

LinkedIn Pages Enterprise Playbook 2022



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About LinkedIn Pages.

Your LinkedIn Page is the gateway to achieving all your business objectives within the world's largest professional network.



About LinkedIn.

As a B2B platform with 800M+ members, LinkedIn enables its enterprise customers to reach a unique professional audience.

Attracting and engaging with this professional audience, both organically and through paid advertising, starts with a LinkedIn Page.

Achieve your goals with LinkedIn Pages.

Your LinkedIn Page is the “home” of your business on LinkedIn and is the first touchpoint in creating a strong and credible presence. A complete LinkedIn Page is the key to achieving your enterprise goals:

- 1 **Build brand awareness**
- 2 **Engage your community**
- 3 **Generate leads**
- 4 **Attract and retain the best talent**

By following the steps we've outlined in this playbook, you'll soon discover the effectiveness of LinkedIn Pages and reap the rewards of increasing your organic social reach.

Why are enterprises on LinkedIn?

With a new suite of features and tools, it's easier than ever to use LinkedIn Pages to engage members and drive business impact. Whether you're in Human Resources and manage a team to advance your talent brand, or in Social Media with a charter to promote your corporate brand, this playbook will give you insights and guidance from industry leaders on how to:

- **Administer your Pages across multiple geographies and functions**
- **Create a sophisticated content marketing strategy**
- **Strategize Showcase and Product Pages to highlight your brand portfolio**
- **Develop your employees into brand advocates**

We've outlined the best practices of large, complex enterprises to help shape your strategy and achieve your business objectives on LinkedIn.

800M+
members



Pages overview.

Every enterprise has its own unique needs. LinkedIn offers different types of Pages, each with a distinct purpose, to cater to your individual business. These Pages work together seamlessly to help you customize your LinkedIn Pages strategy.



How to organize your brand's LinkedIn Pages ecosystem.

Page type	Represents	Use cases	Target audience(s)	Key features	Owned by
LinkedIn Pages	The organization at large	Talent branding, thought leadership, company news	Prospective talent, brand fans	Posting as a Page and associated employees My Company tab: A trusted, employee-only space to help employees stay connected to each other and their organization	Corporate social media team (highest level)
Showcase Pages	The business unit	Segment-specific thought leadership (i.e. LinkedIn Talent Solutions is for recruiters, LinkedIn Marketing Solutions is for marketers)	Certain industry segment (i.e. marketers, sales people, etc.)	Generally same as Pages , but without employees	Business unit social media team
Career Pages	Job opportunities at an organization	Showcase your talent, brand and opportunities	Prospective talent	Life Page: Easily upload media and showcase what it's like to work at your company Jobs Page: Showcase all open jobs at your company, personalized by the visitor's job recommendations and insights Talent Landing Pages: A fully-customizable landing page to generate interest for specific job opportunities and source top talent	Talent brand managers
Product Pages	A family of products or a product line (i.e. MacBooks)	Product-specific information	Buyers & users of a certain product	Customer Recommendations: Give customers room to share their stories, providing the power of social proof at scale Product Communities: Build a trusted community of experts and advocates around your product	Demand gen, product marketing, or product team



Organizing Pages in your ecosystem.

Organize your brand's Pages in line with the marketing funnel and according to your company size and setup. Keep things simple by making sure each Page has its own unique purpose, while all your Pages combine to create a complete picture of your business.

This ecosystem of LinkedIn Pages consolidates your marketing efforts and streamlines the entire experience, helping you reach your business goals.

FAQ - Different Pages and how they're used.



What's the difference between a LinkedIn Page and a Showcase Page?

Your **LinkedIn Page** represents your entire organization and its aim is to build brand awareness. With the **My Company tab** and associated employees as key features, this Page is used for talent branding, thought leadership, and company news.

Your **Showcase Page** is an extension of your LinkedIn Page and represents different business units within your organization. This Page's main purpose is awareness and engagement with a specific section of your business, so it sits in the middle of the marketing funnel. Showcase Pages share the same features as LinkedIn Pages, just without employees.

