Sharing documents on LinkedIn

A tale to spark your imagination
You have a new way to talk to other people on LinkedIn
You can now share your **documents** with your network
Use documents to share what you know so others understand too
With a document, you can cover a lot of information in an engaging way.
How does a document work?
You post a **PDF, slides, paper, or report**...

... and people can read your document and comment in the feed
You can also post documents in a group to spark conversation with other like-minded professionals.
You can share all kinds of informative & helpful documents:

- Conference slides
- Research paper
- White paper
- Infographics
- "Top" List
- Book trailer
- Career advice
- Company report
- Playbook
- Quarterly earnings
- Trend analysis
- Tutorial
- Course materials
- How-to guide
- One-Pager
- Lightning talk
- Presentation
- Case study
To share a document with your followers...

1. Tap the documents icon in the share box on your desktop feed

2. Choose a document from your computer (.pdf, .ppt, .pptx, .doc, .docx)
To share a document with your followers...

3. Title your document & talk about it

4. Make sure you’re okay with how it looks and click ‘post’
What can you do with documents?
Use your documents to...

Teach something
Have a useful skill and want to help others to use it?

Transport us
Have a story to tell and want to bring others on your journey?

Grab a mic
Give a talk recently and want to share your work?

Share the numbers
Have insights and data? Bring them to life in a visual format.

...You choose
Have a creative idea? We can’t wait to see it!
Use your documents to...

Teach something

Have a useful skill and want to help others to use it?

My Research Travel Guide
Takeaways from UER trips in 2018

1. Come open-minded
2. Meet the locals
3. Trust your team
Use your documents to...

Transport us

Have a story to tell and want to bring others on your journey?
Workplace Learning

Trends, challenges, and solutions

2. Strategies for transitioning from a “service provider” to strategic business partner

4. Tips for proving the value of learning to leaders and learners

5. Insights to help inform your talent development strategies in 2018

Use your documents to...

Grab the mic

Give a talk recently and want to share your work?
Use your documents to...

Share the numbers

Have insights and data? Bring them to life in a visual format.
You choose!

Have a creative idea? We can’t wait to see it!
Best practices when posting a document
Excited to show the presentation I gave last week at the annual Workplace Development conference. 18 months of research... #alwayslearning #workplacetrends #WorkplaceDev18. Special shout out to @StellaMcLarcen, @DougDavis
To engage people with your document...

- **Start smart**
  Start with an eye-catching, clear cover slide

- **Be conversational**
  Say what you would say if people were in front of you

- **Ask questions**
  Give your community an easy way to respond

- **Use visuals**
  Your followers will appreciate more engaging content

- **Less is more**
  Use an image and a few words per page

- **Keep it short**
  Your followers are busy—keep docs to 8-25 pages
After you post a document, you can...

- Download it
- Embed it
- Reshare it
- See content analytics
What do you want to say with a document?
Happy documenting :)

We're the founders of Glow.Co

We'd like to share our story with you.