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10 LinkedIn Post Ideas for Writers



Wondering what you should post on LinkedIn to engage your target audience and capture the attention of your ideal clients?

Add these LinkedIn post ideas to the mix to grow your followers, impressions, engagement, and search results.

Publish consistently so your audience sees your updates weekly or biweekly and you stay top of mind.

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Learn more about how to improve your LinkedIn profile and strategy to get more clients.



10 Inspiring LinkedIn Content Ideas for Writers

1

Get personal.

Write a post about one aspect of your personal life and how freelancing impacts your work-life balance. (Your partner, kids, dogs, extended family, etc.)

2

Share a seasonal post about time off.

Cover a topic like how freelancing allows you to choose when you work and when you take time off to spend with loved ones.

3

Work on a post about the services you offer.

Let potential clients know you're available for freelance work and the latest skills you learned.

4

Write a post tied to a theme week, special day, or month.

For example, post about "work and rest" during sleep week.

5

Leverage a social media trend. Make it relevant to your work. Create a designed post using Canva, film a video, or make a GIF. Act quickly so it's on-trend and timely!

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Write a poll. Ask your audience a freelance or work question you're pondering. Then, apply learnings to future posts! Polls are great for engaging people in your network and beyond.

Share a recent blog you wrote.

It could be on your website or something you wrote for a client. Tag the client, sources or brands mentioned to increase reach.

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8

Brag about your expertise.

Post about an article you were featured in as an expert or contributor to further leverage it. Tag brands and writers.

Post about your social channels.

Whether it's your favorite ones, learnings, your growth and goals--and include links! This can grow your audience and following.

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10

Post about how long you've been freelancing.

Share lessons you learned in a post or article ("Here are 10 Lessons I Learned Over 10 Years While Building My Freelance Business.")

