



Signal Health Group



Creating a LinkedIn Business Page & Assigning Page Roles

What is a LinkedIn Business Page?

A LinkedIn Business Page, or a Company Page, is a dedicated profile representing your company or organization on LinkedIn to members. It is a standalone profile (independent of the founder or employees) that serves as a digital presence for the company where people can learn more about it. This includes the latest news, updates, events, life at your company and job openings.

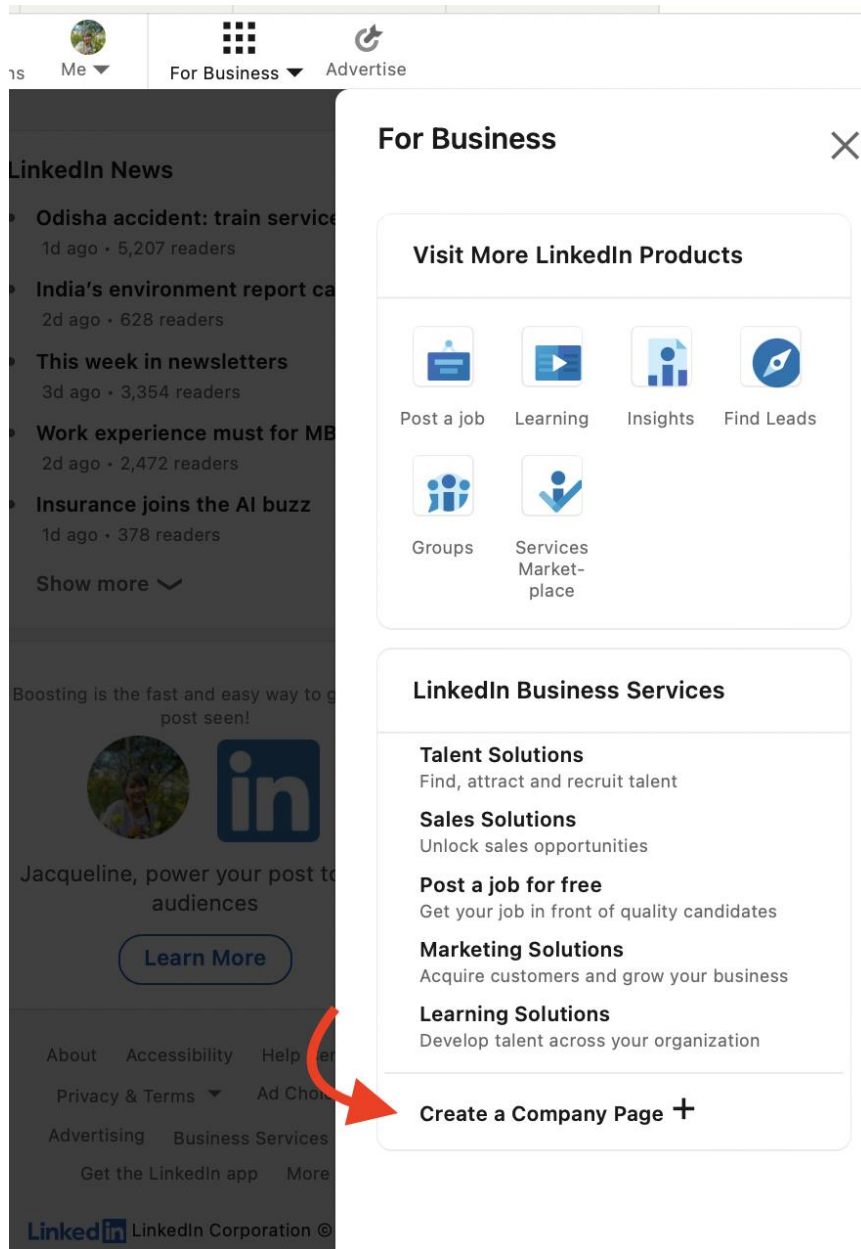
Unlike a personal profile page, a Business Page talks exclusively about your company and includes several customizable sections, such as Home, My Company, About, Products, Posts, Jobs, and People. This way, you can effectively use LinkedIn for your business marketing and build a professional image for your company while still adding a human element by featuring your team members

How to create a LinkedIn Business Page

Building your LinkedIn Business Page may seem confusing, but once you get the hang of it, it becomes a powerful tool for establishing your brand's online presence and connecting to a vast network. You might be wondering how to get started, what information to include, and how to get started.

Follow these steps to create an optimized LinkedIn Page.

