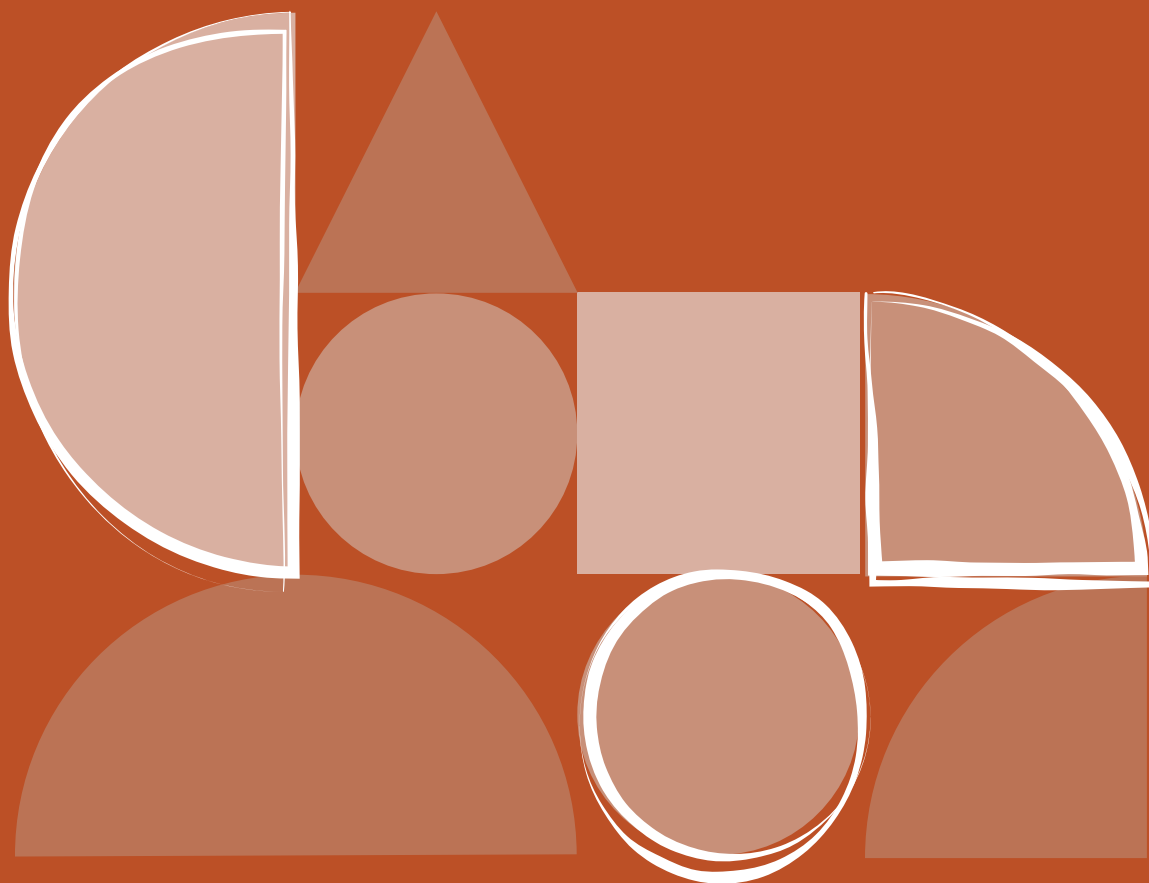


Communications
Building Blocks

Using LinkedIn for Business



In today's digital age, social media is a cornerstone of any business's PR, marketing and brand strategy. Depending on your sector, target audience and overarching objectives, you will find that different platforms are better suited to your needs and you will want to prioritise some over others. It is important, however, for any business - but particularly those operating on a B2B basis - to have an active presence on LinkedIn.

