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JOIN AND MANAGE YOUR BUSINESS IDENTITY ON LINKEDIN

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Join and manage your business identity on LinkedIn

With more than 300 million users, LinkedIn is fast becoming the world's largest networking tool. LinkedIn means business. Join and add a Company Page to establish yourself and your business on the world's largest professional networking site. Easily manage your business identity, gain valuable company insights, attract talent and announce new opportunities and products. It's a great way to keep people that are interested in your progress up to date.

You can set yourself up to share your business's story, news and job opportunities in a matter of minutes. Join today for free.

How to get started on LinkedIn

1 Create a Profile and Company Page

1. Go to **www.linkedin.com**
2. Enter your name, email address, a password and click "Join Now"
3. Once you've completed your profile, read these instructions to **add a Company Page**
4. Follow the prompts to **add a Company Page**

2 Fill out your info

- Once you have added a Company Page, follow prompts to populate your Company Page with content. Having a page that's rich in content with interesting stories, and up-to-date news and activity, makes for a stronger marketing platform. It provides a place that people and businesses will want to share, connect and engage with again and again.

- Fill in information like a compelling company description, products and services, job opportunities and your company's logistics.

- Other information, such as employee stats and profile updates, is generated by network and profile updates of past or current employees or company jobs posted on LinkedIn.

3 Make smart connections—and make them often

- While millions of users await on LinkedIn, keep in mind that strategic and highly engaged connections will yield the most rewards for you and your business.

- If you want to make more connections, treat LinkedIn like a live social networking event. Introduce yourself and your company, don't reject the opportunity to meet new people and businesses, and start helping businesses and people you already know connect with each other.

- Join targeted groups with LinkedIn Groups and participate. Some groups have tens of thousands of followers. If you're a confident conversation leader, you can even start your own group.

4 Always keep it compelling

- While LinkedIn has a more formal, professional tone than personal social sites like Facebook, your content should always pique interest in your company.

- From your business description to the links to your website, deliver compelling stories and calls-to-action that build curiosity and excitement and encourage clicks.

5 Make recommendations

- Nothing drives positive attention toward your own Company Page like being generous with LinkedIn. When you applaud businesses and people for jobs well done and express appreciation, the posts will link back to you—and your business. Your company will be that much more likely to receive positive attention.

6 Cross-platform promotions

- Connect your LinkedIn updates to other networking sites like Twitter and Facebook.

- Boost your profile by adding advanced applications. Simply go to the "Applications" section of your profile to see which are available today—and get a glimpse at new apps coming out in the future.

7 Share more with Company Updates

- Directly engage with viewers and followers of your Company Page with Company Updates. Actively post and share items like company news, promotions, relevant industry articles and YouTube videos.

8 Gain insights with Analytics

- With Company Page Analytics, you can gain deeper insight into your Company Page performance. See how engaging individual posts are, identify trends across key metrics and understand more about your follower demographics and sources.

- Use your Analytics and Company Page insights thoughtfully—businesses that adapt and respond smartly can attract positive attention not only from employees and customers, but from other businesses that view proactive responses as exemplary.