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SOCIAL MEDIA QUICK GUIDE

LINKEDIN

Summary

To join LinkedIn and create your profile

1. Navigate to the LinkedIn sign-up page.
2. Type your first and last name, email address, and password you'll use.
   - Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed, as we explain in our User Agreement.
3. Click Join now.
4. Complete any additional steps as prompted.

Edit Your Profile

1. Click the Me icon at the top of your LinkedIn homepage.
2. Click View profile.
3. Click the Edit icon to the right of the section you'd like to make changes to.
4. Make changes in the fields provided.
5. Click Save.

Customize Your Profile

The top part of your profile is called the introduction section. This section displays information that describes your current personal and professional status. The introduction section is the first thing members see when they visit your profile. Use this section to introduce yourself and highlight the information you want people to know at a glance.

You can make changes to fields in your introduction section, such as your:

- Name
- Profile photo
- Background photo
- Headline
- Current position
- Education
- Location
- Contact info

Note: Some fields within your introduction section are automatically populated from the information you've provided in other sections of your profile. For example your Current Position is populated from the Experience section.

Create LinkedIn Business Page

New Page Creation

1. Click the Work icon in the top right corner of your LinkedIn homepage.

2. Click Create a Company Page. You'll also select this option to create a Page for a school.

3. Select the Page type you'd like to create from the following options:

- Small business
- Medium to large business
- Showcase page
- Educational institution (high school or university/college)

4. Enter your Page identity, Company or Institution details, and Profile details information.

5. Check the verification box to confirm you have the right to act on behalf of that company or school in the creation of the page.

6. Click Create page.

- If you receive a red error message, you may not meet the Page creation requirements or have reached the limit for Pages created.

7. Click Start building your page! to build out your Page.

Note: If you've created a Page for a school, please contact us to enable the Alumni tool.

Claim, Delete, or Share a LinkedIn Listing Page

Claim a Listing Page

1. Find the organization's Page.

2. Click Claim this page.

3. Click the checkbox to verify that you're an authorized representative of your organization to claim the Page.

4. Click Confirm. You'll be routed to your Page admin view.

Delete a Listing Page

1. From the Listing Page, click the Delete page button.
2. Click the checkbox to confirm your understanding of the implications of deleting the Page.
3. Click the Delete button.

On Android

1. Find the organization's Page.
2. Tap Claim this page > the checkbox to verify that you're an authorized representative > Confirm. You'll be routed to your Page admin view.

To share the Page instead, tap the share option at the top of the Listing Page.

On iOS

1. Find the organization's Page.
2. Tap Claim this page > the checkbox to verify that you're an authorized representative > Confirm. You'll be routed to your Page admin view.

To share the Page instead, tap the share option at the top of the Listing Page.

Add, Edit, or Remove Admins on Your LinkedIn Page

Add a new admin

1. Access your Page Super admin view.
2. Click the Admin tools dropdown at the top of the page and select Manage admins.
3. Click the Page admins or Paid media admins tab.
4. Click the Add Admin button.
5. Type the name of the member, associated employee, or advertiser you'd like to add in the Search for a member... text field.
6. Click the member's name from the menu that appears.

7. Select the correct Admin role.
- Only one-page admin role can be assigned per person, but more than one paid media admin role can be assigned. Paid media admin roles can be granted without an associated Campaign Manager ads account.

8. Click the Save button.

Note: Super admins of the parent Page won't be automatically granted admin access to affiliated Showcase Pages (newly created and existing). Showcase super admins can assign other pages and paid media admins on a Showcase Page.

Add a page admin when access is requested

1. Access your Page Super admin view.
2. Click the Admin tools dropdown at the top of the page and select Manage admins.
3. Click the Assign role button to the right of the requesting member's name.
- Click Decline to reject the request. (optional)

6. Click the Select a role to assign dropdown and select Super admin, Content admin, Curator, or Analyst.
6. Click the Add Admin button (or Cancel).

If you'd like to add paid media admins roles, follow the steps outlined below.

Add an admin to your Page by email

When another member requests to be added as an admin on your Page, current super admins can complete the following steps:
1. Access the email sent to your primary email account.
2. Click Deny or Grant.
- If you're not logged into LinkedIn.com, clicking Deny or Grant will route you to the LinkedIn.com sign-in page.

