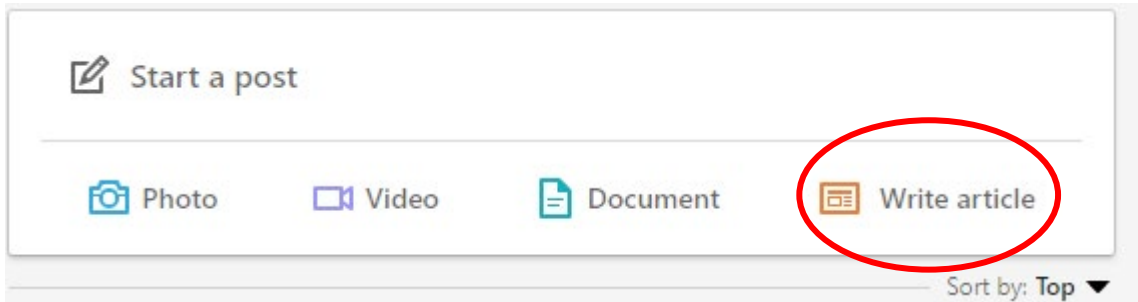
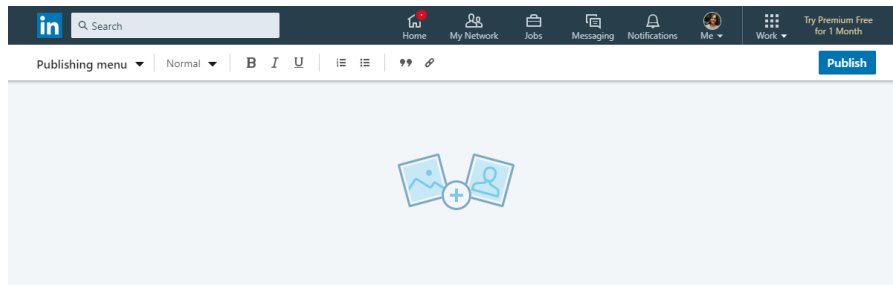


## How to: Create a LinkedIn article

- 1) On your main LinkedIn feed click 'Write an article'



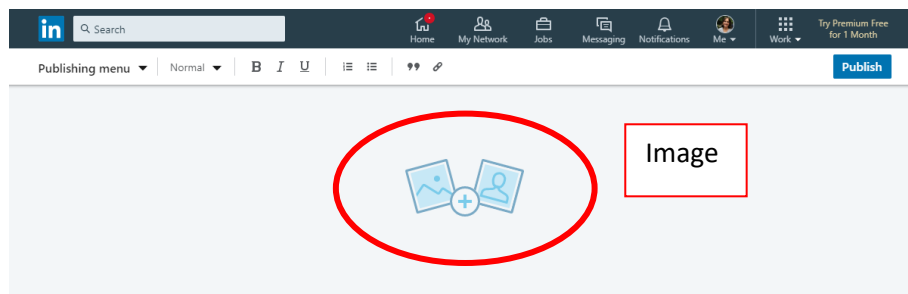
- 2) You should be taken to the below page:



Headline

Write here. Add images or a video for visual impact.

- 3) Add a cover image and your article headline

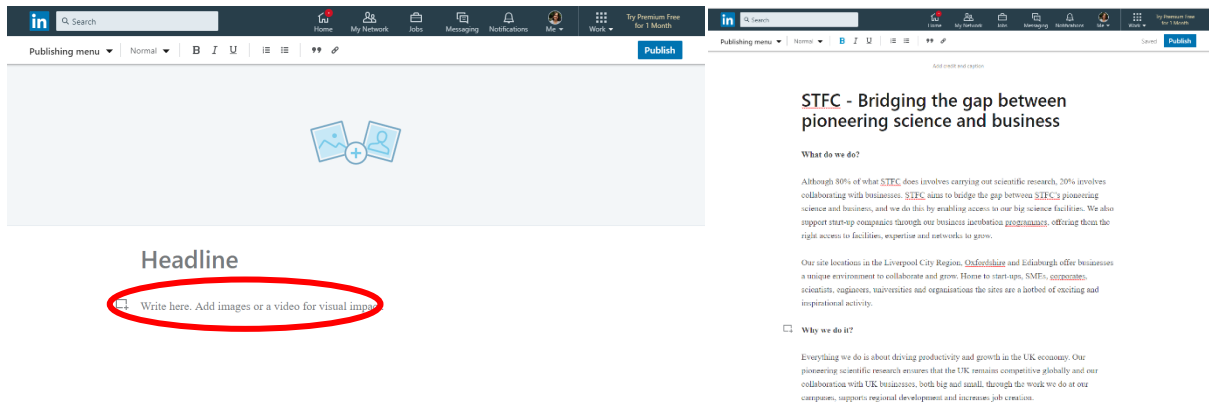


Image

Headline

Write here. Add images or a video for visual impact.

