

## LinkedIn Company Page

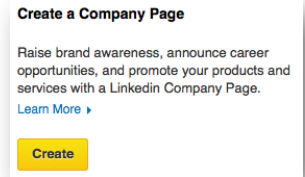
A LinkedIn Company Page is the official representation of a company on LinkedIn.

### Initial Setup:

A LinkedIn company page is managed through a personal LinkedIn account. First, search LinkedIn to see if a company page may already exist (LinkedIn company pages may be generated automatically).

If a page already exists, contact LinkedIn support to gain access to the page. Otherwise, create a new page by selecting companies under your interests.

*You must have an e-mail address with the company domain to set up a company page.*



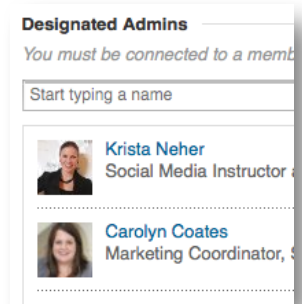
### Company Page Admins:

Assign Admin positions to designated users only. Otherwise, any user with a company email address can edit the company page.

Admins can edit the company profile, update the page status, and post positions – make sure only appointed users have access to the page.

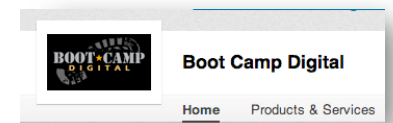


*Power Tip: Be sure your page has more than one administrator in case the admin leaves the company or loses access to their LinkedIn account.*



### Photos:

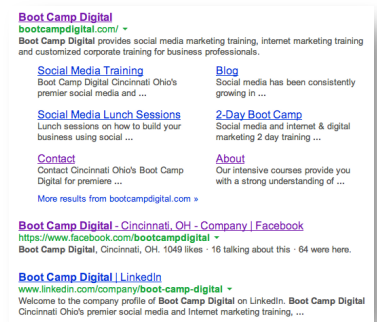
Your banner photo should be appealing and relevant to your company while your main photo should always be your company logo. Your main photo will appear next to all status updates, comments, and will display when users say they work with the company.



### Company Description:

Your company description is located under the cover photo. Write a keyword-rich description to increase your chances of ranking high in LinkedIn (and Google) search results.

LinkedIn company pages often show up towards the top of search engine results when people search for your company online. Put your best foot forward with a great page.



### Company Specialties:

This section helps your company get found on LinkedIn. Use keywords relevant to your company and what you offer.

## Status Updates:

Company status updates on LinkedIn can have up to 600 characters sharing text, photos, videos, and links. Those who follow your company page will see updates in their home feed - anyone can comment or like the update. Post new content, articles, and more, while avoiding constant self-promotion.

## Advertising:

Create advertisements or sponsor a company update on LinkedIn to get in front of a specific audience including those not following your page. Begin by setting up an advertising account (there is a \$5 fee) then you can target ads by age, company, location, education level, and more.

You can either pay-per-click (PPC) which can be anywhere from \$2-\$5+ a click or pay per 1,000 impressions (CPM) – exact prices depend on your ad targeting choices.

## Post a Job:

If you're hiring, you can post a job and LinkedIn guarantees at least 10 applicants. Include a detailed description including the skills required and key activities performed. The cost of posting a job runs around \$195.00 for a 30-day posting (depending on location), and you can save with multi-job packages.

## Analytics:

Learn what works in the Analytics tab next to Updates and Overview at the top of your company page. Take a look at your post analytics to see what types of posts are receiving the most impressions, engagement rates, and more.

Plan your content accordingly based on your follower demographics. You can find this information under the analytics. See the seniority, industry, company size, and function of those who follow your company page.

