



ALAN HENNESSY
THE DIGITAL MENTOR

100 POST IDEAS FOR LINKEDIN

*Content Creation
Suggestions to Increase
Your Visibility on LinkedIn*



Alan Hennessy
THE DIGITAL MENTOR

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Note from the Author:

Alan Hennessy - The Digital Mentor

Congratulations! You are one step closer to building engagement and increasing visibility for your LinkedIn profile.

Over the past few months, I have conducted research into the types of posts, or “updates” as LinkedIn terms them, that perform well on the platform.

Content that offers value to the LinkedIn community is promoted to a broader audience. By ensuring your content is relevant and valuable, you can achieve excellent results and significantly boost your visibility on the platform.

Alan Hennessy - The Digital Mentor

With over 15 years of experience in Digital Marketing, working with small to medium-sized businesses as well as corporate clients, Alan brings a wealth of expertise to the industry.

Alan also hosts several podcasts, including “The Social Media Talks Podcast,” “Curious Fire Podcast,” and “Global Tea Break Podcast.”

As a certified trainer specializing in LinkedIn Marketing, Podcasting, and Content Marketing,

Alan helps you navigate the digital landscape with confidence.



This ebook is designed to boost your confidence when posting content on LinkedIn, offering over 100 post ideas you can build upon. Additionally, I’ve included insights on the best times to post, helping you gain more exposure on the platform.

You can also schedule a free discovery call with Alan to discuss LinkedIn training in more detail, whether for one-on-one sessions or group workshops.

For more information on all of the services Alan provides visit his website at www.thedigitalmentor.ie or for digital marketing services visit www.kompassmedia.ie



The LinkedIn Post Guide

Best times to post on LinkedIn

Build Your Engagement and Increase Your Visibility on LinkedIn

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BEST TIMES TO POST ON LINKEDIN

Determining the optimal time to post on LinkedIn can significantly boost your interaction rates. Posting when your target audience is active is essential for initiating discussions and increasing engagement.

The most effective content marketers understand that timing is crucial for maximizing impact and engagement. Delivering content when your target audience is most likely to see and interact with it is key.

This optimal timing varies depending on the platform you are using to reach your audience. Each social media platform serves a unique purpose for its users, and these roles often occur at different times of the day.

The Best Time To Post on LinkedIn!

The ideal time to post on LinkedIn is generally between 9 am and 10 am on weekdays. Additionally, the following times are also considered optimal:

Monday: 8 am to 11 am, - 4 pm to 6 pm

Tuesday: 9 am to 12 am, - 2 pm to 4 pm

Wednesday: 10 am to 12 pm, - 3 pm to 6 pm

Thursday: 8 am to 11 am, - 4 pm to 6 pm

Friday: 10 am to 12 pm, - 2 pm to 5 pm

Saturday: 9 to 11 am, - 7 pm to 9 pm

Sunday: 7 am to 9 am, - 6 pm to 8 pm



See next page for a more details and explanations on post timing.



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The Best Times to Post on LinkedIn in 2024

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
00am to 3am							
3am to 6am							
6am to 9am	✓			✓			✓
9am to 12pm	✓	✓	✓	✓	✓	✓	
12pm to 3 pm		✓			✓		
3pm to 6pm	✓	✓	✓		✓		✓
6pm to 9pm			✓	✓		✓	✓
9pm to 00pm							

The best time to post on LinkedIn on Monday

People tend to check their inboxes and social media in the morning before they start working on the first day of the week. On Monday, 8 to 11 AM is the perfect time to post as your audience is commuting to work. Then consider posting again around 4 pm to 6 pm when your ideal users are ending their first work day of the week.

The best time to post on LinkedIn on Tuesday

The best time to post on LinkedIn on Tuesday is between 9-12 AM or around 2-4 PM. This is because you're more likely to catch your users on breaks. By posting before 12 pm you can ensure that your posts will be in front of your audience while they're on their lunch break. By posting from 2 pm to 4 pm the same will be expected when your audience is commuting back home



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The best time to post on LinkedIn on Wednesday

On Wednesday, as your audience starts getting into their weekday slump, it's more likely that they will peruse through their social media during working hours. On Wednesdays, the best time to post on LinkedIn is between 10 am to 12 pm to catch them during their lunch break and again from 3 pm to 6 pm, as they find ways to make their day pass quicker.

The best time to post on LinkedIn on Thursday

The best time to post on LinkedIn on Thursday is between 8 am and 11 am. This is because people tend to be more engaged on Thursdays, which is a good time to catch them while checking their feeds. Then, you should consider posting again later on in the afternoon, around 4 pm to 6 pm. Like this, your audience can still catch your post as they unwind after work.

The best time to post on LinkedIn on Friday

People tend to be less productive on Fridays and may spend more time on social media during the day. So, start posting around 10 am to 12 noon, then consider posting again around 2 pm to 5 pm. Between these times you'll catch your users on breaks or waiting for the day to end. It is not necessary to post too late in the evening as people tend to start their weekend plans on Friday.

The best time to post on LinkedIn on a Saturday

Saturday is not typically a good day to post. However, if you'd like to test it, you can try posting between 9 am to 11 am as people are more likely to sleep in. Then, you can try again around 7 pm to 9 pm, when users are back from their Saturday plans.

