

GUIDE TO SOCIAL MEDIA

LinkedIn

WHAT INDUSTRY IS IT RECOMMENDED FOR?



BEST GENERAL PRACTICE

HOW TO USE AND WHAT TO SHARE

CREATE AND COMPLETE YOUR COMPANY PAGE



- Create a profile that reflects your brand and company culture, includes relevant links (e.g. to your website), contact details and images. Add 2 to 3 keywords into your "About" section so that people can find your Company Page through relevant searches.
- If your LinkedIn Page ranks in search engines then be aware that most of them only show about 155 characters of your "About" section. So make sure that your company description is not only concise and compelling, but contains some keywords (especially in the first few lines).
- Make sure your profile is up-to-date at all times. If have any company changes or business news to share, then be sure to update your LinkedIn company page (as this will appear in your followers' news feeds).
- Respond to posts, reviews, and questions. If someone leaves a positive review, thank them. If they have a complaint, be sure to address it professionally (and promptly).
- LinkedIn is a great source for updates and relevant information about your industry. It's also a great place to find inspiration for new pieces of content and topics that you can write about on your own blog. Stay up to date by following your competitors' pages, joining groups and becoming active in online discussions.

PUBLISH AND PROMOTE YOUR CONTENT



- If you have a individual LinkedIn account, you can publish content (on LinkedIn) via long form posts.

Long form posts are generally articles you can publish that will appear on your profile page and be shared across your network. There's no word count for this type of post, but those that are over three paragraphs are better received.

Start by clicking on the "Create a post" icon on your homepage (under "View more"). Add whatever content you'd like to publish to the writing tool, then hit publish.

- Long form posts are not currently available to business profiles at the moment - a business is only able to post shorter 'updates' (this often involves sharing a link to an article on your website.)

Tip: Company updates with links can have up to 45% higher follower engagement compared to those without links. Be sure to include a compelling call to action to persuade your followers to click through to your website for more information or to read the full post.

- Think about posting and sharing different types of content, from videos and images, to presentations that are hosted on SlideShare. We recommend that where possible you create and share posts that contain some 'rich media' as they look visually appealing. Visually appealing and eye catching posts receive more engagement on LinkedIn.
- Like any social media, timing is important. Posts published in the morning generally earn higher levels of engagement, followed by posts that are published after business hours. However, we recommend that you experiment by sharing your content at different times to help determine what works the best for your company.
- You can promote your content via a LinkedIn ad campaign by clicking on "Sponsor Update" on your posts. LinkedIn will then guide you through a series of simple steps to help you with your campaign.

TAKE ADVANTAGE OF WIDGETS & PLUGINS



- There are a lot of useful plugins and APIs available on LinkedIn that can be install onto your website. You can find more about them here (technical skills required).

Here are some popular plugins that we recommend:

Share Plugin: This can be embedded into your website or blog to encourage readers to share your content to a wider audience.

Follow Company Plugin: This helps businesses grow their LinkedIn company page from their website. Some businesses place this button on the header or footer of their website. When users click on this, they will automatically be able to see your updates in their LinkedIn feed.

USE LINKEDIN ANALYTICS FOR INSIGHTS & TRACKING

WHERE LINKEDIN IS ANALYTICS LOCATED

- You can access your LinkedIn Analytics from your main company profile page (if you have been added as an admin). It sits between 'Home' and 'Notifications' in the ribbon at the top of the page.
- There are three sections to LinkedIn Analytics: Updates, Followers & Visitors.

UPDATES SECTION

Updates Sub-section:

- Preview: See the text from your latest posts.
- Date: Shows the date each post was shared on LinkedIn.
- Audience: The audience you chose to share this post with.
- Impressions: The times each update was shown to someone on LinkedIn in their news feed.
- Clicks: The number of times your post was clicked on (this doesn't include interactions like shares, likes, and comments).
- Interactions: The number of shares, likes, and comments your post received.
- Followers Acquired: The number of new followers you got from sponsoring (promoting) each update.
- Engagement: A percentage that shows the the ratio of:

$$\frac{\text{Number of (Clicks + Interactions + Followers Acquired)}}{\text{Number of Impressions}}$$

Reach Sub-section:

This sub-section shows a graph that shows you the ongoing trend on the number of times your updates were seen (this includes organic and paid campaigns). Impressions here means the total number of people who saw the update.

Engagement Sub-section :

The Engagement sub-section is a graph that illustrates how many times LinkedIn members clicked, liked, commented on, and shared your updates – organic and sponsored. Use the equation above to calculate your engagement rate.

FOLLOWERS SECTION

Type Sub-section:

- Total: The total number of LinkedIn members following your Company Page.
- Organic: The total number of followers you acquired without advertising.
- Acquired: The total number of followers you acquired via LinkedIn advertising.

Follower Demographics Sub-section :

This is a detailed chart showing exactly who is following your company. Use the dropdown box on the left to get a more detailed look into five different types of demographic data: Seniority, Industry, Company Size, Function and Employee.

Follower Trends Sub-section :

The number of followers over time. Use the dropdown on the right to pick your date range.

How You Compare Sub-section :

Your number of followers in comparison to other similar companies (your competitors).

VISITORS SECTION

Page Views Sub-section:

A graph that shows the number of times your Company Page was viewed. If you have a Careers Page, you can see this graph by selecting the Careers Page located in the dropdown box on the right.

Unique Visitors Sub-section :

This graph illustrates how many unique LinkedIn members have visited your Company page (this is similar to Page Views – but it removes any duplicates from members visiting your page more than once).

Unique Demographics Sub-section :

This is similar to Follower Demographics and it shows you data on who exactly is visiting your Company Page. The demographic data points measured are: Seniority, Industry, Function, Company Size and Employee (adjust this via the dropdown box on the right).