

Sharing Press Releases on LinkedIn



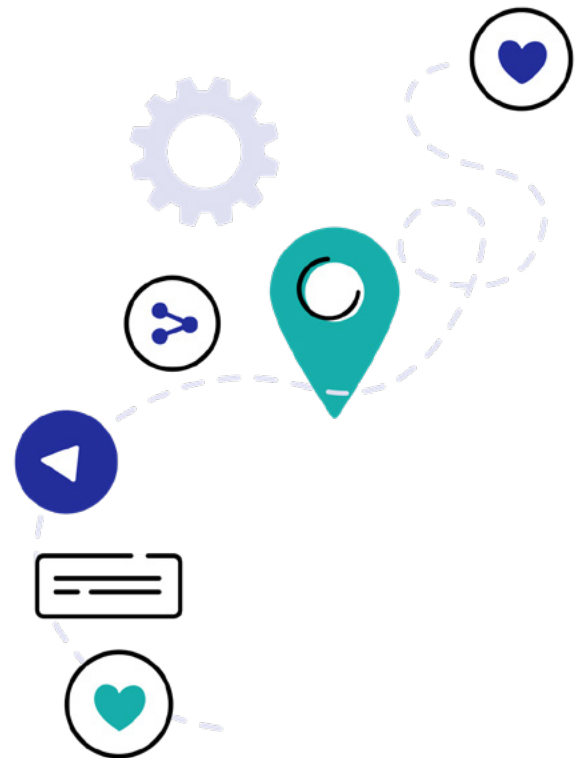
Why Share Your News on LinkedIn?

With the widespread use of social media around the world and the growing preference for digital platforms to consume news, it has become crucial for organizations to have a presence on social media and incorporate these channels into their PR campaigns.

[TikTok has surpassed Google as the primary source of information for Gen Z](#) and 24% of consumers aged 18-54 go to social media first to learn about brands. The impact of social media on brand discovery, product investigation, and customer engagement cannot be ignored.

Promoting news releases and media coverage on social media platforms enhances brand visibility, reaches a broader audience, boosts credibility, and influences public perception.

Today's PR strategies should include social media channels like LinkedIn. Learn how to leverage LinkedIn to effectively share news releases and media coverage.



What is LinkedIn?

LinkedIn is a powerful platform for marketing with [over 900 million members in more than 200 countries and territories worldwide](#). Especially relevant for business-to-business (B2B) marketing, [58.4 million companies](#) use LinkedIn and there are over [10,000 company pages](#). [Compared to other social media platforms, LinkedIn is the most successful for 82% of B2B marketers](#). With [4 out of 5 people on LinkedIn being decision drivers](#), LinkedIn is a powerful channel for generating high-quality leads.

In addition to sharing company updates and thought leadership content, LinkedIn should be used to increase the visibility of your company's news by sharing press releases and news coverage.

Tips for Posting on LinkedIn

Once logged in, click the “Start a post” box at the top of your homepage. Add the URL of the news you want to share. If your press release includes multimedia, LinkedIn will generate a preview of your post that includes an image and the headline of your press release.

Add and Edit Multimedia

If your press release does not include multimedia, or if you’d like to change the image associated with your post, feel free to add different visual content. **LinkedIn posts with images result in a [98% higher comment rate](#).**

- **Photos:** LinkedIn allows you to add up to nine photos to a single post. Use the edit option to make basic edits to your photo(s). Use the tag feature to tag a person or organization in your post and add alt text to your image that describes your photo. You can edit any of this information at any time.
- **Video:** When adding a video to your LinkedIn post, you’ll be prompted to add automatically generated captions, making your content more accessible. You can opt to turn this feature on or off, and if you decide you do want to add captions, you have the ability to review them before viewers can see them. You may also upload a thumbnail.

Write a Teaser

Before publishing your post, we recommend the following tips to drive even higher interest in your news.