Step 1. Login to LinkedIn



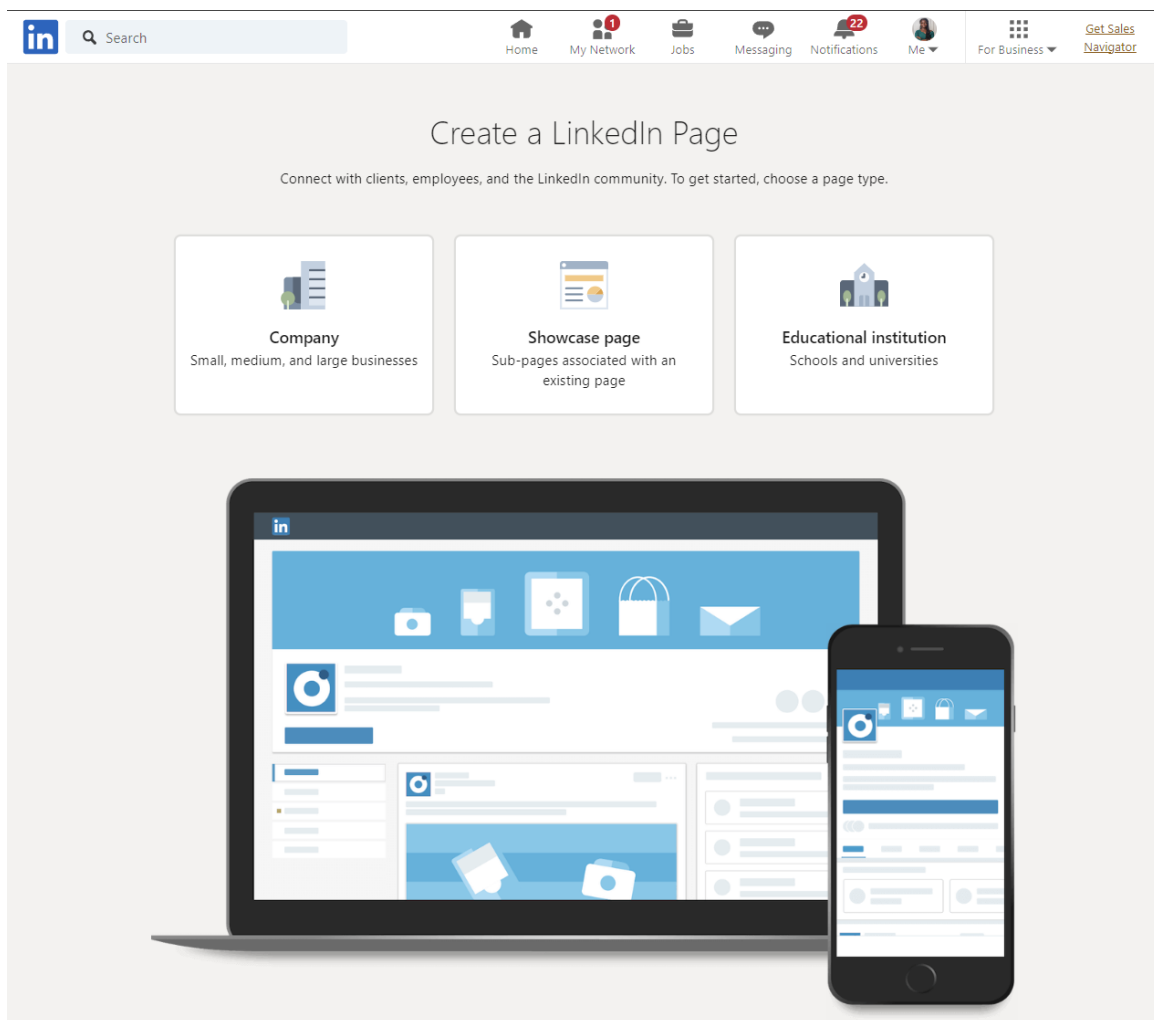
To create a LinkedIn Business Page, you must first be signed in to your personal profile. You need a personal account as an admin to create and manage your company page. On the navigation bar, click the **"For business"** dropdown to display multiple options. In the dropdown menu, navigate to the end of the list and select **"Create a Company Page+."**

Step 2. Select a Page type to create

A new page comes up next with three different options for the type of page you want to create. You can choose either:

- **Company Page:** to build a new page for a small, medium, or large business that is non-educational.
- **Showcase Page:** to create a sub-page connected to an existing company page. Be careful not to choose this option if you're building your LinkedIn page from scratch.
- **Educational Institution:** to build a page for school, university, or any other type of educational institution.

Select the option that best fits your organization; in this case we'll select company.



Step 3. Fill in your Page identity

After clicking on the Company Page, a new page pops up where you are asked to fill in important information about your company. Pages with complete profile information get 30% more weekly views and are often favored by the LinkedIn algorithm.

