

## 20 LinkedIn post ideas

1. Talk about a challenge you have faced (either long-term or recently) and how you overcame it
2. Share a common misconception about your industry
3. Write about a weakness you have (can be funny or serious)
4. Talk about how people react when you tell them about what you do
5. A mini-case study: how have you improved a client's business/life recently?
6. What has changed in your industry in the last 12 months?
7. Mini guide to your industry in the time of COVID-19: how can you help people?
8. Talk about a job you did before you entered your current industry - did you ever do something completely different?
9. Share a lesson you learnt from your family (kids, parents, siblings)
10. Make a prediction about what you think will happen next in your industry
11. Re-write a job description with what you \*actually\* do (with humour!)
12. Share a news article and give your two cents (post link to article in comments)
13. Share something you are proud of
14. Give insight into an area of your industry people often don't understand
15. See what's trending in your industry on [Google Trends](#)
16. Shout out to a business you work with regularly - other businesses in the networking group?
17. Create a parody of an industry cliché
18. Share what you're reading right now
19. Share a quote that you love and explain what it means to you
20. Re-share an old press release, news article or blog you wrote/were part of and discuss what has changed since then

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