

How to Create your Company Page on LinkedIn



If your company does not yet have a Company Page promoting your organisation on LinkedIn this is a short guide to help you get started on this digital business network.

Why use LinkedIn?:

LinkedIn is the world's largest professional online network. With over 28m users in the UK, LinkedIn is an important network to raise your brand awareness, increase your reach amongst professional connections / potential prospects, generate leads and build engagement as part of your wider promotional activities.

Your Company page is the voice of your business on LinkedIn. It helps you to promote your services, share important, interesting and useful updates about your company, services and job opportunities. Creating a Company page will:

1. Build professionalism – whatever your company size, your company page is an opportunity to enhance your credibility with potential customers.
2. Help you to connect with your employees – encouraging employees who have their own personal LinkedIn profiles to follow and interact with your company page, promoting your company to their networks and beyond.

Before creating a Company Page on LinkedIn ensure you meet the following requirements:

- If you don't already have one, create a personal LinkedIn profile with your first and last name.
- Your personal profile must be at least 7 days old before you can set up a company LinkedIn page.
- Have a company website and company email (generic email addresses such as Gmail.com are not accepted). Confirm the email address associated with your LinkedIn account. Both primary and additional email addresses can be used to log in to your LinkedIn account.
- Connect with several LinkedIn connections on your personal profile.

How to create your Company Page:

1. Click the Work icon in the top right corner of your personal LinkedIn profile page.
2. Click Create a Company Page.
3. Select the Page type you would like to create from the following 4 options offered:
 - a. Small business
 - b. Medium to large business
 - c. Showcase page (for an existing business page)
 - d. Educational Institution
4. Complete your business profile:
 - You will be prompted to enter information such as your company name, website, industry, company size and company type.
 - You can also upload your company logo and tagline.
 - Once complete, tick the verification box to confirm you have the right to act on behalf of your company in the creation of the page.
 - Click 'create page'.

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Optimising your Company page:

- **Add a cover photo:** Select an image that reflects your business/services. The LinkedIn company page cover photo size is 1584 px x 396 px.
- **Write a compelling company overview:** This will appear in the 'About' section of your company page. This should include relevant keywords to help people discover your page in search engines.
- **List your most important product/service first:** the first product or service on the 'Products and Services' page is displayed as featured content on the sidebar of your home page so more people will see it.
- **Add your location:** If your company has more than one location you have an option to add multiple locations. Adding your location will ensure your company and job posts are easier to find on LinkedIn.
- **Share regular content:** sharing regular, meaningful, interesting news will help to engage and grow your followers, driving traffic to your website.
- **Notify employees:** the page administrator of your Company page can notify those employees who have listed your company's page in the 'Experience' portion of their profile:
 - Post an update on your page
 - Select the 'Notify Employees' button in the upper right corner of the update.

How to Interact with companies/LinkedIn members:

To engage via the 'like' or 'comment' functionality with other company pages/LinkedIn members your own company page must be tagged in a post. As a Page administrator of a company page you can react, comment or share activity on your LinkedIn page as either the organisation or via your personal LinkedIn profile.

Mentioning a user or company on LinkedIn:

By prefixing a company or person's name with "@" the connection or company will receive a notification about your post or comment.

Mentioning a user or company encourages engagement with your posts and comments. LinkedIn members can click on a connection or other member's name to navigate to their profiles.

To mention NSI in an update enter: @NSI - National Security Inspectorate.

LinkedIn members don't need to be your connection in order to mention you or be mentioned by you.

To mention someone in a post:

From your LinkedIn homepage, click 'Start a post' or click 'Comment' at the bottom of someone else's post.

Type "@" and begin typing a name. You will see a list of potential people you can mention.

Click the name of the person or people you want to mention from the list and continue typing your message.

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React as an organisation:

1. Locate the appropriate comment on your own Activity tab.
2. Complete one of the following actions:
 - Move your cursor over 'Like' and select your reaction.
 - Click 'Comment' or 'Share' and complete the action accordingly.

This will be displayed as an action made by your company's page.

React as a member:

There may be times when you wish to react using your personal profile, to do so:

1. Click 'View as member'.
2. From the Home tab, locate the appropriate activity.
3. Complete one of the following actions:
 - Move your cursor over 'Like' and select your reaction.
 - Click 'Comment' or 'Share' and complete the action accordingly.

This will be displayed as an action made by you.

Promote your LinkedIn Company page:

Start by engaging your employees on LinkedIn: Ask them to add your company to their profile under 'Experience' to build the credibility of your company page and tap into their existing networks.

Other ways to promote your LinkedIn company page include:

- Create an e-mail marketing campaign to ask your clients and stakeholders to follow you on LinkedIn.
- Post regular content and use relevant hashtags to widen your reach.
- Add a LinkedIn icon to your website encouraging your website users to follow your company updates.
- Consider using LinkedIn ads or sponsored content to create targeted campaigns as part of your wider marketing activities.
- Promoting your Company page on other social media profiles such as Twitter and Facebook.

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LinkedIn Premium Business:

A subscription account offers additional features including:

- InMail Messages - the ability to send a message to anyone in the LinkedIn community;
- See who's viewed your profile over a set period of time and how they arrived at your profile;
- Premium insights on your company page - Increased data, industry news and analytics from your company page;
- Access to LinkedIn learning.

Find out more information about LinkedIn at: <https://www.linkedin.com/help/linkedin>

Download our '**How to Promote your NSI Approval on LinkedIn**' PDF for further information.

There is a wide range of helpful social media guidance online, this information is intended to assist as part of your own social media policies and staff guidance.

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