



Checklist 4: How to Setup Your LinkedIn Company Page?

Project Name: _____

Date: _____

Yes No

Businesses that do not have their LinkedIn company page are only limiting their potential. LinkedIn company pages have a great deal of benefits, and hence you must make one for your business as well. Here's how to:

Requirements for LinkedIn For Addition of Company Page

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | You must have a personal LinkedIn profile with a real and true first and last name. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | The profile that you own must be seven days old. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | There must be several connections on your profile. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | The condition of you being a current employee of the company should be met. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Your position should be listed in the experience section of your profile. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | There must be a company email address, which must be added and confirmed on your LinkedIn account. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- 7 Domains such as yahoo.com or gmail.com are not unique to a specific company and hence cannot be used.

How To Add a Company Page

- 1 Go to your LinkedIn homepage.
- 2 Move the cursor on the "Work" icon and choose "Create a Company Page."
- 3 Then, choose the type of company page you want to make and create.
- 4 Provide your company's required information.
- 5 Press on "Create Page" to proceed.
- 6 Finish the page set up by adding a cover.
- 7 A cover size of 1,536px x 768px is suggested.

Notes

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8 Add your location details and content.

Some Important Steps

1 Write down a compelling summary. Include a brief description of the company near the bottom of the page.

2 Add in information about your services and products.

3 Ensure that your most salient product is mentioned and listed on top.

4 Ask the employees to connect with your page.

5 Ask for reviews for your services and products.

6 Promote your company page. Make use of LinkedIn company follow button to make it easy for you.

Notes