#### 4) Write or copy & paste your written content into the article



The screenshot shows the LinkedIn article editor interface. On the left, there is a large text area for the headline, with a red circle around the placeholder text: "Write here. Add images or a video for visual impact." Below this is the main article content area, which contains the following text:

### STFC - Bridging the gap between pioneering science and business

**What do we do?**

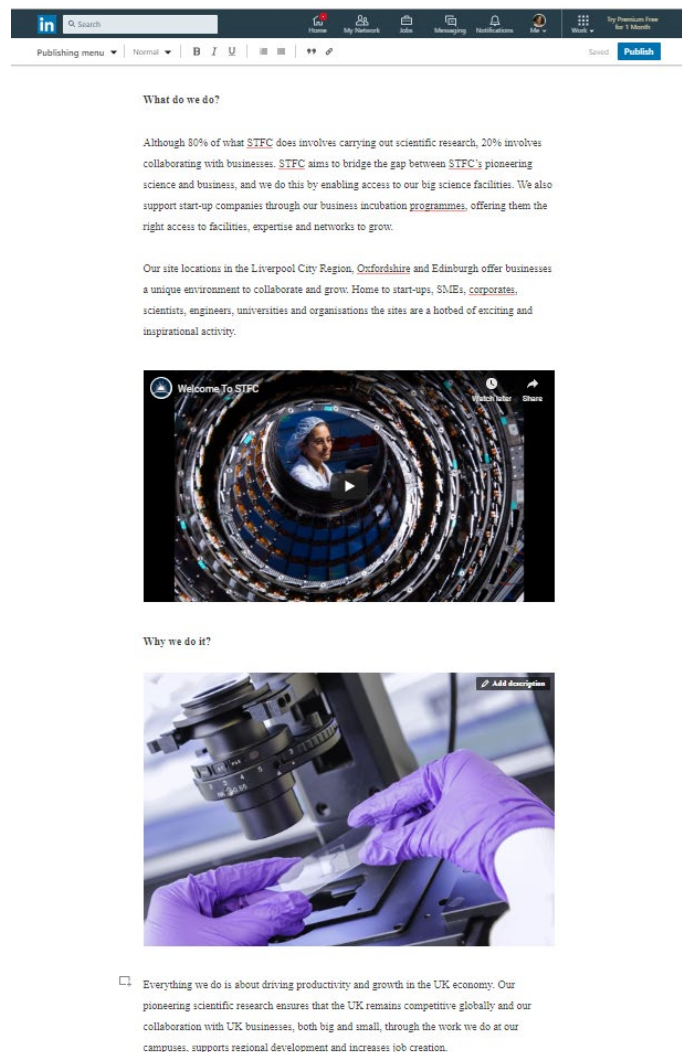
Although 80% of what STFC does involves carrying out scientific research, 20% involves collaborating with businesses. STFC aims to bridge the gap between STFC's pioneering science and business, and we do this by enabling access to our big science facilities. We also support start-up companies through our business incubation programmes, offering them the right access to facilities, expertise and networks to grow.

Our site locations in the Liverpool City Region, [Oxfordshire](#) and Edinburgh offer businesses a unique environment to collaborate and grow. Home to start-ups, SMEs, corporates, scientists, engineers, universities and organisations the sites are a hotbed of exciting and inspirational activity.

**Why we do it?**

Everything we do is about driving productivity and growth in the UK economy. Our pioneering scientific research ensures that the UK remains competitive globally and our collaboration with UK businesses, both big and small, through the work we do at our campuses, supports regional development and increases job creation.

#### 5) Add in images, videos & links throughout your article by clicking on the icon. Images should be uploaded from your computer and videos should be added using the 'share' link from Youtube, Vimeo etc.