Should I make a Product Page?

Yes. If your enterprise business sells a family of products, a product line, or one flagship product, you should consider creating a Product Page to showcase product-specific information, feature **Customer Recommendations**, and encourage product communities. Product Pages are currently available for certain industries, learn more [here](#).

Why should I consider these Product Page features?

The **Customer Recommendations** feature gives customers the ability to share their stories. You can build a trusted community of experts and advocates around your products and provide the power of social proof, at scale.

How will Product Page features help my business grow?

The **Product Page** is targeted to buyers and users of a certain product, contains product-specific information, and creates social proof – all driving your audience to conversion.



Simple steps to set up your LinkedIn Page.

Now that you have an understanding of the different Pages and how they work together, here's how to get started.



Just follow these simple steps to set up your LinkedIn Page:



01. Create a Page.

First step is to create a LinkedIn Page. Just remember, your Page will be live straight away, so create your LinkedIn Page as close to your intended launch date as possible.



02. Fill out all information.

Make sure you include keywords in the About section to improve discoverability in search results. It's also important to let members know where you're based by adding your location. If you're a global organization, we still recommend adding a primary location such as your headquarters.



03. Link to existing assets.

By adding your company's email address and website, you can build brand awareness and directly drive conversion. It also gives LinkedIn support a way to contact you if you're ever unable to access your Page.



04. Add logo and cover image.

Bring your brand to life and differentiate your Page with a logo and cover image.



05. Assign admin roles.

Based on their responsibilities, assign employees as either a Super admin, Content admin, Curator or Analyst (see [Page 13](#) for tips).



06. Invite connections.

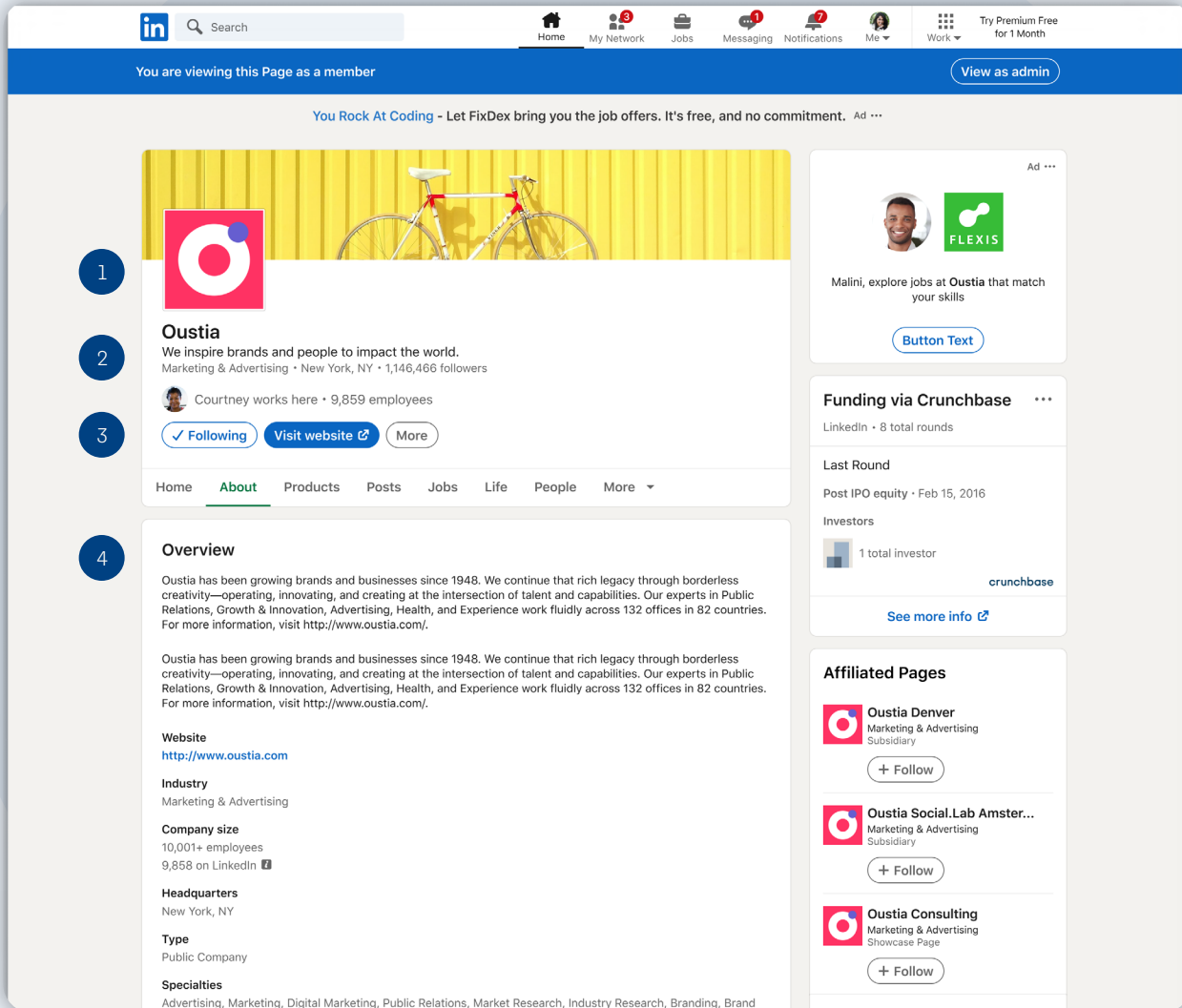
You can invite up to 250 first-degree profile connections to follow your Page. This is an important step for growing followers and building brand awareness.



