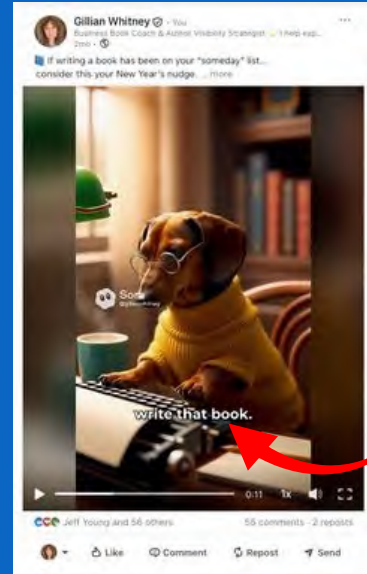
Done is better than perfect.



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Captions Are a Must

- 85% of LinkedIn video is watched without sound
- LinkedIn provides auto-generated closed captions (can be edited)
- You can turn those auto captions off and add your own
- **CapCut** is a free video editing tool with customizable open captions



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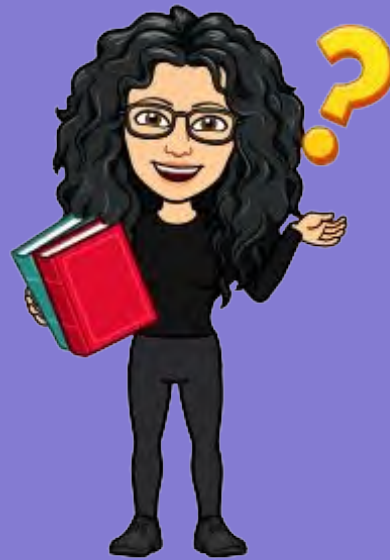
Native Video Performs Best

Avoid: Sharing YouTube or Vimeo links - LinkedIn suppresses external links. They want users to stay on the platform.



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Q&A #2



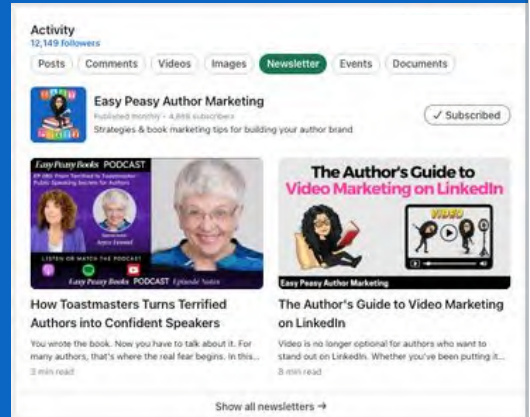
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NEWSLETTERS



What Is a LinkedIn Newsletter?

- A long-form article published on LinkedIn
- Every time you publish subscribers get an email and/or LinkedIn notification
- Lives on your profile
- Indexed by Google & AI

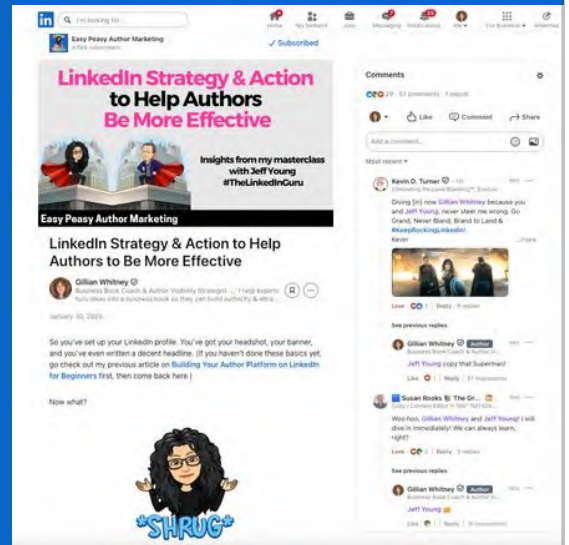


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Anything But Boring

Can include:

- Text - italics, bold, bullets
- Graphics - including GIFs
- Videos - embedded or uploaded
- Podcast episodes
- Links & Bookmarks
- Evergreen - can be edited



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Is a Newsletter Right for You?

