

## How to Use the Publishing Platform on LinkedIn

Social Selling for Financial Professionals

LinkedIn allows you to write and post blog-like articles to your profile that can be seen and shared by anyone. These posts are displayed on your profile in a section titled “Your Articles & Activity,” and give you better visibility across LinkedIn. This tool provides a means for you to share your knowledge and promote your skills. It is the equivalent of having your own blog on LinkedIn.

### Publish Long-Form Posts

1. Visit **LinkedIn.com** and sign in.
2. Click **Write an article** above your news feed. This will take you to the publishing page.
3. Add an attention-grabbing image and headline, and then begin writing your post. For example, you may write about the latest Social Security update and how it could affect your clients.
4. When you are finished, click **Publish**.
5. After you click the Publish button, a pop-up window will appear allowing you to edit the text that is shared in the news feed. When you click the Publish button on the pop-up window, your long-form post will be published.
6. After clicking Publish, you will be redirected to the long-form post.

*TIP: Use the editor to stylize your long-form post. You can include hyperlinks (when applicable), pictures, and even embed YouTube videos and SlideShare presentations.*



PUBLISH

Promote your knowledge and skills to gain more visibility on LinkedIn.

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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](https://SocialSelling.PacificLife.com).

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