07. Create your first post!

Then keep posting each day to engage with and grow your audience.

Here's an excellent example of a current LinkedIn Page to guide you:



- 1 Logo
- 2 Headline
- 3 Call to Action button
- 4 Overview

FAQ - Posting best practices.



When should I post?

- Post to your Page at least once per day to establish a trusted voice.
- Post on all days of the week, even the weekend.
- Test posting at different times of the day to figure out what works best for your unique audience.

What should I post?

- Reshare **@mentions** from employees and customers.
- Include images, videos and documents.
- Engage with your audience and make it a two-sided conversation by posting questions and **Polls**.
- Post on a variety of topics, such as industry insights, company highlights, trending topics, and employee spotlights.
- Don't forget to add 3-5 relevant hashtags to each post.

How should I post?

- Use **Community Hashtags** to track member engagement and join conversations.
- Use the mobile app to access your Page and post on the go.
- Make posting content easier by assigning different admin roles, such as a Content admin.
- Respond as your Page to any post in the feed, regardless of whether you are **@mentioned** or following the hashtags used in the post.



Achieving business objectives on LinkedIn.

LinkedIn Pages are designed to help you deliver on your business objectives and achieve four main goals:



Goal 1:

Build brand awareness.

To build your company's presence on LinkedIn, you'll need to start with a complete Page. Then, grow your followers by using LinkedIn's invitation tools and by posting, commenting and reacting to topics relevant to your unique audience.

These features will help you achieve this goal:

- **Page completion** – completed pages get about 30% more traffic.
- **Invite to follow** – this feature helps grow followers, increasing brand awareness.
- **Posting** – increases your brand's visibility.
- **Comment/React to posts** – to join conversations relevant to your brand and attract new followers.
- **Page analytics** – shows growth over time and helps inform your Page strategy.



Goal 2:


Engage your community.

There are many features available to help you engage your audience. You can create **Live Events**, **Newsletters**, and **Articles** containing content relevant to your followers, building high-quality leads.

These features will help you achieve this goal:

- **Newsletters** – members can subscribe to your Page's **Newsletter**, which is a collection of your **Articles**, helping you build an engaged community.
- **Live Events** – stream live video content to drive engagement or bring your community together in real-time with LinkedIn **Live Events**.
- **Articles** – showcase thought leadership by publishing long-form content pieces on a variety of topics.
- **Community hashtags** – follow up to three hashtags to discover and engage in relevant topics with your community.


