

# So you want to write a LinkedIn article.

But you might want some tips, tricks and best practices before you start your draft — so we've created this helpful guide.

## ***Length***

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We recommend that your article be anywhere from 300 to 700 words in length. 500 words seems to be the sweet spot, and a good number to shoot for when drafting your piece.

## ***Tone***

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A conversational tone can help draw your reader in. Make it seem as though you're speaking directly to your audience. We don't need to take ourselves too seriously! Share your expertise while utilizing personal stories and lessons learned.

## ***Visuals***

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Be sure to include a cover image to accompany your article. This will appear at the top of the article along with your headline. For best results, cover images should be 2000 X 600 pixels. You can also incorporate additional photos throughout your article. If possible, we recommend including 1-2 additional photos in your article to boost engagement and keep readers interested! These images cannot exceed 10 MB and we recommend they are 940 X 788 pixels.

## ***References/Links***

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It's important to give credit where credit is due! You can utilize hyperlinks throughout your piece to reference articles, link to websites, tag colleagues on LinkedIn and more. This is an easy way for you to embed engagement opportunities within your writing!

**Resch Strategies**