Add paid media admin roles to an existing page admin's permissions

1. Click the Paid media admins tab.

2. Click the Add paid media admin button.

3. Type the name of the Admin in the Search for a member… text field.

4. Click the Admin's name from the menu that appears.

5. Select the correct role.

6. Click the Save button.

Assign paid media admin roles

Super admins can assign standalone paid media admin roles to advertisers.

Advertisers who want to create Direct Sponsored Content ads, can request Sponsored Content Poster admin permissions through Campaign Manager. After the request is sent, a super admin can assign the role permissions by following the steps below.

To assign the Sponsored Content Poster Admin role to an advertiser:

- Access your Page Super admin view.
- Click the Admin tools dropdown at the top of the page and select Manage admins.
- Click the Assign role button to the right of the requesting member's name.
  - Click Decline to reject the request.

Pipeline Builder or Lead Gen Forms manager roles must be assigned from the Admin Roles page within the Super admin view.

1. Access your Page Super admin view.

2. Click the Admin tools dropdown at the top of the page and select Manage admins.

3. Click the Paid media admins tab.

4. Click the Add paid media admin button.

5. Type the name of the requesting advertiser's in the Search for a member… text field.

6. Click the advertiser's name from the menu that appears.

7. Select the correct admin role.

8. Click the Save button.

9. Click the Decline button in the original admin access request in the Pending admin requests module.

Edit an admin

Important: All Pages must have at least one super admin.

1. Access your Page Super admin view.

2. Click the Admin tools dropdown at the top of the page and select Manage admins.

3. Click the Page admins or Paid media admins tab.

4. Click the Edit icon to the right of the admin's name.

5. Select the new role.

6. Click the Save changes button.

Remove an admin

Important: All Pages must have at least one super admin.

1. Access your Page Super admin view.

2. Click the Admin tools dropdown at the top of the page and select Manage admins.

3. Click the Delete icon to the right of the admin's name.

4. Click the Remove button.

Request Admin Access on a LinkedIn Page

On Browser

The super admin role is automatically granted to the creator of a LinkedIn Page. Super admins can add all types of other admins to a Page.

Sponsored Content poster admin permission can be requested through Campaign Manager for advertisers who want to create Direct Sponsored Content ads or assigned by an existing Page super admin.

Please reach out to your Page admin to request Pipeline Builder and Lead Gen Form manager access.

Important: LinkedIn Customer Support can't provide admin information to members or employees of the Page.

- List your current position with the organization on your profile. This step is required.
- Go to the Page you'd like admin access to.
- Click the More icon and select Request admin access from the dropdown.

4. Click the checkbox to verify that you're authorized to become an admin of the Page.

5. Click the Request Access button. You'll see a notification indicating that your request was successfully sent.

- This grants all current super admins access to your public profile information.

6. You'll receive confirmation in your Notification tab once you've been assigned Page admin access.

- If you need further assistance after completing the required steps, please contact us.

On Android

To request Page Admin access:

1. List your current position with the organization on your profile.

2. Go to the Page you'd like admin access to.

3. Tap More > Request admin access > Tap the checkbox to verify that you're authorized to become Page admin.

4. Tap REQUEST ACCESS. This grants all current super admins access to your public profile information.

5. You'll receive confirmation in your Notification tab once you've been assigned admin access.

If you need further assistance after completing the required steps, please contact us.

On iOS

1. List your current position with the organization on your profile.

2. Go to the Page you'd like admin access to.

3. Tap More > Request admin access > Tap the checkbox to verify that you're authorized to become a Page admin.

4. Tap Request access. This grants all current super admins access to your public profile information.

5. You'll receive confirmation in your Notification tab once you've been assigned admin access.

If you need further assistance after completing the required steps, please contact us.

Edit Your LinkedIn Page or Showcase Page

Showcasing a Page

As a LinkedIn Page or Showcase Page super admin on a LinkedIn Page or Showcase Page, providing accurate details about your organization helps members make an informed decision about following and engaging with your Page and organization. You can edit details on LinkedIn Pages or Showcase Pages, ranging from the cover image to office locations and Featured Groups.

You can use the customized guidance on your LinkedIn Page when building or editing it.

Begin editing information on the All Pages or Home tab of your LinkedIn Page or Home tab of your Showcase Page:

1. Access your Page Super admin view.
2. Click the Edit Page button in the upper right corner of the header section. From here, you can edit the information displayed on the Home and About tab in the member view.