The first three fields are for your company's identification. This includes:

- **Name:** Type in your company's name as you want it to appear on your company page. Be sure to include your company's name to make it searchable.
- **LinkedIn public URL:** As you fill in your company's name, LinkedIn will suggest a custom URL based on the inputted name for your company page. You can customize it to make it more unique and easy to remember.
- **Website:** Enter your company's website. This shows up right on your profile and allows people to easily visit your website and learn more about your product when they want to.

The screenshot shows the LinkedIn 'Fill in your Page identity' form. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and links to Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar, there's a prompt: 'Let's get started with a few details about your company.' The form itself is divided into two main sections. The left section contains several input fields: 'Name*' (with placeholder 'Add your organization's name'), 'linkedin.com/company/*' (with placeholder 'Add your unique LinkedIn address'), 'Website' (with placeholder 'Begin with http://, https:// or www.'), 'Industry*' (with placeholder 'ex: Information Services'), 'Organization size*' (a dropdown menu with 'Select size'), 'Organization type*' (a dropdown menu with 'Select type'), 'Logo' (a dashed box with a 'Choose file' button and 'Upload to see preview' text), and 'Tagline' (with placeholder 'ex: An information services firm helping small businesses succeed.'). Below the tagline, there's a checkbox for 'I verify that I am an authorized representative of this organization...' and a link to 'Read the LinkedIn Pages Terms'. The right section is a 'Page preview' showing a mockup of the company page with the entered information and a '+ Follow' button. At the bottom of the form, there's a 'Continue' button and a 'Messaging' button.

- As you fill out this form, LinkedIn provides placeholder text as cues to guide users on what information to fill out in a particular field. Advanced features like conditional logic and field rules are also applied to prevent people from choosing an existing name option.

Step 4. Input your Company details

Next, you must fill in additional company information. LinkedIn requires these details to properly understand and categorize your company so people can easily find you.

- **Industry:** Type in your industry and pick from LinkedIn's lists. This will help LinkedIn properly categorize your business and recommend it to users interested in that particular industry. Choose something closely related if you can't find your specific industry on the list.
- **Company size:** Pick your company size depending on your current number of employees. LinkedIn uses this to categorize companies as small, medium, or large businesses and personalize their offerings.
- **Company type:** Select the type of organization your company is. Options provided are public company, self-employed, Government agency, nonprofit, sole proprietorship, privately held and partnership. If you aren't sure, reach out to confirm.

Ensure to fill in the correct information in the three fields, as they're all required. Remember, the more optimized your profile is, the better its chances of performing.

Step 5. Upload a logo and tagline

The next step is uploading your company's logo. LinkedIn recommends that the logo size be 300 x 300 pixels, and the file must be in JPG, JPEG, or PNG.

Next, enter your tagline which will be included right below your name and logo. Simply put, your company's tagline is the short form of your Unique Selling Proposition (USP). The whole idea is to sell your company's benefits in a matter of minutes as soon as they land on your company's profile.

LinkedIn's tagline has a character limit of 120 characters, so it's best to keep it concise. Aim for brevity, avoid using slang and maintain a professional tone.

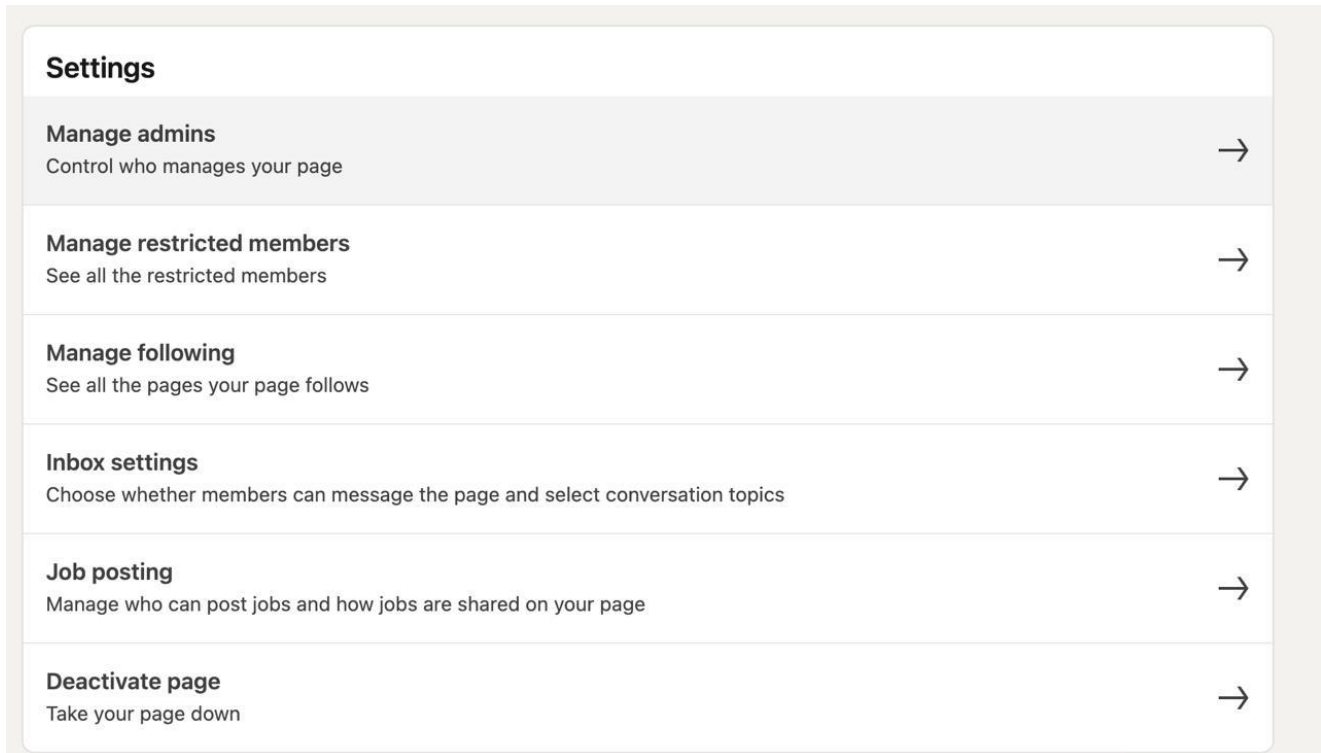
Once you're done, read and check the verification box to confirm you have the right to act on behalf of the company. Then click on the "**Create Page**" button, and voila, your LinkedIn page is created.