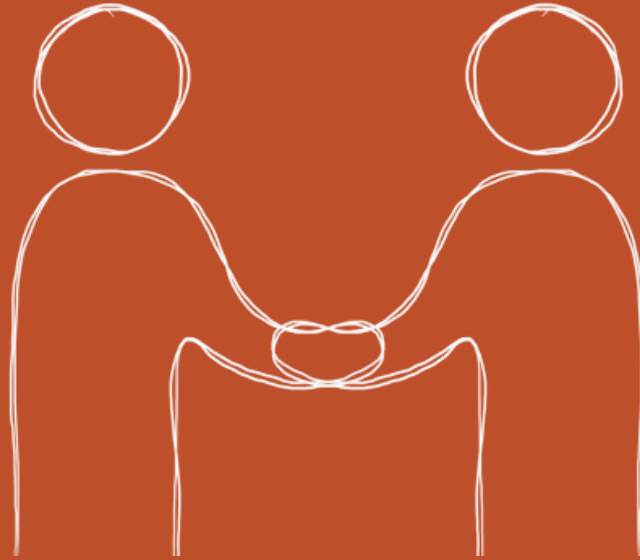
Whilst we have recently seen the platform being used for more informal content, LinkedIn has a more corporate feel than others and is primarily used for business development, networking and recruitment.

As a professional platform, LinkedIn offers fantastic opportunities for a business and its employees to

connect with others in their industry. Creating a strong brand presence here is extremely valuable in building a positive reputation, increasing brand awareness and, ultimately, marketing your business.

In this guide we will explore:

- 1. Setting up and posting to your personal profile**
- 2. Setting up a company page**
- 3. The basics of business marketing on LinkedIn**



Setting up and using your personal profile

Before you can set up a business page, you will need to ensure you have a personal profile. Having a LinkedIn profile gives you the opportunity to showcase your experience and skills to your network (or those searching for people like you to connect with).

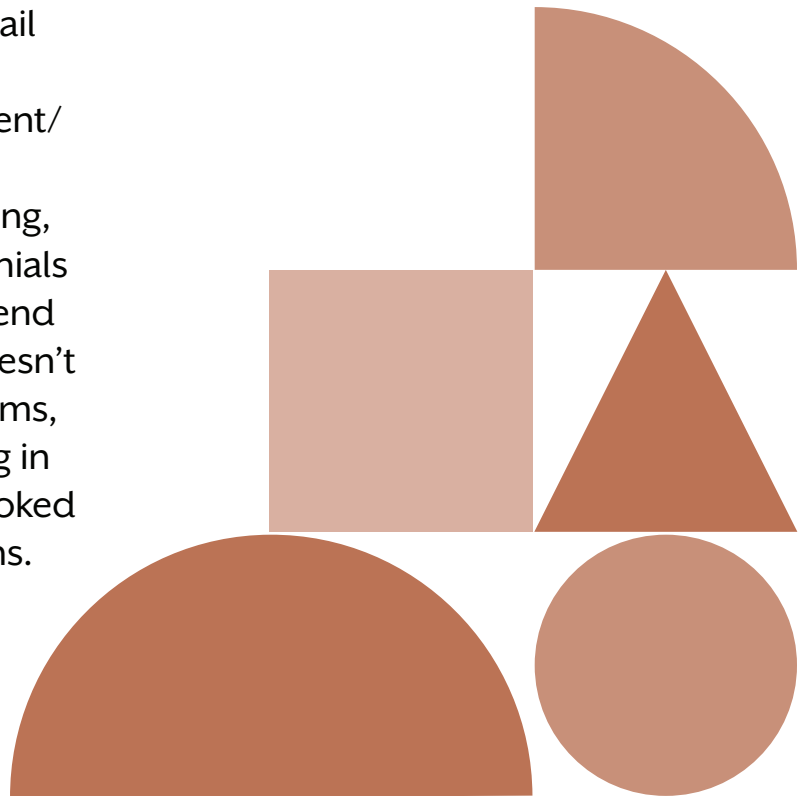
If you haven't done so already, you can set up your individual profile by following the simple sign up steps on [LinkedIn's website](#). Profiles are free but you can also register for [LinkedIn Premium](#) (or take advantage of a free 1 month trial) which is better suited to networkers and recruiters or those who want perks such as [LinkedIn Learning](#) (formerly Lynda).

Try to avoid clichés and 'buzzwords' in your bio - straightforward language is more meaningful.

