

LINKEDIN TIPS

CREATE A BUSINESS PAGE



1

On your LinkedIn personal page, click the **Work** icon in the top right corner.

2

Click **Create a Company Page**.

3

Select the **Page type** you'd like to create.

4

Enter the **details**: Name, Website, Logo, Company Details, Tagline, Banner, etc.

5

Verify that you are authorized to create and manage the page.

6

Click **Create page!**

7

Post updates! **Share** your Page! Get **Followers!**

Tips!

- **Before starting, check to make sure a page for the business hasn't already been created. If it has, you may need to request admin access.**
- **Be complete! Complete pages see a 30% increase in weekly Page views.**
- **Vary what you post. Videos do well, ask questions, and provide fun info about your business. Avoid just selling!**
- **ALWAYS respond to comments!**
- **Don't forget to link the page to your personal Experience section.**