

# Share on LinkedIn

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## Overview

LinkedIn is a powerful platform to share content with your social network. Ensure your content receives the professional audience it deserves using Share on LinkedIn.

Use Share on LinkedIn to:

- Get your content in front of an audience of millions of professionals.
- Drive traffic to your site and grow your member base.
- Benefit from having your content shared across multiple professional networks worldwide.

## Getting Started



### Authenticating Members

New members Sharing on LinkedIn from your application for the first time will need to follow the [Authenticating with OAuth 2.0 Guide](#). When requesting an authorization code in Step 2 of the OAuth 2.0 Guide, make sure to request the `w_member_social` scope!

 Expand table

Permission Name	Description
w_member_social	Required to create a LinkedIn post on behalf of the authenticated member.

After successful authentication, you will acquire an access token that can be used in the next step of the share process.

If your application does not have this permission, you can add it through the [Developer Portal](#) . Select your app from [My Apps](#) , navigate to the Products tab, and add the Share on LinkedIn product which will grant you `w_member_social`.

# Creating a Share on LinkedIn

There are multiple ways to share content with your LinkedIn network. In this guide, we will show you how to create shares using text, URLs, and images. For all shares created on LinkedIn, the request will always be a POST request to the User Generated Content (UGC) API.

## API Request


HTTP

POST <https://api.linkedin.com/v2/ugcPosts>

### Note

All requests require the following header: `X-Restli-Protocol-Version: 2.0.0`


## Request Body Schema

 Expand table

Field Name	Description	Format	Required
author	The author of a share contains Person URN of the Member creating the share. See <a href="#">Sign In with LinkedIn using OpenID Connect</a> to see how to retrieve the Person URN.	Person URN	Yes
lifecycleState	Defines the state of the share. For the purposes of creating a share, the lifecycleState will always	string	Yes


	be <b>PUBLISHED</b> .		
specificContent	Provides additional options while defining the content of the share.	<a href="#">ShareContent</a>	Yes
visibility	Defines any visibility restrictions for the share. Possible values include: <ul style="list-style-type: none"><li><b>CONNECTIONS</b> - The share will be viewable by 1st-degree connections only.</li><li><b>PUBLIC</b> - The share will be viewable by anyone on LinkedIn.</li></ul>	MemberNetworkVisibility	Yes

## Share Content

 Expand table

Field Name	Description	Format	Required
shareCommentary	Provides the primary content for the share.	string	Yes
shareMediaCategory	Represents the media assets attached to the share. Possible values include: <ul style="list-style-type: none"><li><b>NONE</b> - The share does not contain any media, and will only consist of text.</li><li><b>ARTICLE</b> - The share contains a URL.</li><li><b>IMAGE</b> - The Share contains an image.</li></ul>	string	Yes
media	If the shareMediaCategory is <b>ARTICLE</b> or <b>IMAGE</b> , define those media assets here.	<a href="#">ShareMedia[]</a>	No

## Share Media

 Expand table

Field Name	Description	Format	Required
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status	Must be configured to <b>READY</b> .	string	Yes
description	Provide a short description for your image or article.	string	No
media	ID of the uploaded image asset. If you are uploading an article, this field is not required.	DigitalMediaAsset URN	No
originalUrl	Provide the URL of the article you would like to share here.	string	No
title	Customize the title of your image or article.	string	No

## Create a Text Share

The example below creates a simple text Share on LinkedIn. Notice the visibility is set to PUBLIC, where anyone on the LinkedIn Platform can view this share.

### Sample Request Body

JSON

```
{
  "author": "urn:li:person:8675309",
  "lifecycleState": "PUBLISHED",
  "specificContent": {
    "com.linkedin.ugc.ShareContent": {
      "shareCommentary": {
        "text": "Hello World! This is my first Share on LinkedIn!"
      },
      "shareMediaCategory": "NONE"
    }
  },
  "visibility": {
    "com.linkedin.ugc.MemberNetworkVisibility": "PUBLIC"
  }
}
```

## Response

A successful response will return `201 Created`, and the newly created post will be identified by the `X-RestLi-Id` response header.

## Create an Article or URL Share

The example below illustrates various options when Sharing an Article or URL. The request body is similar to the Text Share above, however, we have now specified a media parameter containing the URL, title, and description. Keep in mind the title and description are optional parameters.

### Sample Request Body

JSON

```
{
  "author": "urn:li:person:8675309",
  "lifecycleState": "PUBLISHED",
  "specificContent": {
    "com.linkedin.ugc.ShareContent": {
      "shareCommentary": {
        "text": "Learning more about LinkedIn by reading the
LinkedIn Blog!"
      },
      "shareMediaCategory": "ARTICLE",
      "media": [
        {
          "status": "READY",
          "description": {
            "text": "Official LinkedIn Blog - Your source for
insights and information about LinkedIn."
          },
          "originalUrl": "https://blog.linkedin.com/",
          "title": {
            "text": "Official LinkedIn Blog"
          }
        }
      ]
    }
  }
}
```

```
    ],  
    },  
    "visibility": {  
      "com.linkedin.ugc.MemberNetworkVisibility": "PUBLIC"  
    }  
  }  
}
```

## Response

A successful response will return `201 Created`, and the newly created post will be identified by the `X-RestLi-Id` response header.

