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**Content
Formats
for 2026**

10 LinkedIn Content Formats That Are Working Right Now

01

Tweet Reaction + Personal Story

Screenshot a tweet or hot take, then layer your own experience on top of it. The tweet gives you a built-in hook (borrowed credibility), and your personal story makes the post uniquely yours. This format stops the scroll because people recognize the tweet, then stay for the story.

[See example ↗](#)

02

Origin Story of Your Business

The “why I started this company” post. People buy from people they trust, and nothing builds trust faster than a founder explaining the moment they decided to go all in. Best when it includes a specific turning point, not a vague “I always knew I wanted to be an entrepreneur” narrative.

[See example ↗](#)

03

“If I Were [ICP] Trying to [Get Result]”

You walk through exactly what you’d do if you were in your reader’s shoes. This format works because it gives tactical value while positioning you as the person who already knows the playbook. The reader gets a free strategy session in 200 words.

[See example ↗](#)

04

Expert Commentary on News in Your Space

Take a trending story, viral post, or industry headline and give your take. You're not just reporting the news. You're telling your ICP what it means for them and why they should care. This format is especially effective when you move fast and post within 24–48 hours of the story breaking.

[See example ↗](#)

05

Contrarian Take Your ICP Won't All Agree With

Say something true that most people in your space are too polite or too scared to say. The disagreement is the distribution. Comments drive reach, and a strong opinion that divides a room will outperform a safe take every single time. The key: you actually have to believe it.

[See example ↗](#)

06

Borrowed Authority Breakdown of a Recognizable Brand

Take a well-known company and reverse-engineer what they did right or wrong through your area of expertise. The brand name gets the click. Your breakdown gets the save. This format lets you teach without it feeling like a lecture because the reader is learning through a story they already care about.

[See example ↗](#)

07

Personal Career Story + Lesson

A specific moment from your career (quitting a job, getting fired, making a bad hire, landing a big deal) paired with the lesson you took from it. These posts feel like a conversation, not a content piece. The more specific the detail, the more the reader trusts you actually lived it.

[See example ↗](#)

08

Monthly Recap

Share your numbers, wins, and lessons from the past month. Revenue milestones, client wins, team growth, experiments that failed. This format builds in public without the cringe because you're reporting on results, not performing vulnerability.

[See example ↗](#)

09

"How We [Got a Specific Result]"

Walk your reader through the exact process you used to achieve something they want. Step by step, no fluff, no filler. This is the LinkedIn equivalent of a case study, but delivered in a format people will actually read. Specificity is everything. "How we booked 14 demos in 30 days" beats "How we grew" by a mile.

[See example ↗](#)

10

Non-Obvious Use Case for a Commonly Known Tool

Take a tool your ICP already uses (ChatGPT, Notion, Loom, Apollo, whatever) and show them a way to use it they haven't thought of. This works because the reader already has the tool. There's zero friction between reading your post and getting value from it. High save rate, high share rate.

[See example ↗](#)