Leveraging Newsletters to engage your community.




Must reads
We keep an ear to the ground for the interesting stats, insig... **1,915,811 subscribers** [+ Subscribe](#)
📧 Weekly newsletter

5 must reads for your weekend

Published on May 20, 2022





EY
6,495,363 followers

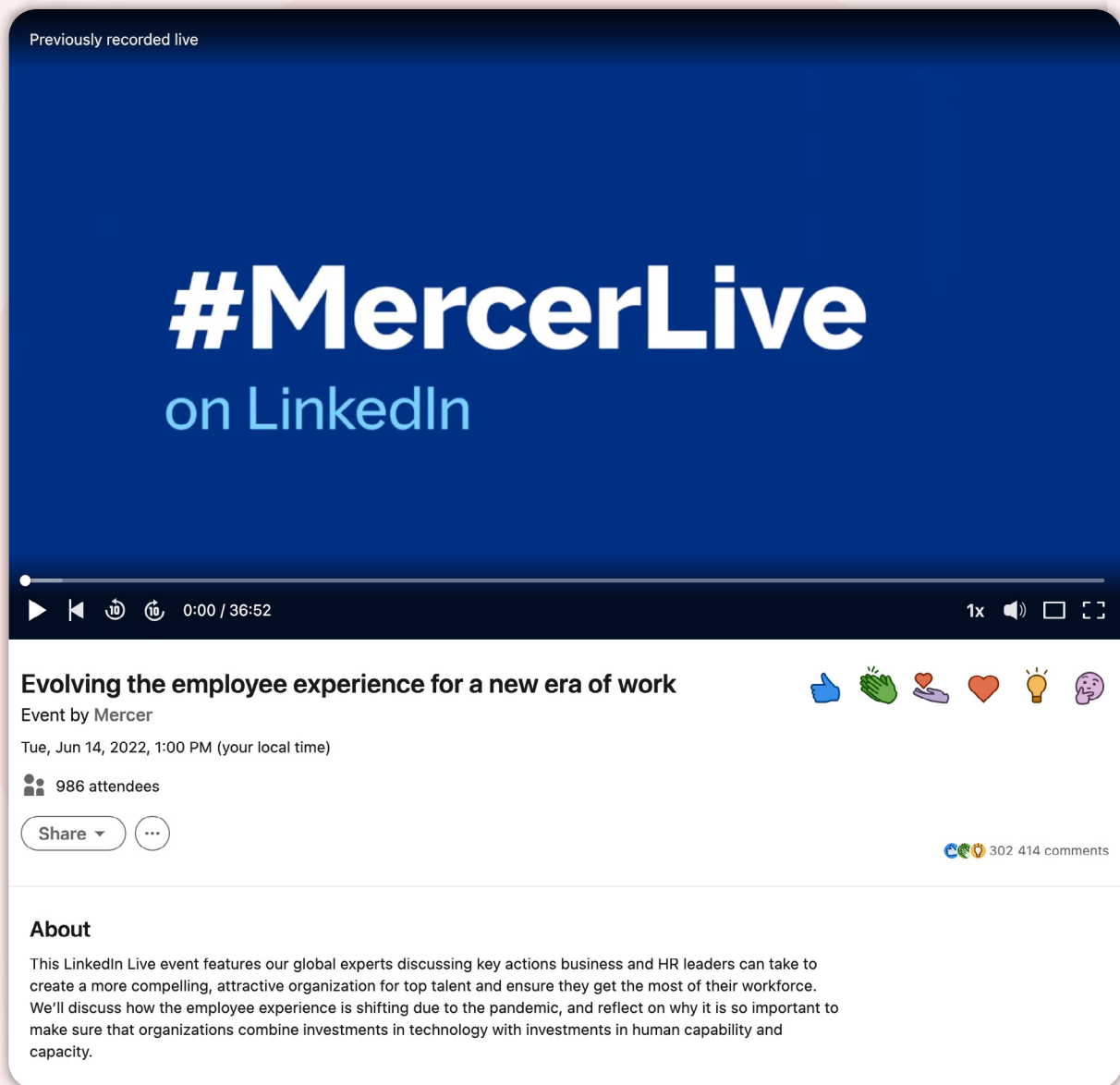
We keep our ear to the ground for the interesting stats, insights and discussion points you need to feel in the know.

