

LinkedIn Content Idea Generation Checklist



Hello,

You know you need to create content on LinkedIn for your business but sometimes you just don't know what to post. And it's frustrating!

Whether you're a professional, thought leader, or business owner, use this systematic approach to identify, create, and validate content ideas that resonate with your target audience and support your professional goals.

PRE-CONTENT PLANNING

Define Your Content Strategy

- Identify your primary goal on LinkedIn
 - Lead generation
 - Brand awareness
 - Thought leadership
 - Network building
 - Career advancement
- Define your target audience
- List 3-5 professional roles you want to reach
- Note their primary pain points
- Identify their professional aspirations
- Document their preferred content formats
- List your core professional skills
- Identify unique experiences worth sharing
- Note industry insights you can offer
- Document successful projects or case studies
- Audit your expertise

CONTENT IDEATION METHODS

Personal Experience

- Review recent work challenges you overcame
- List lessons from project successes/failures
- Document frequently asked questions from colleagues
- Note insights from recent training or learning experiences
- Reflect on career pivots or major decisions

Industry Analysis

- Check trending topics in your industry
- Review recent industry reports
- Monitor competitor content
- Track industry hashtags
- Follow industry thought leaders
- Note upcoming industry events

Audience Research

- Review comments on your previous posts
- Analyze top-performing posts in your network
- Survey your connections about their challenges
- Monitor LinkedIn group discussions
- Check relevant LinkedIn polls

CONTENT TYPES TO CONSIDER

Educational Content

- How-to guides
- Tips and tricks
- Tool recommendations
- Process explanations
- Industry terminology guides
- Common mistakes to avoid

Storytelling Content

- Personal success stories
- Career lessons learned
- Behind-the-scenes insights
- Client success stories
- Team highlights
- Project journey narratives

Engagement Content

- Polls about industry trends
- Question posts
- Opinion pieces
- Controversial takes
- Predictions
- Myth-busting posts

CONTENT VALIDATION

Pre-Publication Checklist

- Does it provide clear value?
- Is it aligned with your expertise?
- Does it solve a specific problem?
- Is it timely and relevant?
- Can you back up all claims?
- Is it unique from your recent posts?

Engagement Potential

- Contains a clear call-to-action
- Encourages discussion
- Includes relevant hashtags
- Add visual elements when possible
- Maintains professional tone
- Tells a compelling story

CONTENT CALENDAR PLANNING

Organization

- Create monthly content themes
- Plan content mix percentages
 - Educational: ___%
 - Storytelling: ___%
 - Engagement: ___%
- Schedule regular content audits
- Track performance metrics
- Plan content repurposing

Storytelling Content

- Personal success stories
- Career lessons learned
- Behind-the-scenes insights
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BEST PRACTICES REMINDER

Do's

- Share authentic experiences
- Provide actionable insights
- Use data to support claims
- Engage with comments
- Credit sources and collaborators
- Maintain consistent posting schedule

Don'ts

- Avoid purely promotional content
- Don't share confidential information
- Avoid controversial topics outside your expertise
- Don't neglect engagement on your posts
- Avoid copying competitors' content