Step 6. Fill out your LinkedIn profile

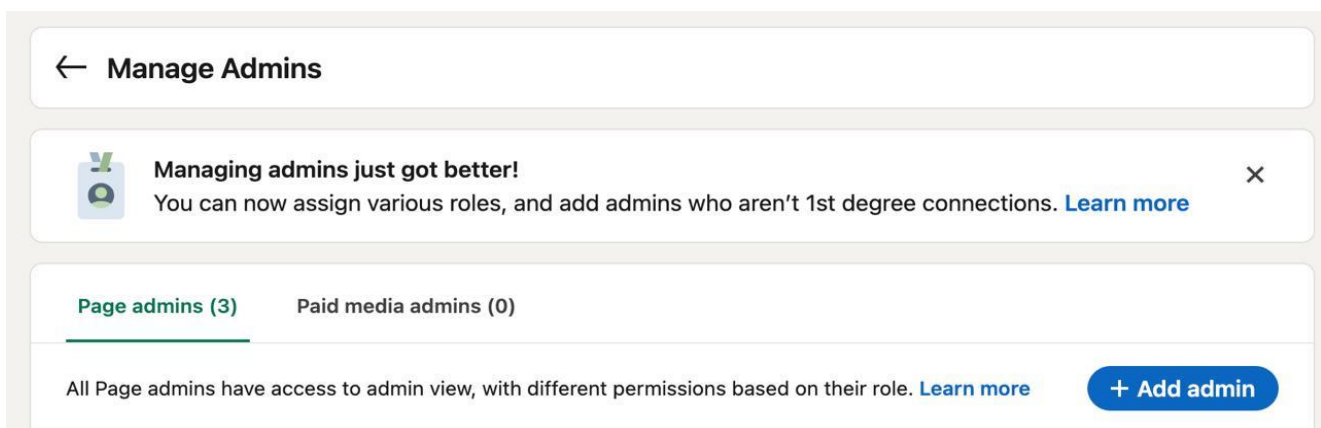
After creating your business page, you'll be redirected to a new page. This is where you have to complete your company's profile. Right on top is a meter reflecting your progress as you complete more sections and action cards representing incomplete page sections under the meter.

To add a new admin:

1. Go to your Page super admin view.
2. Click **Settings** in the left menu and select **Manage admins**.



3. Click the **Page admins** or **Paid media admins** tab.



4. Click the **Add admin** button.

5. Enter the name of the member, associated employee, or advertiser you'd like to add in the **Search for a member** field.

Add Page admin



Assign an admin role ?

- ☒ **Super admin**
This role manages everything on the Page. It's the only role that can edit the Page and manage all admins.
- ☐ **Content admin**
This role posts and manages content, comments as the Page, responds to messages, and exports analytics.
- ☐ **Analyst**
This role only views and exports analytics on LinkedIn and will have limited access on 3rd party partners tools.

Save

6. Select the admin's name from the list that appears.
7. Select the required admin role.
 - Only one page admin role can be assigned per person, but more than one paid media admin role can be assigned. Paid media admin roles can be granted without an associated Campaign Manager ads account.
8. Click **Save**.