A GOOD FIT IF:

- ✓ You have something to say regularly
- ✓ You already create written content
- ✓ You're a consultant, coach, or biz leader



NOT YET IF:

- ⚠ You're still finding your voice or brand
- ⚠ You don't like to write or use AI as a helper
- ⚠ You don't yet have an ongoing topic

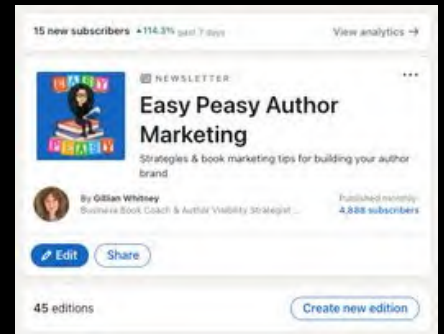


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LinkedIn Helps With Subscribers

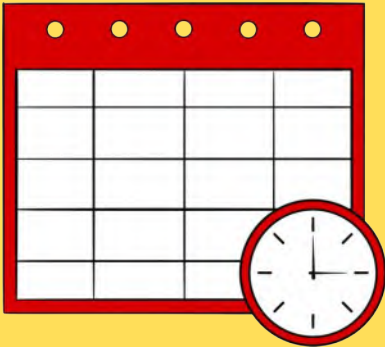
Your very first newsletter issue gets a massive organic boost - LinkedIn invites ALL your connections to subscribe when you launch.

Every time someone new follows you, they get an invitation to subscribe.



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SCHEDULING



LinkedIn's Built-In Scheduler

- Available on desktop - limited on mobile
- Schedule posts up to 3 months in advance
- Batch your content
- Post even when busy
- Never go dark on LinkedIn



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How To Schedule a Post

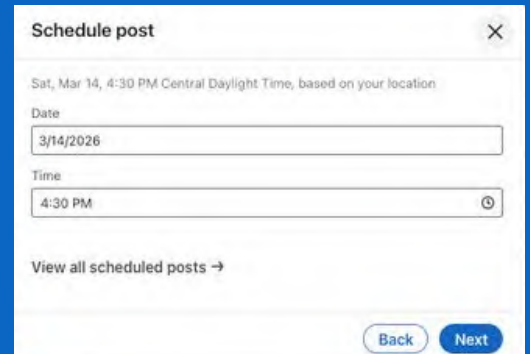
1

Create a post
& click the
clock icon



2

Choose the date & time



Remember to Engage

Set a reminder on your calendar so you remember to show up and engage with your scheduled posts.



Ninja Tip

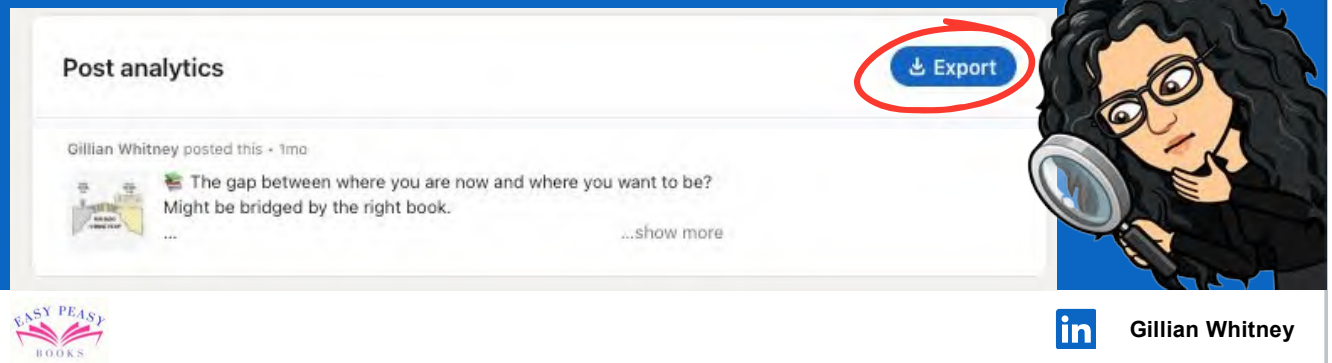
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ANALYTICS



Post Analytics: Why They Matter

- Every post has its own analytics - can be exported
- Available on both desktop and mobile
- Tells you what's working (and not working)



The screenshot shows the LinkedIn 'Post analytics' section for a post by Gillian Whitney. The 'Export' button is circled in red. The post content includes a book cover and the text: 'The gap between where you are now and where you want to be? Might be bridged by the right book.' A cartoon character with long black hair and glasses is holding a magnifying glass over the 'Export' button. The 'EASY PEASY BOOKS' logo is in the bottom left, and the LinkedIn profile name 'Gillian Whitney' is in the bottom right.

