

## Checklist:

# How to Write the Perfect Update



### Keep it short, simple and spicy

#### Short: under 150 words

- stats and quotes work well

#### Simple: inform & entertain

- post links to videos, docs, infographics, blog posts, PDFs, eBooks, white papers, and presentations
- include a clear Call To Action

#### Spicy: stir the pot a little

- ask thought-provoking questions; add your considered opinion to a trending topic
- get personal: “Tech marketers, do you think..?”
- hashtag trending themes, e.g. #learning #startups

### Share the good stuff

#### Use Content Suggestions to find shareable content posted:

- by followers
- by employees = in-house thought leaders
- in specific cities, regions, industries and job functions

#### Use Notifications to:

- track and reshare brand mentions, shares and tags

**Insider Tip:** See how many people follow a topic under Topics by Audience Size

### Last but not least, DID YOU...?

#### Pin it?

Pin your best content to the top of your Page

#### Track it?

See which Updates send traffic to your website

#### Sponsor it?

Use Sponsored Content to expand the reach of your content

#### Test it?

Use Page Analytics and Direct Sponsored Content to test which headlines and images perform best

### Always include vivid visuals

#### Use rich, eye-catching images

- visuals that compliment the text work best

#### Size matters

- 1200x627 pixels is best

#### Length matters

- videos between 30s to 2 mins are best

#### Keep text light

- let the image tell the story

#### Be original

- feature your employees and avoid stock photos

### It's about THEM, not you

#### Focus on your audience's needs. Follow the 411 rule.

- + 4 pieces of engaging content that are interesting and add value to your audience (these should NOT be about you)
- + 1 piece about you from another source
- + 1 piece about you

Before you post, ask yourself:  
**“Would I click on this?”**