1. The great supply chain reset

EY, a global accounting & consulting firm, publishes a weekly **Newsletter** called the “5 must reads for your weekend” where they recap the top insights and trends they’re seeing across various industries. The **Newsletter** has grown to over **1.9M+ subscribers**.

[→ EY Must Reads Newsletter](#)

Leveraging **Live Events** to engage your community.



Mercer uses **Live Events** to host #MercerLive where they discuss key actions business and HR leaders can take to create a more compelling, attractive organization for top talent. Through **Live Events**, Mercer is able to **engage their audience before, during, and after their event** with various organic and paid features.

[→ #MercerLive on LinkedIn](#)

Goal 3:

Generate leads.

Consider creating Product or Service Pages and **Lead Gen Forms** to drive more leads. You can also open the door to more people by **Boosting** posts.

These features will help you achieve this goal:

- **Product Pages** – targeted to your audience, these Pages contain product-specific information and have **Customer Recommendations** providing social proof to generate leads and drive conversion.
- **Lead Gen Forms** – seamless, pre-filled forms to collect quality leads from your Page.
- **Boosting** – grow your audience and generate more leads by **Boosting** posts.

→ [Deep dive: learn more about lead generation tools](#)

Goal 4:

Attract and retain the best talent.

By having an employee-only space and the ability to measure employee advocacy, you can attract and retain the best talent on the world's largest professional network.

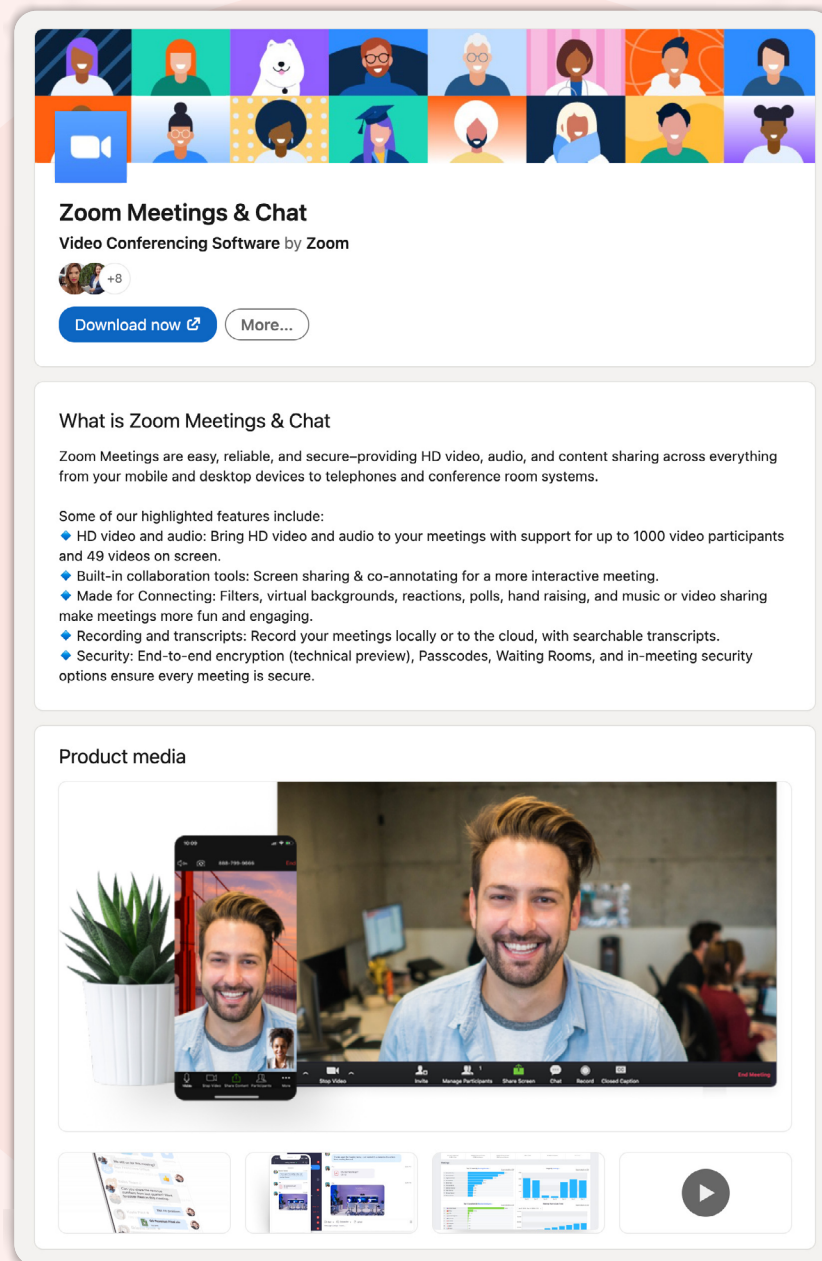
These features will help you achieve this goal:

