**Post types**

The dropdown on the post writing page will have a range of ‘post types’ to choose from – as well as the default (no type).

This is what they will be:

1. **Sales Post**

A direct promotional or lead-generating post that highlights a product or service. It should clearly communicate value, include a strong call-to-action (CTA), and keep the messaging concise. Style typically leans toward persuasive, benefit-focused language, possibly sharing a link or graphic to drive conversions.

2. **Engagement Post**

A discussion-oriented post that asks a clear question or poses a relatable scenario designed to spark comments or reactions. The tone is conversational, sometimes playful, and invites participation. Short paragraphs and direct questions work best here.

3. **Thought Leadership Post**

Offers in-depth insights, opinions, or future predictions in a particular industry or niche. Style is authoritative yet approachable, usually sharing data, experiences, or well-reasoned arguments. Often includes a personal take or call for others to consider a perspective.

4. **Storytelling / Personal Experience Post**

Shares a narrative from personal or professional life that conveys a lesson, success, or challenge. Written in a candid, authentic voice, it connects emotionally with the reader. The style generally includes a clear beginning, middle, and end, concluding with a reflection or a takeaway.

5. **Event or Webinar Promotion**

Announces or hypes an upcoming event, webinar, or workshop. The post is informative, stating the topic, date, time, and how to join. Style is energetic, with a clear focus on the benefits of attending and an easy registration link or CTA.

6. **Behind-the-Scenes / Company Culture Post**

Offers an inside look into your company’s culture, team activities, or work environment. Often casual and personable, these posts humanize the brand, showing authenticity and encouraging trust. Photos or short videos of real employees and office life can boost engagement.

7. **Customer Success Story / Testimonial Post**

Highlights how a client solved a problem or achieved a milestone with your product or service. Style is celebratory and social-proof oriented, emphasizing the tangible results or ROI. Often includes quotes or statistics to substantiate the success.

8. **Industry News or Trend Discussion**

Reacts to a breaking piece of news, report, or ongoing trend in your field. Style is informative yet opinionated—shares the facts quickly, then dives into implications or predictions. Invites readers to comment on how the trend might affect them.

9. **Poll or Survey Post**

Uses LinkedIn’s native polling feature or a quick question to gauge audience opinions. The style is succinct and direct, prompting users to click a poll option or share their thoughts in the comments. Good for quick insights and boosting engagement.

10. **Product Launch / Feature Announcement**

Announces new offerings, app updates, or platform features. The style is straightforward, mixing excitement with a clear explanation of how the new feature solves a user problem or adds value. Often includes visuals or short demos to illustrate the feature in action.