Tips to optimise your profile:

- Ensure you have a recent professional headshot set as your profile image (think of it as the first impression)
- Upload a high-quality featured image - something industry-related, product(s), team, company banner etc.
- Use your page headline to make an impact by including more than just a job title, eg. add years of experience in the field (120 character limit)
- Ensure your contact information and preferences are up to date
- Include key details about your experience, role, and projects you're proud of within your bio (2,000 character limit)
- Add all skills relevant to your current role/you'd like people to find you for

Personal profiles are treated like a resume/CV and you can 'connect' with as many people as you like. Ideally, these connections are people you know through business, education, listed interests, groups on LinkedIn or events you've attended. Cultivate connections that you feel will add value to your network (you don't have to accept every request you get!). Engage with them – send thank you InMail (IM) messages to those who've requested a connection, comment/like/share posts you find in your news feed that you find interesting, endorse skills and write testimonials for others. You don't have to spend a lot of time on LinkedIn as it doesn't move as quickly as other platforms, but we do recommend checking in regularly to make sure you've looked at and responded to notifications.



Posting on your personal profile

The important thing when posting to your personal profile is consistency. Whether you post once a week or once a day, do what is best for you but do it consistently. You can post a short update with an image about any exciting news for you, industry-related content, new content from your company, or write and post an article.

These updates (and likes/shares of other people's posts) appear in the news feed so will be visible to your network of current connections (aka 'first connection' – people that have sent or received a link request and it has been accepted). If popular, articles may be pushed out to a much wider audience (outside your first connections) by LinkedIn. These articles and posts will be visible to your connections' connections, if they engage with them.

To share a short personal update of up to 1,300 characters, click 'start a post' and start typing. Bear in mind that only the first 140 characters will be visible until readers click the 'see more' option - so make your opening words appealing!

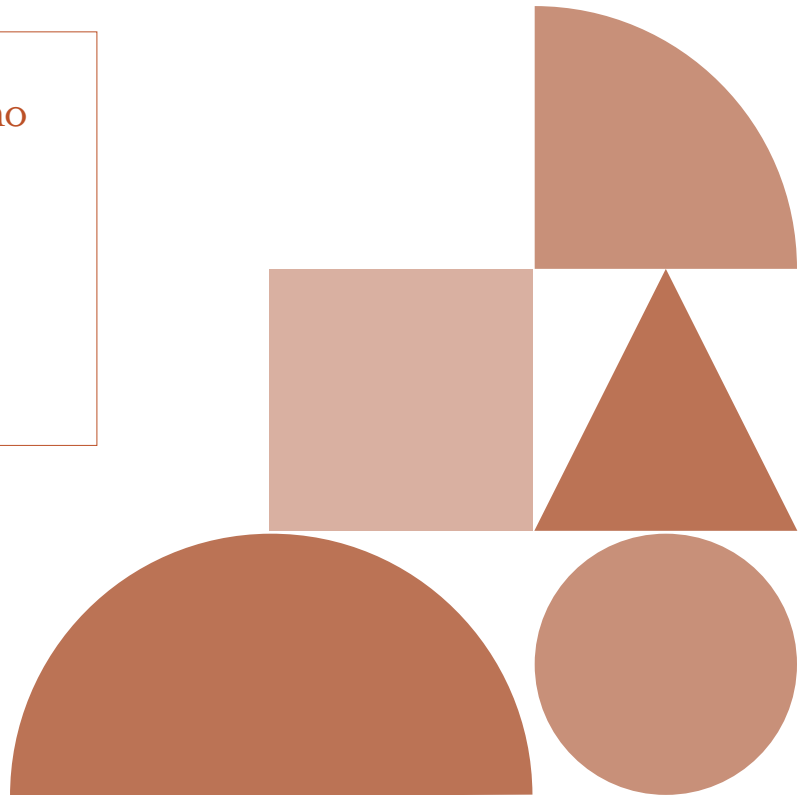
Ensure you include a good quality image or video wherever possible to catch people's attention. Often, posts that include images of people see higher engagement. You can use images such as those of your team, people using your products, or events.