The Best time to post on LinkedIn on Sunday

The best time to publish on LinkedIn on Sundays is 8-11 AM. Weekends don't draw as much attention as weekdays, but on both Saturday and Sunday, you're best off targeting the early hours or the nights. As people get ready for their new work week, they're more likely to spend their Sunday evenings scrolling through their feeds.



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1. Celebrate a recent work achievement and explain how you accomplished it.
2. Discuss an exciting trend or development in your industry.
3. Share and comment on an interesting article or blog post you read.
4. Offer tips or best practices for a skill you excel in.
5. Introduce yourself and your work through a video.
6. Pose a thought-provoking industry-related question or topic.
7. Acknowledge a professional you admire and explain why.
8. Conduct a poll or survey to gather audience feedback.
9. Recommend a valuable book or podcast.
10. Share an inspiring motivational quote or personal mantra.
11. Describe your experience at a recent conference or event.
12. Write about overcoming a work challenge.
13. Share a story of how you assisted a client.
14. Show a photo or video of your workspace.
15. Offer a productivity tip or time-saving hack you use.





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16. Highlight a recent business partnership or collaboration.
17. Comment on a recent change or update in your industry.
18. List your favorite work tools or resources.
19. Tell the story of your career journey.
20. Ask for advice on a current personal or professional challenge.
21. Share a funny or inspiring work-related meme.
22. Post a photo or video from a recent team event.
23. Celebrate a recent success story from your company.
24. Discuss the importance of networking in your industry.
25. Highlight a cause or organization you support.
26. Recommend a valuable LinkedIn Learning course.
27. Describe the impact of mentorship on your career.
28. Offer a behind-the-scenes look at your work.
29. Announce a recent promotion or job opportunity.
30. Share thoughts on a recent industry news event.





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31. Post a photo or video of a recent project and explain your process.
32. Share a testimonial from a satisfied client.
33. Reflect on a lesson learned from a mistake.
34. Celebrate a recent award and its impact.
35. Highlight a charity you support and encourage involvement.
36. Share an effective leadership or management strategy.
37. Discuss the importance of work-life balance and how you achieve it.
38. Offer a tip for effective workplace communication.
39. Share thoughts on a recent book or article and its relevance to your work.
40. Post a photo or video from a recent presentation.
41. Celebrate a recent accomplishment outside of work.
42. Discuss the benefits of investing in professional development.
43. Highlight a recent collaboration with a colleague.
44. Share your thoughts on the future of your industry.
45. Reflect on a time you stepped out of your comfort zone.





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46. Discuss the importance of diversity and inclusion in the workplace.
47. Share your top networking event tips.
48. Announce a recent certification or degree and its value.
49. Discuss a recent challenge you faced and how you overcame it.
50. Share a song that inspired you during work and why.
51. Share your top public speaking tips.
52. Discuss a recent training or course you took and what you learned.
53. Share your top leadership tips.
54. Offer your top negotiation tips.
55. Share a recent job opportunity and encourage applications.
56. Provide your top project management tips.
57. Celebrate a recent award or recognition and its significance.
58. Share a story about handling a difficult customer or task.
59. Offer your top social media tips.
60. List your top time-management apps.





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61. Share your top tips for building a personal brand.
62. Provide networking tips tailored for introverts.
63. Discuss why mental health matters in the workplace.
64. Share tips for staying motivated at work.
65. Discuss key takeaways from a recent industry event you attended.
66. Highlight a recent product launch your company participated in and its impact.
67. Share your top sales tips.
68. Offer your top customer retention tips.
69. Share and counterpoints on an industry article or blog post you disagree with.
70. Provide your top tips for managing a remote team.
71. Recap your first day at a new job.
72. Share a “day in the life” post with time stamps for your role.
73. Share a recent sustainability program your company joined.
74. Share thoughts from your morning commute.
75. Offer your top tips for effective email communication.





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76. Share the legacy you want to leave and the lessons for your children.

77. Discuss a recent collaboration and its significance.

78. Offer your top tips for effective networking on LinkedIn.

79. Share your top tips for building a strong company culture.

80. Discuss a recent lesson learned from your child.

81. Share a lesson learned from a travel encounter.

82. Provide your top tips for staying organized at work.

83. Share your top tips for building a successful team.

84. Describe your post-workday routine.

85. Share your morning routine.

86. Offer your top tips for managing stress at work.

87. Share recent company news or a press release.

88. Highlight a recent investment or acquisition by your company.

89. Share an old photo or memory from your early work days.

90. Reflect on your first job and its connection to where you are now.





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92. Highlight a recent project you led and describe the experience.
93. Predict an upcoming industry trend.
94. Offer tips for building and nurturing professional relationships.
95. Share your tips for balancing creativity and productivity.
96. Discuss a recent inspiring LinkedIn newsletter and its key takeaways.
97. Provide tips for building a successful career in your industry.
98. Share tips for fostering a successful remote work culture.
99. Highlight an industry expert or influencer you admire and why.
100. Share a massive list of LinkedIn post ideas and explain its value to readers.





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GET IN CONTACT WITH ALAN

If you like to chat with Alan, please get in contact today.

You can book a free discovery call, just click on the link below and find a time that suits your schedule.

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