



Welcome to LinkedIn Stories:

A new way to share professional
moments with your community

Welcome to the LinkedIn Stories Press Kit!

Our mission with this press kit is to provide an exclusive first look at LinkedIn Stories, current functionalities and tips on best practices for creating LinkedIn Stories in a professional context.

Today, May 13, LinkedIn started to test a new content sharing format, LinkedIn Stories. We are also pleased to inform you that the Netherlands is the first country in Europe to try this new feature.

LinkedIn Stories is a useful tool for all journalists and content creators, making it easier to stay connected to your community, inform your audiences and share your stories.



Show your professional side with a human touch:

Stories are an authentic way for members and brands to share what's happening at work and in the news. The content is live for 24 hours and allows for private feedback, providing another option to share professional narratives and keep your readers informed and updated.



Apply your creativity at work:

With the social media landscape shifting towards visual and mobile-first content, LinkedIn Stories can provide a more creative and casual way to share your day-to-day.



Grow your community:

LinkedIn Stories is a powerful way to spark conversations with your readers in the professional community; a new opportunity to enhance valuable connections and share content.

Step by step on how to create a LinkedIn Story



01

On the top left, you will see an entry circle sign with a plus (+) sign, which takes you into the Stories camera. Tap the first circle (your profile picture).

02

1. In the center bottom of the screen you'll see the main button to capture real time pictures and videos (tap to take a picture and hold to record a video; release the button when the video is finished). With the left button you can add pictures and videos from your mobile gallery. Maximum video length is 20 seconds.



03

You can add stickers and text to make your content shine and provide viewers with additional context. You can choose from customized, thematic stickers related to the working day.

04

Once you have finished your Story and you're ready to share with followers and connections, simply tap in the right bottom "share your Story".

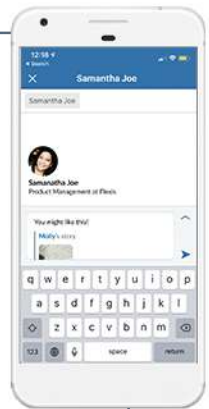


05

If you want to create another Story, press the plus icon on the top left corner once you go into your story.

06

Once you post a Story, your connections and followers can view the content for 24 hours and you can receive messages from your first-degree connections. You can also share a Story via private message with your connections. Your messages from Stories will be integrated into your usual LinkedIn messages.



07

After publishing, you will have access to an analytics tool to measure who saw your Story. Remember: Your LinkedIn Stories will only be visible for 24 hours.

08

Finally, your LinkedIn Stories will only be available to your Dutch connections and followers, and only they can watch and message you directly about the Stories.

Stories will be visible for 24 hours

People and brands can share a Story



Record a 20-second video or take a photo



Notifications



Upload from your mobile camera gallery

LinkedIn Stories Features

Our goal is to learn about how our members are using stories in a professional context first and in the course of the next months we will be investing in more features that help them create authentic content and have conversations with their professional communities. The current features are:

@mentions



Add sticker and/or text

Download your story



Mute audio after recording

Delete your story



Message first-degree connections



Report a story



See who viewed your Story



Tips for creating compelling LinkedIn Stories

Connect to your readers and broader LinkedIn community and improve your professional brand by sharing your everyday professional moments. You can keep your networks updated about:

Things you do at work

Written or recorded pieces you are working on: As you navigate the latest news, share real-time reports and updates on the Stories you are working on.

Home office: Show your current work setup and how you stay productive.

Learnings from interviews with sources, on-the-scene reporting or events: Capture interesting tidbits, what piqued your curiosity, or share your learnings while covering a story.

Behind the scenes: People always want to know what happens “behind the scenes” of a newsroom or an interview. And you can show that first-hand.

Things relevant to your work

Breaking news:

Information about an industry or a specific company / organization that impacts the workforce is always valuable.

Tips and hacks: Share tips with your community on, for example, how to be more productive.

What you're currently reading, watching or listening to: Audiences always appreciate something enlightening to get them out of their routine.

Things you do around work

Your side projects: Show your connections any creative side projects that you're working on or that you're passionate about so they can get to know you.

Virtual bondings: Share an insight about online meetings or even a virtual happy hour with your teammates.

Beyond the office: Even within the same company, every team has their own traditions. Show your network how you like to socialize with your colleagues.



Dos and Dont's

Post content grounded in relevant, professional context

Create content around constructive, educational opportunities

Include authentic representations of everyday professional moments

Post conversation starters for the latest professional news and topics

Be overly personal or post private moments

Post inappropriate content that may jeopardize career prospects

Post about opportunities to spam personal products or services

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