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CAROUSEL CONTENT WRITER

01

THE FUTURE OF LINKEDIN CONTENT

WHAT NO ONE'S TALKING ABOUT

→ The rules are changing quietly.



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02

**MOST PEOPLE STILL
POST LIKE IT'S 2024.**

BUT LINKEDIN IN 2025?

It rewards something very different.



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TREND 1: AI BECOMES YOUR CREATIVE PARTNER

Not to replace you

But to help you create smarter & faster



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TREND 2: **NATIVE CAROUSELS** **STILL WIN**

They're not dead.

They've evolved.

PDFs = longer dwell time = higher reach.



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TREND 3: **SHORT NATIVE VIDEOS RISE**

Under 90 seconds.

Authentic. To the point.

People want real, not rehearsed.



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TREND 4: EDUCATION + EMOTION = TRUST

Teach something valuable.
Make people feel something.
That's how you stay remembered.



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TREND 5: CONVERSATIONS > CONTENT

Ask questions.

Start discussions.

LinkedIn now rewards dialogue.



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TREND 6: **RAW BEATS POLISHED**

Show the process.

Share the lessons.

Perfect is boring, personal wins.



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TREND 7: **MICRO NEWS = MACRO AUTHORITY**

Quick takes. Fast opinions.

Be the first to say
something, not the loudest.



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**2025 ISN'T ABOUT
POSTING MORE.**
**IT'S ABOUT POSTING
SMARTER.**

AI + Authenticity + Storytelling = Growth.



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P.S. Which of these 7 trends do you think will dominate LinkedIn this year?



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