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Powerful content ideas to grow your personal brand on LinkedIn



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Around your profession

1. Inspiring people in my industry and what I admire about them
2. N people to follow in [industry] from Finland
3. N people to follow in [industry] from around the world
4. Courses I took and the fantastic things I learned from them
5. N courses I recommend all [your profession] should take
6. Professional community event I attended this September/recently
7. N events all [your profession] should attend in Finland this autumn
8. Interesting book(s) I recently read
9. N books every [your profession] should read
10. 10 most useful posts about [your profession] this week
11. How to become the coolest [your profession]? Attend [conference]
12. Checklists for specific tasks in your profession for others to use
13. What's the difference between [niche in your profession] and [another niche in your profession]?
14. Why you should NOT become a [your profession] (funny reverse facts like "you'll have the freedom to...")

Who are you as a person

1. One thing I like about living in Finland is...
2. My ways of recharging after work are...
3. The most meaningful advice I've ever received is...
4. An experience that shaped who I am today is...
5. What being a foreigner in Finland has taught me is...
6. My journey of learning the Finnish language
7. A hardship I once faced in my working life
8. I did it! My first [triathlon, marathon, etc.]
9. 5 tools that helped me learn Finnish faster
10. 5 things I liked most about the integration program in Finland
11. 7 myths about life in Finland

Job search journey

1. I am looking for a job post.
2. Here is my CV that I used for [company name], but I was rejected. Could you help me find ways to improve it?
3. N jobs I applied for this month and the results I received.
4. My professional superpower is [remember to ask others about theirs at the end of the post].
5. How I stay motivated during my job search is...
6. So far, this was the best career event I attended in Finland.
7. Last week, I finished my first internship in Finland. A big thanks to...

If you are currently working

1. Celebrate milestones by sharing what you have learned during this time.
2. An important lesson a colleague taught you.
3. A project you successfully completed and what you learned from it.
4. The best thing about working as a [put your job title] is...
5. Here's what my day as a [put your profession] looks like.
6. Tools I use daily at work.
7. Top AI tools that help me daily as a [put your profession].
8. Dear LinkedIn, are there any [put your profession] communities that you recommend?
9. Who should I follow in Finland in [put your profession]?
10. 3 things I learned this year as a [put your profession].
11. I learned this the hard way...
12. The biggest cultural difference at work between Finland and my country is...
13. Explaining what a [put your profession] does to a 3-year-old.
14. The biggest red flag in [put your profession].
15. I was recently asked by my colleague [a question from your industry]. Here's how I answered.
16. I recently met a wonderful person and a great [put your profession]. Here's what I learned from them.
17. How I use [a work tool] to get the best out of it.
18. Here's a meme I liked this week—can you relate? [Profession-related].