The screenshot shows the LinkedIn article editor interface with the article content from the previous screenshot. The text is as follows:

**What do we do?**

Although 80% of what STFC does involves carrying out scientific research, 20% involves collaborating with businesses. STFC aims to bridge the gap between STFC's pioneering science and business, and we do this by enabling access to our big science facilities. We also support start-up companies through our business incubation programmes, offering them the right access to facilities, expertise and networks to grow.

Our site locations in the Liverpool City Region, [Oxfordshire](#) and Edinburgh offer businesses a unique environment to collaborate and grow. Home to start-ups, SMEs, corporates, scientists, engineers, universities and organisations the sites are a hotbed of exciting and inspirational activity.

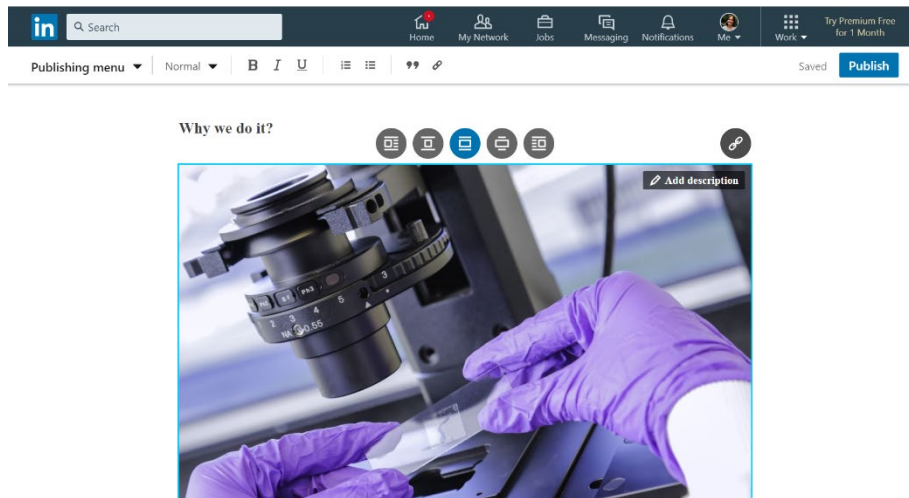
A video has been added to the article, showing a woman in a white lab coat looking through a large circular opening in a complex, multi-layered structure. The video player has a "Watch video" button and a "Share" button.

**Why we do it?**

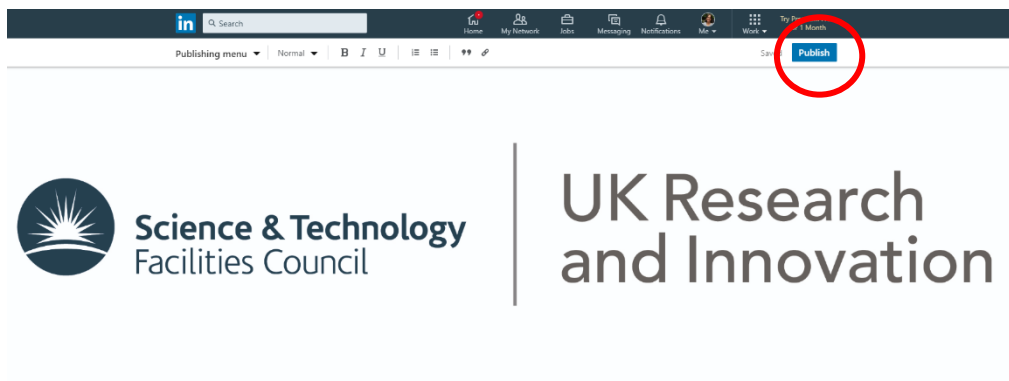
An image has been added to the article, showing a person wearing purple gloves using a pipette to transfer liquid into a small vial. The image has an "Add description" button in the top right corner.

**Everything we do is about driving productivity and growth in the UK economy. Our pioneering scientific research ensures that the UK remains competitive globally and our collaboration with UK businesses, both big and small, through the work we do at our campuses, supports regional development and increases job creation.**

- 6) The positioning of images can be adjusted using the pop-buttons above – these appear when you hover over the image



- 7) When you are happy with your article, click publish



**STFC - Bridging the gap between pioneering science and business**

What do we do?