How to Access

- Desktop: Click **View analytics** below any of your posts
- Mobile: Tap the **bar chart** icon below any of your posts



Discovery & Profile Activity

- Impressions
- Members reached
- Profile views
- Follower growth



Discovery ⓘ

Impressions	839
Members reached	438

💡 Members who post once a week can get up to 4x more profile views. Keep the momentum going by creating another post. ✕

[Start a post](#)

Profile activity ⓘ

Profile viewers from this post	4
Followers gained from this post	0



Engagement & Demographics

- Reactions, Comments, Reposts, Saves, & Sends
- Who is engaging with your post? Job title, location, company, industry, seniority, etc.



The screenshot displays two panels of analytics for a LinkedIn post. The left panel, titled 'Social engagement', shows 38 reactions, 42 comments, 0 reposts, 0 saves, and 0 sends on LinkedIn. Below this, it indicates that Mic Adam and 37 others interacted with the post, and that there are 42 comments. The right panel, titled 'Post viewers demographics', shows that 38% of viewers are Senior, 21% are from 1-10 employee companies, and 12% are in the Professional Training and Coaching industry. A red circle highlights the 'Show all' link in the demographics panel. In the center of the image is a cartoon avatar of a woman with long, dark, curly hair and glasses. At the bottom left is the 'EASY PEASY BOOKS' logo, and at the bottom right is the LinkedIn logo and the name 'Gillian Whitney'.

Social engagement	
Reactions	38
Comments	42
Reposts	0
Saves	0
Sends on LinkedIn	0

Post viewers demographics	
Senior <small>With this experience level</small>	38%
1-10 employees <small>At companies of this size</small>	21%
Professional Training and Coaching <small>In this industry</small>	12%

Your Monthly Analytics Habit

Visit: [linkedin.com/analytics/creator/content](https://www.linkedin.com/analytics/creator/content)

1. Look at your last month of posts
2. Find your top 3 performing posts
3. What do they have in common?
4. Do more of that



Top performing posts

Based on engagements gained from February 18, 2026 - March 17, 2026

Gillian Whitney posted this · 2w
Authors: LinkedIn is Better When You Don't Go It Alone. ... show more
Community, Connections, & Your Inner Circle on LinkedIn
415 Engagement

Mic Adam and 44 others
356 comments · 3 reposts
View analytics

Gillian Whitney posted this · 2w
My New Book is Here (Well, Almost!)
And even this little dachshund approves. 🐶... show more
139 Engagement

50
73 comments
View analytics

Gillian Whitney posted this · 2w
John Espirian's recent post had me going down a rabbit hole today!
121 Engagement

46
51 comments · 2 reposts
View analytics

Show more →



Your Data = Content Strategy

Your top-performing posts ARE your content strategy. Your audience is telling you what they want. Just look at the data.



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Q&A #3



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BONUS: CANVA



Canva Is Perfect for LinkedIn Content

- Free graphic design tool
- Easy to use
- Hundreds of LinkedIn-specific templates ready to customize
- Works on desktop AND mobile app



Visit: [Canva.com](https://www.canva.com)



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Canva for Every LinkedIn Format

- ✓ Image posts
- ✓ GIFs
- ✓ Document posts (export as PDF)
- ✓ Videos
- ✓ Newsletter cover images
- ✓ QR codes
- ✓ LinkedIn Templates

