



Four Steps to Creating a LinkedIn Poll

1

Choose a question

- Maximum 140 characters
- Not political or offensive
- Timely, something current
- Clear and easy to understand

2

Select Responses

- Up to four responses
- Maximum 30 characters each
- Experiment between only 2 and 3 or 4.
- Insert some humor into a response.

3

Pick a Duration

- Select between
 - one day
 - 3 days
 - 1 week
 - 2 weeks
- Like and reply to comments during the duration of the poll.

4

Write a Post

- Set your intention for the poll in a post to encourage participation.
- Tag someone
- Include hashtags

BONUS TIP: FOLLOW UP YOUR POLL WITH A POST THAT SHARES THE RESULTS