Just underneath 'start a post' you'll see an option to 'write an article'. Long-form content helps to raise your profile (and that of the company your work for) by showcasing your expertise. It's commonly understood that there's no specific length max limit for articles, but some have reported a maximum limit of 120,000 characters. Typically, it's best to keep them under 1,000 words (500-700 is considered the 'sweet spot', unless you have lots of useful information to include). Treat your LinkedIn articles like a blog!

- First, write your piece in Microsoft Word or similar using headings, sub-headings and spellcheck. Once complete, you can copy and paste into the section that says: 'write here'.
- Add a headline! Headlines that are most successful are fairly obvious – make sure people know what the article is about eg. '10 simple steps for installing a spiral staircase'.
- The banner at the top is your featured image, which will display when your article is live. Ensure it is of good quality and relevant to your article. You can also add in any images or graphics (such as infographics) within the body of your article.
- The top tool bar allows you to change anything within the body, such as adding in hyperlinks. Once you are finished, you will also find your 'publish' option here.
- Write a brief synopsis of your article (which is what anyone in your feed will see), including any keywords as hashtags (this will help others who follow those keywords find your article). Add any more relevant hashtags in the 'hashtag' section. When you're finished, click publish.

When publishing your article, you will be presented with an option to InMail it to any relevant people and you can also pick up a link to post in other groups. These can be useful ways to encourage people to read your piece but be sure to only send it to people and groups who you think will genuinely be interested.

Be sure to engage with people who comment or share your article, even if it's just a like or thank you! This helps to build genuine engagement and brings value to your connections.





Establishing your company page

LinkedIn business pages help to build brand awareness, attract new business leads or talent, and showcase industry expertise. As with your personal profile, you will need to invest some time and effort into maintaining activity on your business page, in order for it to be genuinely useful.

Now you have a personal profile, you can set up a business page, following LinkedIn's simple steps [here](#).

Business pages should link to the personal profiles of employees, as this helps to raise your profile and be associated with the talent you employ. Company pages can't connect with individuals like personal profiles can, but individuals can 'follow' the business page to see updates in their feed.

These pages are used for sharing links to company or industry news, employee articles, events, products/services etc. Unlike individual statuses, business updates can only be up to 700 characters (again, only the first 140 characters are visible before you click the 'see more' option). You can't publish articles as a business but you can link to articles published by individuals by copying and pasting their link. You can also share links to blogs, online magazine articles etc. in the same way.

When posting a link to a LinkedIn article or external source, we'd recommend including an opinion or comment to offer further insight.

On a business page, you can pay to sponsor (advertising) one of your posts to reach a much wider audience. You may wish to do this to promote posts relating to significant company news or a new product or service announcement.



Business marketing on LinkedIn

Using social media as part of your marketing strategy can be a low cost and effective way of reaching your audience directly, so it's worth experimenting to find what works for your market.

Social media is designed to encourage interaction. Whilst engagement isn't guaranteed, taking time to improve your profiles and build your digital presence is not a wasted effort.

It's worth planning your posts ahead of time so they can be scheduled to go live without you having to remember to do it manually every time. You can set up the bulk of your planned output on a social management tool such as [Buffer](#) or [Hootsuite](#), which have free plans, to help you schedule posts, monitor engagement in one place and do some basic reporting. Using social management tools is not included in this training guide but there are helpful guides on those platforms which talk you through how to use them.

When using third party platforms to schedule posts for LinkedIn, you can usually only add one image. Links will also automatically shrink. Social schedulers can also help you to plan content by letting you know how many characters you have left.

As well as general content promoting your website, services or products and giving insight into your business and teams, you can plan a range of posts for significant events, raising awareness and scheduling them in ahead of time. You can always share additional, ad hoc posts when it suits you but planning ahead is useful for maintaining regular activity.

You will need to visit LinkedIn directly if you want to publish articles on your personal profile or sponsor a post/monitor advertising using [Campaign Manager](#).

Although it is a professional social media platform, don't forget to show the human face of your company on LinkedIn. Keep posts consistent with your brand but don't be afraid to show some personality and let your network see the people behind the business.



Want some support to put
this guidance in place and
create a LinkedIn presence
and marketing strategy
uniquely tailored to your
organisation's needs?
Get in touch - we can help!



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