Instead of simply pasting the URL into the post box, craft an introduction or teaser to your news release. Use the title of your news release or customize the text to be more relevant to this specific online community.

LinkedIn allows 3,000 characters, so try to incorporate a question or a call to action, and a relevant keyword or two. Some examples include:

- *Exciting news! Rivian, the leading electric vehicle manufacturer, has acquired A Better Routeplanner, a cutting-edge route planning solution. What do you think this acquisition means for our future offerings and the electric vehicle industry as a whole? Check out our press release for [more details](#).*
- *Love staying at historic #hotels when you #travel? Don’t miss the [2023’s Top 25 Historic Hotels of America Most Magnificent Ceilings and Domes](#), a true celebration of architectural grandeur.*

What Type of Content is Shared on LinkedIn?

In addition to sharing press releases and news coverage, companies also share:

- Job opportunities
- Employee profiles or updates
- Case studies
- Industry research
- Behind-the-scenes content
- Best practices or how-to lists
- Event promotions or recaps
- Third-party content



Available to eligible members and business pages, [LinkedIn Live](#) allows you to broadcast live video content to a LinkedIn profile, page, or event. Since LinkedIn Live streams generate [7x more reactions](#) and [24x more comments](#) for businesses compared to regular video content, consider utilizing this avenue to amplify your news.

Perfect Timing

Because LinkedIn is mainly for professionals, most users post on weekdays during business hours. There are a variety of studies outlining what time is best for news sharing on LinkedIn.

According to [Hootsuite](#), the best overall time (in Pacific Time) to post is Monday at 1pm.

- Monday: 1pm
- Tuesday: 10am
- Wednesday: 3pm
- Thursday: 10am
- Friday: 10am
- Saturday 12pm
- Sunday: 8am



To learn more about your audience and how to best reach them on LinkedIn, review your page's analytics and top-performing posts for trends.

LinkedIn Analytics

Accessing and understanding the analytics for your LinkedIn business page will help you optimize your presence and improve results over time. By analyzing these metrics, you gain a deeper understanding of audience behavior, content preferences, and the effectiveness of your strategy, enabling data-driven decisions for continuous improvement.

LinkedIn provides analysis of:

- Visitors
- Followers
- Leads
- Content performance
- Competitor analysis
- Employee advocacy

Visit your company homepage and click Analytics to view details for each of these reports.



LinkedIn also allows you to [create an event](#), [celebrate an occasion](#), share that you're hiring, [create a poll](#), [add a document](#), and find an expert.

LinkedIn Advertising

LinkedIn's [Campaign Manager](#) allows you to create ad campaigns to boost brand awareness, increase website visits or content engagement, or focus on lead generation and conversion. Running ads related to your news or promoting supporting content related to your news can help the reach of your message. Ad formats include:

- **Sponsored Content:** appear directly in the LinkedIn feed of your target audience
- **Message Ads:** reach prospects via LinkedIn's Messaging
- **Dynamic Ads:** use LinkedIn profile data to personalize the ad creative
- **Text Ads:** pay-per-click or cost-per-impression ad

LinkedIn Dos and Don'ts

Do

- Treat your profile like an extension of your company website or a professional brochure
- Share a detailed company description
- Proofread posts and test links
- Respond promptly to comments and messages

Don't

- Go stagnant – post regularly
- Use complicated or overly technical language in your posts
- Ignore your page analytics
- Only publish one type of post – share a mix of text-only and multimedia posts



Learn more: [Using Social Media to Amplify Your News and Media Coverage](#)

About Business Wire

[Business Wire](#), a Berkshire Hathaway company, is the global leader in [news release distribution](#) and [regulatory disclosure](#). Public relations, investor relations, public policy, and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia.

Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals, and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire's global newsrooms teams are available to meet the needs of communications professionals and news media worldwide.

Ensure your story gets heard. If you would like more information on how Business Wire can help your business, please [contact us](#) today.



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