The Lawyer’s Guide to Publishing LinkedIn Articles

Having a robust LinkedIn profile is critical to anybody who wants to improve their online presence, but a LinkedIn profile is fairly static, however, only changing when there’s a new job or award, etc.

Amy Boardman Hunt of **Muse Communications** points out that publishing an article – quarterly, monthly, or even weekly – is a solid way to keep your profile updated and maintain your presence on LinkedIn.

After explaining the difference between a LinkedIn article and a post, Hunt gives some pointers on how to write an article.

The post covers how to select subjects for articles, how long they should be, writing headlines, avoiding jargon or legalese, formatting, sharing the content beyond LinkedIn, and then checking on LindedIn analytics.

Read the article.