

What to Post & When

A simple reference for the 10 types of content that work best for B2B businesses on LinkedIn — and what we need from you



You don't need to come up with ideas from scratch. **We do that for you.** But the best content always comes from what's actually happening in your business. Use this sheet as a prompt — if any of these things happen this month, drop us a message and we'll turn it into a post.

WHAT WE NEED FROM YOU EACH MONTH



Photos

Office, site visits, events, team moments. Phone quality is absolutely fine — we do the rest.



Monthly news

New jobs, new kit, new people, awards, milestones, exhibitions. No detail is too small.



Post approvals

We send you drafts to review. A quick thumbs up or any tweaks via email or WhatsApp is all we need.



Monthly questionnaire

A short check-in at the start of each month to capture your news and plan around what's happening in your business.



01

Team Spotlight

Celebrate your people. An apprentice finishing training, a long-serving employee, a new hire joining the team. Real photos, real names, real stories.

"A huge congratulations to Sarah who's just completed her first year with us and has joined the team as a permanent member of staff..."

HIGHEST ENGAGEMENT



02

Project Showcase

A completed job, a component delivered, a challenging brief solved. Real photos work best — no need for polish or a professional photographer.

"We've just delivered a full brand and website project for a leading professional services client. Here's a look at what went into it..."

WORKS WELL



03

Award or Accreditation

Quality accreditation achieved, industry award shortlisted or won. These posts build enormous credibility with clients and prospects.

"Delighted to announce we've achieved our B Corp certification. Here's what that means for our clients..."

HIGH CREDIBILITY



04

We're Hiring

Recruitment posts consistently get strong reach on LinkedIn. A real photo of your workplace alongside the role always performs far better than plain text.

"We're looking for an Account Manager to join our team. If you've got experience in client-facing B2B roles, we want to hear from you..."

HIGH REACH



05

Capability Highlight

What can you do that others can't? A new service, a new approach, or a capability your clients might not know you offer.

"We've just launched a new consultancy offering — here's what it means for our clients and how you can get involved..."

BUILDS AWARENESS



06

Industry News Comment

React to something happening in your sector. A big industry announcement, an emerging trend, or a regulatory change. Shows you're switched on.

"The government has just published new guidance on late payment. Here's what that means for B2B businesses and how we're responding..."

THOUGHT LEADERSHIP



07

Company Milestone

Years in business, number of clients served, expansion news, new premises. Anything worth celebrating — your audience wants to share your success.

"This year marks 30 years since we opened our doors in Bristol. Here's a look at how far we've come and where we're headed..."

COMMUNITY FAVOURITE



08

Event or Exhibition

Attending a trade show? Exhibiting at an industry event? Tell people before and after. Real photos from the stand always perform well.

"We're set up and ready at the Business Show 2026 — come and find us if you're attending today..."

GOOD TIMING CONTENT



09

Stat or Did You Know

A surprising industry statistic or a little-known fact about your sector. Clean graphic, short caption. Easy to produce and often gets shared.

"Did you know that LinkedIn drives 80% of B2B social media leads? Here's why showing up consistently matters so much..."

EASY TO PRODUCE



10

Seasonal / Occasion

Christmas, Easter, company anniversary. Keep it brief and genuine. A team photo always beats a stock image — people engage with real faces.

"From everyone at the team, wishing our customers, suppliers and partners a very happy Christmas. See you in the new year..."

EASY WINS

SUGGESTED MONTHLY RHYTHM — 12 POSTS

WEEK	POST 1	POST 2	POST 3
Week 1	Team spotlight or people story	Capability or new equipment	Industry news comment
Week 2	Project or work showcase	Hiring post or vacancy	Stat or did you know
Week 3	Award or accreditation	Team spotlight or milestone	Event or exhibition
Week 4	Project or capability	Company news or milestone	Seasonal or occasion post



Remember: You don't need all 10 post types every month. Consistency matters far more than variety. Three good posts a week, every week, will always outperform a burst of content followed by silence. We handle the planning, writing, design and scheduling — **you just keep us in the loop.**

If your LinkedIn has been on the to-do list for too long, let's talk.
hello@authenticdigital.uk