

Optimizing LinkedIn for Your Business



Introduction to LinkedIn

- LinkedIn is the world's largest and most active professional networking platform, with more than 55 million companies competing for the attention of more than 720 million users.
- A well-optimized LinkedIn Company Page represents a huge opportunity to establish your brand as an industry thought leader and offers other great benefits in the process.

Key Opportunities

- Establish your brand as an industry thought leader
- Create career opportunities, lead generation and thought leadership for your brand
- Establish credibility for your brand or business
- Highlight your values in the workplace, which clearly define who you are as a professional

Execution

- When setting up a LinkedIn Business Page, add in the essentials of your business (company name, industry, website, size and type of business) and use LinkedIn's option to create a custom URL for your company's page. We recommend integrating your company's name into the URL. Next, add a tagline to show what your company does and what makes you stand out.
- Ensure your company logo is a high resolution .png or .jpg.
- Add in your own cover image (dimensions are 1128 (w) x 191 (h) pixels) to grab your audience's attention, showcase your values and/or share more about what matters to your business. The cover image also signifies what industry you're in and can be a great way to add additional recognition to the space in which you work.
- Ensure any words or logos on your cover image do not get cut off when uploading.
- Draft your summary section, a.k.a. About section with attention-grabbing information about your company's story.
- LinkedIn has opportunities to utilize its careers platform, allowing you to share career opportunities and generate leads for your company. Through your careers page, you can give candidates a snapshot of your culture with videos and photos, employee-created content, testimonials and tailored messaging.
- To engage your newsfeed, create engaging content in a way that feels genuine and use different types of posts (organic, resharing content, comments, LinkedIn articles) to increase engagement.
- LinkedIn offers its users the option to explore on-demand courses that will help refresh and refine certain skills that you're most interested in.
- Through personalized course recommendations from LinkedIn, based on data-driven insights, you'll have direct access to the latest business, technology and creative skills courses that are designed to help you reach your full potential.