

Creating LinkedIn Poll Posts

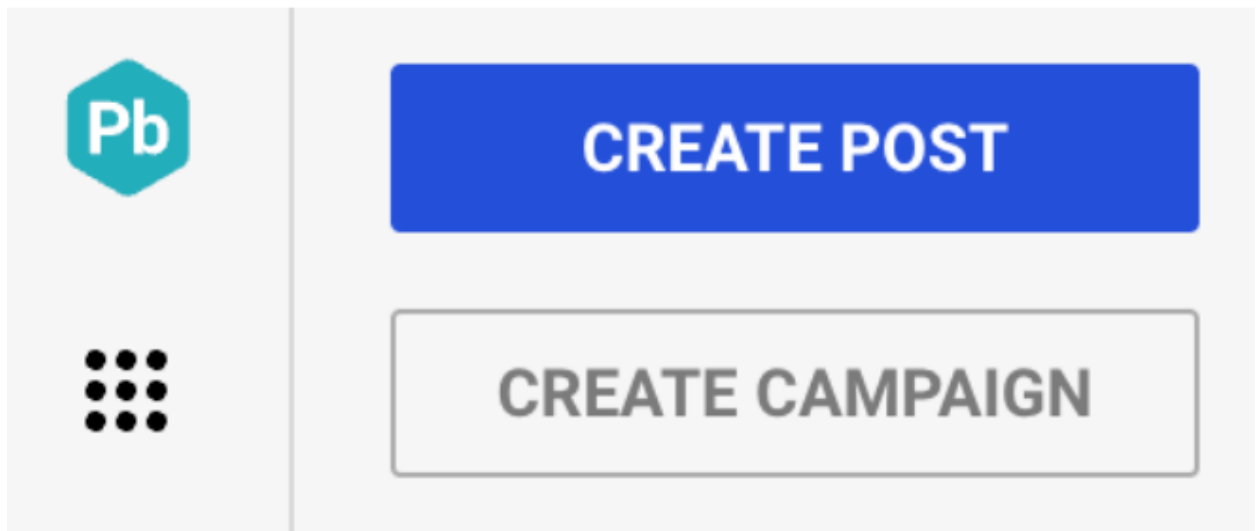
LinkedIn polls present your fans with a question and up to four responses that they can choose from. They are powerful tools for driving engagement, gathering insights, and introducing variety to your content.

In this article, learn how to create your own LinkedIn poll posts in Publish.

Creating a LinkedIn poll post

To create a LinkedIn poll post, please follow the steps below:

1. In the Publish module, click the **Create Post** button in the upper left corner.



2. Select the LinkedIn channel(s) you'd like to publish your post to, then click the **Create Post** button the right side of the screen. This takes you to the post editor.

3. Click the **Add poll** button at the bottom of the **Status Post** section. This opens the poll builder.

Status Post

Add text to your post. You can use Iris writing assistant to edit or create the post...

3000 😊 ✨



Add media files

Up to 20 images, one video or one document are supported ⓘ

 **ADD POLL**

 **ADD FIRST COMMENT**

4. Fill in your poll question (up to 140 characters) and at least two responses (up to 30 characters each). Click **Add option** to include up to two more responses. Options

can also be reordered using the kebab icons.

Poll×

Poll question

Bats or cats?

127 😊 ✨

Poll options

⋮

Bats

26

⋮

Cats

26

+ ADD OPTION

5. Select the poll duration (1 day, 3 days, 1 week, or 2 weeks). This determines how long your poll will remain open before it stops collecting responses.

☐ 1 day

☐ 3 days

☒ 1 week

☐ 2 weeks

26

1 WEEK^

- Once everything looks good, click the **Publish**, **Schedule**, or **Send for Approval** button.

The screenshot displays the LinkedIn post creation interface. On the left, the 'Status Post' section includes a text input area with a character count of 3000, a 'Poll' section with a question 'Bats or cats?' and two options 'Bats' and 'Cats' each with 26 votes, and a 'Poll duration' dropdown set to '3 DAYS'. On the right, the 'Preview' section shows a mockup of the post as it will appear, including the profile of 'ChiropteraFelidae' and the poll question 'Bats or cats?' with two buttons for 'Bats' and 'Cats'. At the bottom right, there are buttons for 'SHARE', 'COPY', and 'PUBLISH'.


FAQs



Can I add images, videos, or additional text copy to my poll post?

Images and videos cannot be included in poll posts, but you can add text copy to provide additional context.


Can I view my published poll's live results in Publish?

For now, it's not possible in Publish to view a published poll's live results. Click **View on network** to open the post on LinkedIn natively.

 Preview



Approximate preview. LinkedIn experiments or updates may affect the final appearance





**ChiropteraFelidae**
1 followers
26 Nov 2024

Bats or cats?
The author can see what you vote. [Learn more](#)


Bats


Cats


0 votes • 3d left • [View results](#)


 Like  Comment  Repost  Send

...

 **VIEW ON NETWORK**

 **VIEW IN ENGAGE**

 **CO**



Will my poll results be available in Measure?

Although it's not possible to view poll results in Measure, the performance data for the poll post itself will be available. See [LinkedIn Content Metrics in Measure](#) to learn more.