

# Getting Started on LinkedIn



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Check out [LinkedIn's Creator Resources](#)

## Use LinkedIn to:

- Promote your professional and book news including book announcements, interviews, articles, awards, etc
- Highlight previous and upcoming speaking engagements and events
- Reach a professional audience who are interested in the topics covered in your books
- Share content related to your brand, research, and books
- Build your professional network

## Places to Consider Featuring Your Books on Your Profile

- **Cover photo**
  - Larger image that appears at the top of your profile
  - Consider using this space to feature your book cover(s) or announcement for upcoming book
- **Headline**
  - Short description that appears under your name
  - Max length: 120 characters w/ spaces
  - Use this space to give a brief, professional bio
    - Ex. "Author of (book title), professor at (university), host of (name) podcast"
- **Summary**
  - Larger text box that appears toward the top of your page
  - Max length: 2,000 characters w/ spaces
  - Use this space to go into more detail about your expertise, brand/platform, and books
- **Featured posts**
  - Content you choose to highlight on your profile's home page
  - Consider featuring book announcement posts, major interviews, upcoming event info, etc

## Author Account Examples

- [Simon Sinek](#)
- [Adam Grant](#)
- [Indra Nooyi](#)
- [Scott Galloway](#)
- [Susan David](#)
- [Ryan Holiday](#)
- [Julie Zhuo](#)
- [Pooja Lakshmin](#)

## LinkedIn Image Specs

- **Profile picture:** 400 x 400
- **LinkedIn banner:** 1584 x 396
- **Posts:** 1080 x 1080 (square) or 1920 x 1080 (portrait)
- **Video:** 256 x 144 (minimum) to 4096 x 2304 (maximum)

**Need an image of your book for your profile or post? Reach out to your marketing team. We're happy to help!**



- **Post often and consistently**
  - LinkedIn recommends posting 4+ times a week, but even if you can't commit to that frequency, consistently posting as often as you can (including as little as once per week or biweekly) will help you build more followers
- **Tag others featured in your content**
  - Most major media outlets, journalists, and interviewers will likely have a LinkedIn profile you can tag if sharing an article, interview, etc
- **Use relevant hashtags**
  - Use broader hashtags (ex. #burnout, #perfectionism, #communicationskills, #books) for more general posts to reach a wider audience
  - Use more specific hashtags (ex. #SDCC2024) when posting about a specific event, person, book, or topic
- **Share a variety of content**
  - While you can (and should!) use your profile to announce/celebrate your books, LinkedIn users are often looking for career advice or more information about a subject or industry they're interested in
  - Consider sharing interviews, other media appearances, advice/tips, blog posts, insider looks at your writing process or career, and more, along with your book news
  - Vary the format of your content, from images to videos to articles
- **Engage with your audience**
  - Consider posts that encourage comments and then reserve some time to personally answer those comments
- **Repost content from others' profiles**
  - For example, if you've appeared on a podcast or talk show, consider sharing the post from the show's profile
  - Consider adding your own commentary with the repost, such as thanking the host or highlighting a topic covered in the appearance to let your audience know why they should check it out
- **Don't forget that this is first and foremost a professional networking platform**
  - Keep in mind as you build your profile and decide what kind of content you want to share that it may be viewed by journalists, producers, and other professionals in your field



## Pros & Cons of LinkedIn Newsletters

### Pros

- LinkedIn handles the list growth and email services
- Easy and fast publication process; don't need to worry about formatting and/or HTML knowledge
- No cost to starting and sending newsletters
- May see higher engagement than a newsletter you start from scratch, as LinkedIn will push it out to your followers' feeds & the general LinkedIn feed

### Cons

- No way to export subscribers' email addresses or import an existing list of emails
- Compared to other email platforms, the LinkedIn newsletter platform has limited analytical tools (Includes impressions, views, and engagement, but doesn't include open and clickthrough rates)
- Doesn't offer email marketing tools like A/B testing or automations
- Limited options for personalizing the format

## Useful Resources

- [10 Best Practices for Starting a LinkedIn Newsletter](#)
  - Lots of great tips and advice from a LinkedIn user with a thriving newsletter
- [How to Find Newsletter Pages on LinkedIn](#)
  - General Instructions from LinkedIn
- [How to Manage a Newsletter on LinkedIn](#)
  - General instructions from LinkedIn
- [LinkedIn Newsletters Best Practices](#)
  - General guidance from LinkedIn

### Author Newsletter Examples

- [Adam Grant](#)
- [Will Guidara](#)
- [Susan David](#)
- [Jessica Chen](#)
- [Mike Michalowicz](#)
- [Tiffani Bova](#)

### Newsletter Image Specs

- **Banner image:** 1920x1080
- **Logo:** 300x300

## General Tips

- When you publish your first newsletter, LinkedIn will send an invitation to all of your connections and followers. This means you'll want to **put a lot of effort into your first edition**
- **Consider reusing existing content.** You can publish the same content in your newsletter and on your website or other social platforms
- **Be specific in your newsletter title and description** to make sure people know what they'll receive by subscribing
- **Share your newsletter editions with your network on other platforms** to increase your reach
- **Want to drive traffic to your website? Link to it in your newsletter!** You can even consider including a portion of an article in your newsletter with a link to your website for more info
- You'll need to choose between a daily, weekly, bi-weekly, and monthly publishing cadence.  
**Consistency and quality is key over quantity, so choose the schedule that works best for you**