The Header section is where you can update your Page's header, tagline, logo image, name, and call-to-action buttons.

Logo Image

Update the image representation of your organization's brand:

1. From the Page info tab on the left side of the Edit window, click the Edit icon in the right corner of the image box under Update page information.
2. Choose a saved file from your computer.
3. Click Save.

Page Name

Make a minor update to your organization's name:

1. From the Page info tab on the left side of the Edit window, click the Name text box and type the new name.
2. Click Save.

Page URL

Update your Page URL (LinkedIn webpage link) to reflect a minor change to your Page name:

1. Access your Super admin view.
2. Click the Edit Page button.
3. Click Page Info on the left side of the Edit window.
4. Select the Public URL.
5. Enter the changes in the LinkedIn public URL field.
6. Click the Save button.

Tagline

Update the tagline for your Page:

1. From the Page info tab on the left side of the Edit window, click the Tagline text box and type your tagline.
2. Click Save.

Tip: Include a tagline on your Page to give members a quick catchphrase or slogan that encapsulates your organization's brand and purpose.

Buttons - Call To Actions

Update the custom call-to-action button for your Page:

1. From the Buttons tab on the left side of the Edit window, click the Custom button toggle to turn it on.

2. Click the Button name dropdown and choose one of the options from the menu:

- Contact Us
- Learn more
- Register
- Sign up
- Visit website

3. Enter the destination URL.

4. Click Save.

Editing About Section

Overview

Update more specific Page information:

1. Click the Overview tab on the left side of the Edit window.

2. From here, you can edit information for your organization's:

- Description
- Website
- Phone
- Industry
- Company size
- Company type
- Year founded

Add or remove Specialties:

1. Click Add Specialty and enter the new area. You can add up to 20 specialties.

2. To remove a specialty, move your cursor over the label and click the Delete icon.

Locations

Update the locations listed for your organization:

1. From the Locations tab on the left side of the Edit window, click Add a location. As an admin, you can add up to 100 office locations by following the below steps.
   - To edit location details: Click the Edit icon in the Actions column.
   - To delete a location: Click the Delete icon in the Actions column.
2. Enter the physical location information.
3. Select Set as the default location, if appropriate.
4. Click Save.

Hashtags

Update the hashtags associated with your Page:

1. From the Hashtags tab on the left side of the Edit window, click Add a hashtag.
2. Enter the hashtag in the Search hashtag field starting with #.
3. Select the correct hashtag from the results list.
4. Click Save.

Learn more about managing your Page's associated hashtags.

Featured Groups

Update the groups featured on your Page:

1. From the Featured group's tab on the left side of the Edit window, enter the group name in the Add a featured group text field.
   - To delete a group: Click the Delete icon in the Actions column.
2. Click Save.

Learn more about LinkedIn Groups.

Languages

Manage the languages available for members to view your organization's name, description, and tagline:

1. Click the Manage languages tab on the left side of the Edit window.
2. Click Add a language.
3. Select the desired language from the dropdown.
4. Enter your Page Name, Tagline, and Description in the language you've selected.

Notes:

- The information won't be auto-translated and must be entered by the Page Admin in the identified language.
- Removing a language isn't currently available.
- You can configure your Page in over 20 languages.
- When members view your Page, they'll see the name, description, and tagline in their selected profile language if you've entered information in that language. If you haven't configured your Page name, description, and tagline for their language, they'll see the information in your Page's default language.

Note: Required fields are marked with an asterisk. An error message will appear if a required field is blank when you try to save your edits.

On iOS

Edit information on the Page tab:

1. Access your Page Super admin view.
2. Tap Edit page.
3. Make changes to your Logo image, Page Name, Tagline, Website URL, Phone, Industry, Company size, Year founded, Description, and Locations. Learn more about changing the name of your Page.
4. Tap Save.

On Android

Edit information on the Page tab:

1. Access your Page Super admin view.
2. Tap Edit page.
3. Make changes to your Logo image, Page Name, Tagline, Website URL, Phone, Industry, Company size, Year founded, Description, and Locations. Learn more about changing the name of your Page.

If you have LinkedIn Career Pages for your LinkedIn Page, learn more about editing the Life tab and the Jobs tab.

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