

Publish your own posts on the Pact for Skills LinkedIn group

The [Pact for Skills LinkedIn group](#) is a vibrant place where you can keep up with news related to the initiative and connect with other stakeholders who share the same goal as you: contributing to the upskilling and reskilling of people in Europe. **Your voice matters too** – so we encourage you to share your own messages related to the Pact for Skills with the community.

Unsure how to start? Follow these guidelines to improve your post-creating skills, as well as to increase the visibility and drive higher engagement towards your messages!

Good to know

If you have a LinkedIn profile, you can join the group [by clicking on this link](#) or by entering “Pact for Skills” on the search bar on LinkedIn. Once the group page opens, click on the “Join” button – that’s it! Your membership request was sent and will be reviewed by moderators.



Before posting on the group, check the rules of the group by clicking on the “i” symbol on the group’s header. They provide information about topics allowed in the group, as well as appropriate behaviour, to keep the group as a constructive space for all members.

Once you have written your post, it will not be immediately visible: it will be **sent for moderation** by the group’s administrators. It may take some time for the post to get approved, so, if you are promoting an event, send the post for moderation at least one week before the registration for the event closes.

Now that you are familiar with the rules of the group, check out some tips for creating effective posts!

Tips

[Align the message of your post to the purpose of the group](#)

This group is a great place to connect with your colleagues and experts from which you can learn new things. Remember the reason all of you are in the group – to exchange best practices, communicate ideas, and learn from one another. This is why you should only post about topics from which other members will be able to benefit. **Share events, reports, milestones and initiatives that are relevant to the community.**

[How much should you write?](#)

The recommended length for LinkedIn posts is usually **between 600 and 2,000 characters**. Shorter posts, around 150-300 characters, can also effectively capture attention and encourage interactions.

Think about the visual presentation of your copy as well. If you have a lot of text, **consider dividing it into paragraphs**, even if they turn out to be short. Not only will this be visually more appealing, but it should also encourage higher engagement.

Use visuals to attract readers

Each shared image, video or a document **can help strengthen the message of your post and increase engagement**. The ideal format of an image for LinkedIn posts is 1200x627 pixels, but the most important thing is that the image has a good resolution. Avoid uploading low-resolution logos.

If you are unsure of which image to choose, have a think about what would be the most appealing for the readers, as well as what kind of images usually makes you pay attention to posts.

Invite group members to take action

No matter how interesting your post is, sometimes the reader will need the final push to take action. This is why you should include **a call to action (CTA) at the end of your post**. A call to action is a short sentence that encourages a response from the readers. Some popular CTAs include: “find out more”, “visit the website to learn more”, “make sure you register for the event”.

Do not forget to **include the link as well**, as very few readers will engage with your initiative otherwise. Speaking of links, less is more – you should avoid sharing more than one link.

Use hashtags

Please add the official hashtag **#PactForSkills** to your posts. It is recommended to use 1-3 hashtags per post. Alternatively, you can include **relevant keywords** in your posts, as the members can search for specific topics via keywords. An example of a keyword would be “digital”. The search bar can be found at the top left corner of the screen.

Tag the group members who would appreciate your post

If you are writing about a topic that you know might be interested to certain members, you can tag them in them writing “@[name of the person]” to make sure they see the post. Pro tip: tag the users in the first comment instead of the post. Be careful and use this possibility **only occasionally** – tagging particular members too often can be perceived as spamming.

Remember: to effectively engage in the Pact for Skills LinkedIn group, align your posts with the group's purpose, use high-quality visuals, and include clear calls to action. Be mindful of the moderation process and plan ahead. Use concise, well-structured content and relevant hashtags like **#PactForSkills** to increase visibility. Tag members sparingly to avoid spamming. By following these guidelines, you will enhance engagement and contribute meaningfully to the community's goal of upskilling and reskilling of workers in Europe!