

How to guide

LinkedIn

LinkedIn is a professional networking tool useful for career development, creating online, like-minded communities and sharing business stories and updates. It's also a fantastic place for posting business news, information, and updates.

You can use LinkedIn to 'connect' with your colleagues, friends and form 'connections' on your platform. This forms an online community of people who will see your updates. If someone 'follows' your personal profile or your business' page, they will see your updates and statuses.

Creating a company LinkedIn page

To create a page for your company on LinkedIn, you will first need to have a personal profile. Signing up is quick and easy following LinkedIn's sign up steps.

Once you have a personal profile, click on the 'work' tab in the top right hand corner of your screen. Scroll down to the bottom and click on 'create a company page'. Again, setting up a company page using LinkedIn's steps is straightforward. You will need to:

- add a high quality version of your business logo
- add your company's tagline
- add a 'banner' or cover image relevant to your business
- fill in the information section of your profile to reflect you or your organisation
- mention your industry in your profile headline to come up in key searches

Tips for using LinkedIn as a business

- Post regularly about what's going on in your business
- Share relevant posts from like-minded individuals/businesses
- Link to past projects or your website regularly
- Post 'human' updates where possible to remind people of why you do what you do
- Build your connections (networked with someone? add them on LinkedIn!)
- Get your profile up to 100% complete
- Use relevant key words in your "about us" section. Tell visitors everything they need to know about your company.
- Use simple, accessible language.
- Use all features possible like LinkedIn articles, posts, free trials of LinkedIn premium