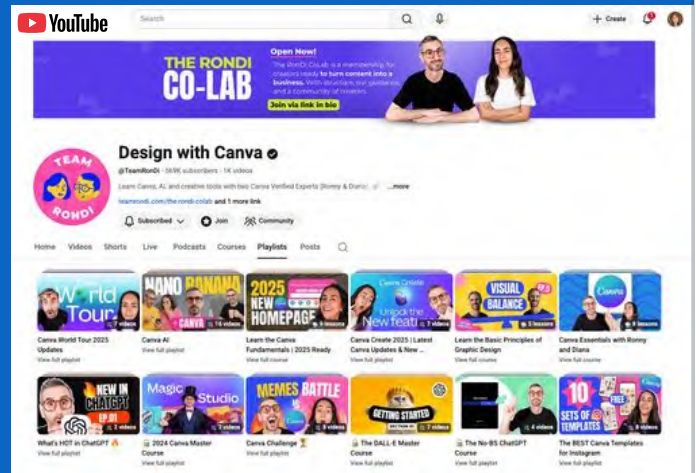
One tool. Every format. Free.



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Learn More About Canva

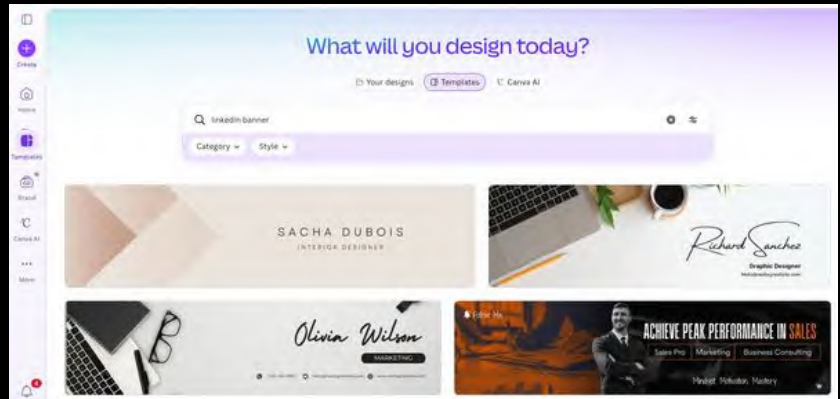
Visit: youtube.com/@TeamRonDi/



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LinkedIn Banner

Canva has a free LinkedIn profile banner templates. If yours is still the default - go fix it today.



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WRAP UP



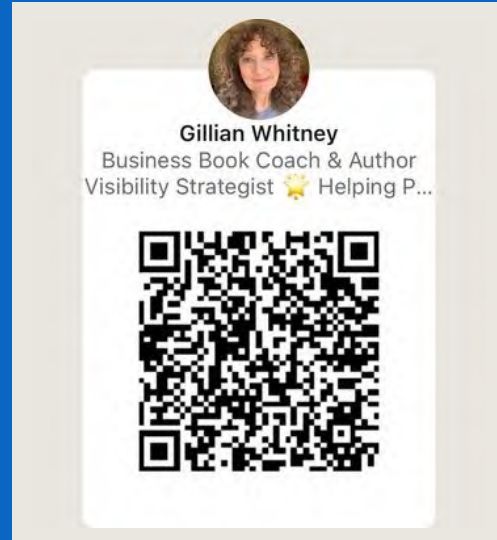
Your 3 Next Actions

TO DO LIST:

1. Write one text post or post a photo
2. Pick one new format to try this month - GIF, poll, carousel, or video
3. Explore Canva's LinkedIn templates

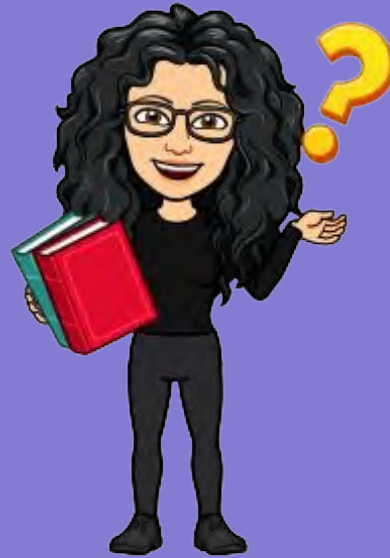


Connect With Me on LinkedIn



[linkedin.com/in/gillianwhitney](https://www.linkedin.com/in/gillianwhitney)

Q&A Final



 Gillian Whitney