

COMPANY PAGES ON LINKEDIN



FABRICK

Make the most of your company and showcase pages on LinkedIn. LinkedIn has over **57 million** company pages and the platform itself has over **810 million** users. Your company page is possibly the first interaction potential customers will have on the platform, so optimising it is an important part of your online strategy.

Company updates top tips:



- Think like a journalist
- Have a clear call to action
- Ask questions to involve the audience
- Include an image or rich media
- Before posting, double-check your image appears
- React timely to events
- Engage with followers/ members through comments
- Monitor, analyse and refine content
- Include a variety of different content such as polls, infographics or video content.
- Pin most important posts to the top of your page. Update weekly/fortnightly/monthly.
- Include relevant hashtags to increase the reach of your posts.
- Post content in relevant industry groups.

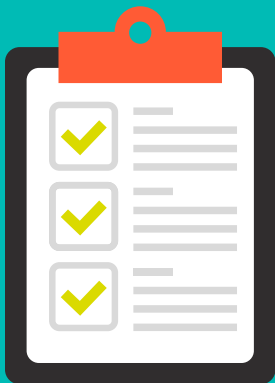
Getting your company page to look the part

- Make sure you use a good quality company logo and header image
- Set out who you are and what you do in your summary
- Remember to provide links to your website and/or blogs
- Regularly check your summary is up to date
- Add in your specialties – highlight the keywords you want to be associated with
- Use showcase pages when necessary
- Ensure that your company members are connected to the relevant company profile.
- Adapt your About section and cover images to reflect recent campaigns.

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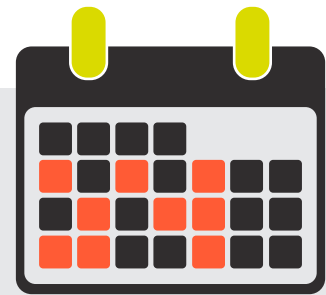
Company page checklist



- Check your page daily
- Check your followers – if you click on the number of followers it will list who they are
- Make any necessary edits to your page or ad-hoc/topical posts
- Check social actions for

comment etc.

- Notify employees of recent posts using the function at the top of each social post (can only be used once on a post & every 24 hours).
- Discover LinkedIn groups for your industry to hear what people are talking about.
- Research into relevant content for your page through following hashtags and relevant industry news.
- Invite connections to like the page from your personal networks.
- Invite sales contacts/customers to like the page.
- Monitor the algorithm for any changes in how content performs in the newsfeed.



3 Times a week - post content

- Click in 'Share an update box'. Either drop in a hyperlink first so that an article link comes up in the box below, or drop in a comment and hyperlink.
- You can insert a new/different image by clicking on 'Upload image'

With so many global members, and a plethora of sales and marketing tools, LinkedIn is a vital social network for modern businesses. Remember, LinkedIn isn't meant to replace face-to-face interactions, but it does offer the ability to build on your networks, strengthen your connections and learn more about the people you do connect with.

If your business needs help with its social media offering, contact Fabrick's team of specialists today.

Call us on +44 (0)1622 754295 or email hello@wearefabrick.com