- **My Company tab** – a trusted, employee-only space to build employee advocacy, harness connections, and increase employee engagement.
- **Employee advocacy analytics** – measures employee advocacy for your organization, found in the **My Company tab**.

→ [Deep dive: learn more about My Company tab](#)



Leveraging Product Pages to generate leads.



Zoom uses Product Pages to showcase its Meetings & Chat Product to help buyers and product users learn more about the product offering. With Product Pages, Zoom is able to spotlight featured customers, leverage their best media and drive valuable action with a custom call-to-action button to **build trust with buyers** and **generate high-quality leads**.

[→ Zoom Meetings & Chat Product Page](#)

Checklist for success and organizing internally.

As a Page admin, we recommend using this checklist to set your Page up for success.



Organizing internally.

At the enterprise level, you probably have many stakeholders, such as marketing, recruiting, or external agencies managing your LinkedIn Pages. While having more teams involved is great for posting and engaging with your audience, you'll need to assign roles to ensure a connected experience.



Here are the types of LinkedIn Page admin roles you can assign:



Super admin - gives access to every Page admin permission available, including adding and removing any type of admin on the Page, editing Page information, and deactivating the Page.



Content admin - gives permission to create and manage Page content, including updates (as well as **Boosting** updates), **Events**, and jobs.



Curator - gives permission to view **Content Suggestions**, create recommended content, and view and export Page analytics.



Analyst - gives permission to monitor the Page's performance through analytics to help drive goals.

Tips for Main Page admin access:



Assign Super admin access to 1-2 reps.

Super admin access should only be given to a tight group of well-trained team leads. For instance, on Microsoft's brand team, only two of the four members have Super admin access.



Assign Talent or Analytics access based on roles and responsibilities.

For instance, Microsoft grants access to its talent brand team to drive talent acquisition, and Adobe gives access to its in-house analytics team to capture key metrics.



Consider granting agency access.

Many enterprises use an external agency to help with the scheduling and community management of their LinkedIn Page. We often see enterprises grant their agency "Content admin" access.

Tips for Regional Page admin access:



Assign regional access to 1-2 reps. Similar to your main Page, only assign Super admin access to one or two key admins per region.



Educate regional teams. Keep your brand voice and brand experience consistent by educating your regional teams and advising on best practices.

(See [Page 15](#))

Once admins are assigned...



Set up a centralized communication channel. Slack, Teams, and Sharepoint are good tools.



Sync regularly. Align monthly with your regional teams on localization and campaigns. Align weekly with your social leads on cross-platform social strategy.