## Create an Image or Video Share

If you'd like to attach an image or video to your share, you will first need to register, then upload your image/video to LinkedIn before the share can be created. We will walk through the following steps to create the share:

1. Register your image or video to be uploaded.
2. Upload your image or video to LinkedIn.
3. Create the image or video share.

## Register the Image or Video

Send a POST request to the `assets` API, with the action query parameter to `registerUpload`.

HTTP

POST <https://api.linkedin.com/v2/assets?action=registerUpload>

Similar to the author parameter we've used with the `ugcPosts` API, we will need to provide our Person URN. Additional `recipes` and `serviceRelationships` define the type of content we're

publishing. For Share on LinkedIn, recipes will always contain either the type `feedshare-image` or the type `feedshare-video` (depending on which of the two you are uploading) and `serviceRelationships` will always define the `relationshipType` and `identifier`. See the request body below for reference.

JSON

```
{
  "registerUploadRequest": {
    "recipes": [
      "urn:li:digitalmediaRecipe:feedshare-image"
    ],
    "owner": "urn:li:person:8675309",
    "serviceRelationships": [
      {
        "relationshipType": "OWNER",
        "identifier": "urn:li:userGeneratedContent"
      }
    ]
  }
}
```

A successful response will contain an `uploadUrl` and `asset` that you will need to save for the next steps.

JSON

```
{
  "value": {
    "uploadMechanism": {
      "com.linkedin.digitalmedia.uploading.MediaUploadHttpRequest": {
        "headers": {},
        "uploadUrl": "https://api.linkedin.com/mediaUpload/C5522AQGTyer3k3ByHQ/feedshare-uploadedImage/0?ca=vector_feedshare&cn=uploads&m=AQJbrN86Zm265gAAAwemyz2pxPSg0NtBiZdchrgG872QltnfYjnMd-b2j3A&app=1953784&sync=0&v=beta&ut=2H-IhpbfxrRow1"
      }
    },
    "mediaArtifact": "urn:li:digitalmediaMediaArtifact:(urn:li:digital-mediaAsset:C5522AQGTyer3k3ByHQ,urn:li:digitalmediaMediaArtifactClass:feedshare-uploadedImage)",
    "asset": "urn:li:digitalmediaAsset:C5522AQGTyer3k3ByHQ"
  }
}
```

```
}
```

## Upload Image or Video Binary File

Using the `uploadUrl` returned from Step 1, upload your image or video to LinkedIn. To upload your image or video, send a `POST` request to the `uploadUrl` with your image or video included as a binary file. The example below uses cURL to upload an image file.

### Sample Request

Bash

```
curl -i --upload-file /Users/peter/Desktop/superneatimage.png --header "Au-  
thorization: Bearer redacted" 'https://api.linkedin.com/mediaU-  
pload/C5522AQGTyer3k3ByHQ/feedshare-uploadedImage/0?ca=vector_feed-  
share&cn=uploads&m=AQJbrN86Zm265gAAAwemyz2pxPSg0NtBiZdchrgG872QltnfYjnMd-  
b2j3A&app=1953784&sync=0&v=beta&ut=2H-IhpbfXrRow1 '
```

## Create the Image or Video Share

After the image or video file has successfully uploaded from Step 2, we will use the `asset` from Step 1 to attach the image to our share. Below is a sample request for an image; for a video, the `shareMediaCategory` should be `VIDEO` instead of `IMAGE`.

### Sample Request Body

JSON

```
{  
  "author": "urn:li:person:8675309",  
  "lifecycleState": "PUBLISHED",  
  "specificContent": {  
    "com.linkedin.ugc.ShareContent": {  
      "shareCommentary": {
```



```
    "text": "Feeling inspired after meeting so many talented
individuals at this year's conference. #talentconnect"
  },
  "shareMediaCategory": "IMAGE",
  "media": [
    {
      "status": "READY",
      "description": {
        "text": "Center stage!"
      },
      "media": "urn:li:digitalmediaAsset:C5422AQEbc381YmIu-
vg",
      "title": {
        "text": "LinkedIn Talent Connect 2021"
      }
    }
  ]
},
"visibility": {
  "com.linkedin.ugc.MemberNetworkVisibility": "PUBLIC"
}
}
```

## Response

A successful response will return `201 Created`, and the newly created post will be identified by the `X-RestLi-Id` response header.

## Rate Limits

[Expand table](#)

Throttle Type	Daily Request Limit (UTC🌐)
Member	150 Requests
Application	100,000 Requests