

IS YOUR COMPANY'S LINKEDIN PROFILE WORKING FOR YOU?

How many employees "follow" your company? How many employees comment, like or share your company updates or statuses? How many employees make suggestions about improving your company's LinkedIn profile? Do they share your career opportunities with their own networks?

If your employees are displaying little interest or engagement in their employer's LinkedIn company page, what hope do you have for the wider business community?

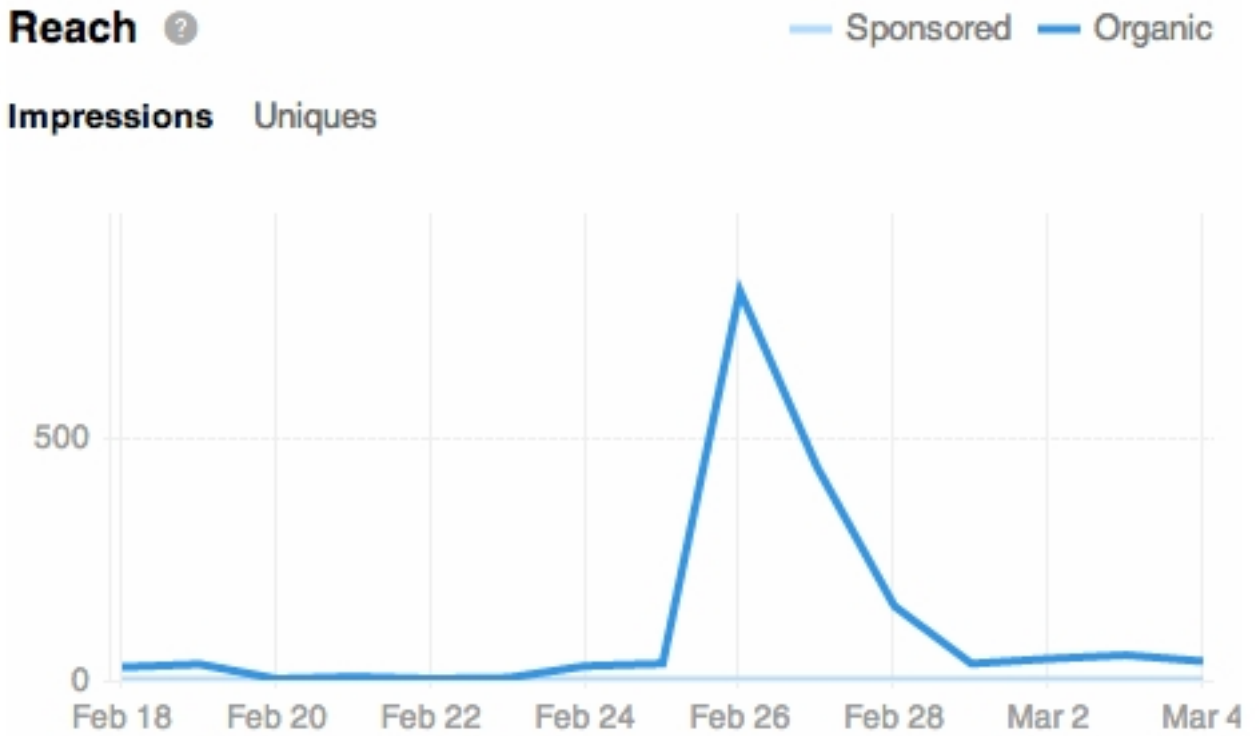
Here are some tips to leverage your company's profile:

1. **Make sure your LinkedIn company page is complete** - Home, Careers, Products, Services, Contact Details, Logos, SlideShare, YouTube
2. **Encourage your employees to join LinkedIn**
3. **Ask them to follow your company on LinkedIn**, and to add the company logo to their personal profile (make it easy for them to do so)
4. **Involve the staff in your LinkedIn strategy**, including the company goals in maximising LinkedIn as a means of network and promoting the business
5. **Seek regular input from staff for ideas** for company statuses and updates, or sharing other business ideas that you think your company followers would enjoy
6. **Let the team know when you are updating the company profile** and encourage them to share your updates.
7. **Post career opportunities on your careers page** and ask staff to see if there is anyone among their connections who might be interested
8. **Add your company LinkedIn icon to all staff email signatures**
9. **Inform your staff when you hit significant milestones** on your company page, including increased followers, and increased engagement on your posts
10. **Make sure your company page is not just a brag sheet.** Highlight company achievement but don't overdo it

11. **Seek out groups and forums that are relevant to your business** and encourage your staff to follow them

12. **Ensure you have access to the analytics section of your company page** which will give you rich data like this:

13.



Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
All followers	Sponsor	1,435	11	10	-	1.46%
All followers	Sponsor	419	2	4	-	1.43%

If you would like assistance in updating your LinkedIn Company Profile please contact me on info@wordsforwebsites.com.au or 0407415493 and ask me about the companies I

have helped already and the training I have completed at LinkedIn Sydney.

[*Why Your Company Profile Is More Than A Resume*](#)

[*I'm Just Two Connections Away From Barack Obama*](#)

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