Managing Showcase Pages:



Grant access to your Showcase Pages.

This is often assigned to corporate social teams or product marketing managers for a specific business unit or region.



Create a content calendar.

Use this to streamline your internal content requests for all Pages.

Managing Product Pages:



Create Product Pages for a product or product family. Drive product-specific conversions to demos, websites, or adoption.



Add the target audience for the product.

Be thorough, as this impacts how your product shows up in LinkedIn search results.



Showcase customers. Choose a mix of customers spanning a variety of industries and company sizes.

Turning your employees into advocates:



Use the My Company tab to encourage employees to re-share Recommendations and trending co-worker content with their network.



Promote your employees' best LinkedIn posts. Use the Employee Posts filter in your admin feed to find and share posts made by your employees.

Involving your senior leaders:



Ask your execs to @mention your Page. This creates valuable exposure for your Page.



Add senior leaders as admins. Then they can share important updates and respond to posts from their network on behalf of your brand's Page.

Strategizing your content and measuring success.



Strategizing your content.

The success of your LinkedIn Page will depend on the strategic delivery of content.

Below you'll find best posting practices, grouped by how often we recommend to use each tactic for the best results.



Every day.

Post daily. Establish a trusted, consistent voice with your audience by posting at least once per day. To drive more engagement, add an **@mention** or 3-5 hashtags that are relevant to your posts.

Schedule posts 24-48 hours before launch. Use a central posting platform like Hootsuite or Sprinklr.

Join conversations as your Page. There are 3 ways to comment, reply, and react to conversations:

- 1 Respond as your Page to content found on your main feed.
- 2 Access mentions and comments through your **Activity tab**.
- 3 Engage with employee posts and topical conversations from hashtags in your admin feed.

Every week.

Build out your social calendar a week in advance. Be flexible and leave room for last-minute changes.

Share your best @mentions from the Activity tab. To showcase your brand, re-share your best **@mentions** from supportive customers, employees, or executives.

Publish a recurring Newsletter. Generate a subscriber base by publishing an ongoing series of **Articles**. Pick a topic that matters most to your audience and brand.

Every month.

Connect with your audience through LinkedIn Live Events. Use **Live Events** to help launch new products, showcase the people behind your brand, or demonstrate your thought leadership. We suggest you engage your audience before, during, and after the event.

Use Articles to showcase thought leadership. Publish individual, stand-alone long-form content pieces on a variety of topics.

Review your Page analytics. To grow followers and optimize content, do a monthly deep-dive to uncover strengths and opportunities.

Consider paid add-ons. Use these to complement your organic content:

- **Boost** your most popular updates to a wider, targeted audience.
- Promote your upcoming LinkedIn **Live Event** and drive more registrations using an **Event Ad** campaign.
- Pair LinkedIn **Sponsored Content** with our **Matched Audience** feature to reach a proven target audience.
- Pair with **Website Retargeting, Contact Targeting, or Lookalike Targeting.**

Measuring success with LinkedIn Pages.

It's easy to measure success with LinkedIn Pages. Both "follower growth" and "engagement on posts" are important metrics you should be considering to gauge success.

As a Page admin, go to your Page's **Analytics** tab to access:

- **Update Analytics** – engagement metrics for your organic and sponsored updates.

- **Follower Analytics** – an insightful look into your Page followers and a measurement of your follower growth.
- **Competitor Analytics** – gauge your Page's performance against your competitors' strategies.

Tip: An increase of the two metrics, **Update Analytics** and **Follower Analytics**, is a key indicator of your LinkedIn Page's success.

Now that you've followed the steps outlined in this playbook, gained a greater understanding of LinkedIn Pages, and viewed some best-in-class examples, your Page should be all set up and ready to reap the rewards.

Just continue to follow the content strategy timeline and you'll be seeing results in no time. Keep this playbook handy so you can refer back to it whenever you need to.

To learn more, visit our best practices site:

[Learn more](#)

