

How to Post Content on LinkedIn

Social Selling for Financial Professionals

Establish your expertise by posting content that creates value for your connections. This will help build your credibility while keeping you top-of-mind. Posting three to five times a week ensures you are reaching the majority of your audience, while not oversaturating your connections' feeds.

Share an Update



Sharing valuable content helps build your credibility.

1. Visit **LinkedIn.com** and sign in.
2. Click **Share an article, photo, or update** above your news feed.
3. Type your status update or message. If you are including a link to an article, LinkedIn will automatically generate a thumbnail image and a description of the link for you.
4. After the link is attached, you can delete the link you pasted in and replace it with your message. You also can edit any part of the link information by clicking it.
5. You may choose to share your post with your connections only, or make it public on LinkedIn for anyone to view.
6. Click the **Post** button to publish your post. You will then see your post in your news feed.

TIP: Do you want to post a picture? Click the camera icon to upload a picture to share on LinkedIn.

Insurance products are issued by Pacific Life Insurance Company in all states except New York and in New York by Pacific Life & Annuity Company. Product availability and features may vary by state.

To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

This informational guide is for educational purposes only. Pacific Life is not affiliated with your financial institution. Remember that you must always follow your firm's policies, procedures, and guidelines.

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Newport Beach, CA

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