

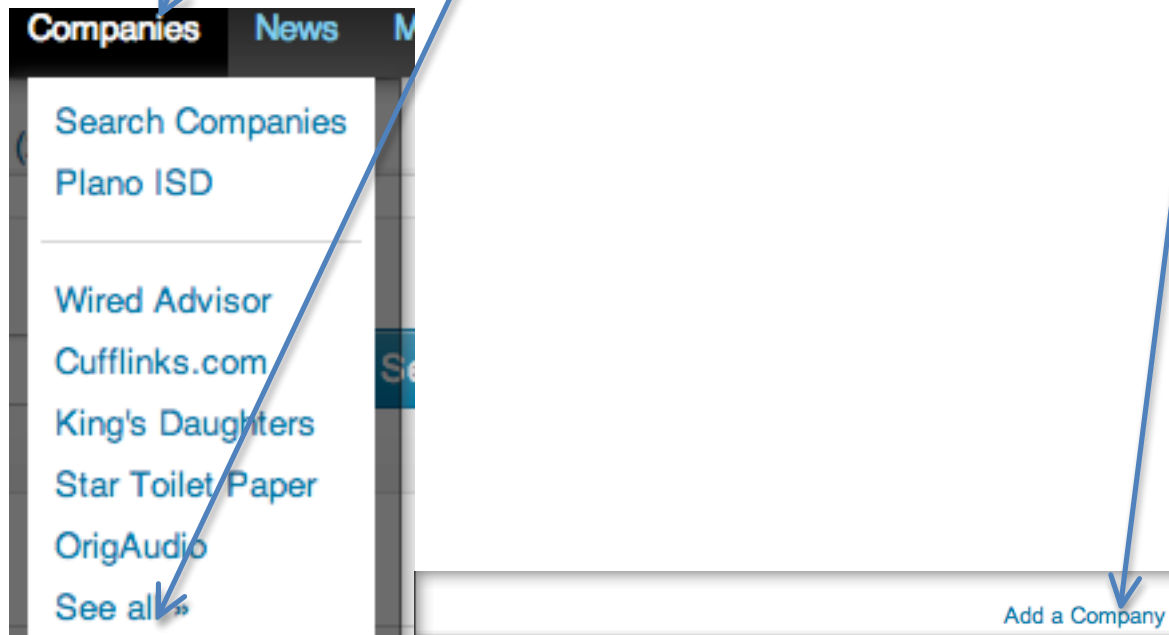
# LinkedIn

## ADD • Company Page

LinkedIn makes it possible for a Business to have a **COMPANY PAGE** and this is an opportunity to help other's Learn about Your Company Culture (Overview) • Products & Services • Careers • Job Openings • etc.

### TO ADD a Company Page

1. Click on Companies in top Navigation Bar
2. Scroll and Click on "See All"
3. Once You CLICK on See All • See **Add a Company** at the Top Right of the Page • **Click**



### CLARITY & CONSISTENCY

This is an ideal time to have for easy reference Your **Mission • Keywords • Goals** • etc. that You have on other sites to insure a Consistent Message & Image.

What is it that makes You Unique? • Talk to the Visitor • Ideal Client • Connection •

4. New Box Appears to **ADD the Official Company Name**
5. Enter Your **Work Email address**

### Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

or

### OVERVIEW INFORMATION

6. You will be asked to fill in the **OVERVIEW Information**
7. Company **Type** (Public • Educational • Self Employed • Government Agency • Non Profit • Self Owned • Privately Held • Partnership)
8. Company **Size** (Number of Employees)
9. Company **Website URL**
10. Company **Industry** (Select from the List of over 140 Industries LinkedIn provides)
11. Company **Operating Status** (Operating • Operating Subsidiary • Reorganizing • Out of Business • Acquired)
12. **Year Founded**
13. **ADD Company Logo** (Logo • 100x60 / Square Logo • Image 646 x 220)

**Company Type**  
Public Company

**Company Size**  
myself only  
2-10  
11-50  
51-200  
201-500  
501-1000  
1001-5000  
5001-10000  
10001+

**Company Website URL**

**Company Industry**

**Company Operating Status**  
Acquired

**Year Founded**

# LinkedIn ADD • Company Page

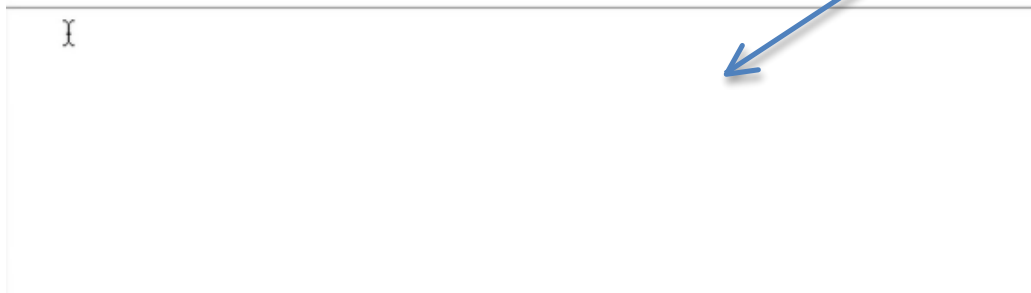
14. Will need to decide who will be **MANAGERS of the Page**
  - a. Must enter **Yourself as the 1<sup>st</sup> Admin**
  - b. To Add additional Admins You Must be Connected on LinkedIn

## **DESCRIPTION**

15. Now asked to include information that makes Your **Company UNIQUE**
16. Description is the 1<sup>st</sup> thing viewers to the Page will see.

### • Company Description

I



## **17. SPECIALTIES** • List in **Order of IMPORTANCE**

### Company Specialties




+ Add more specialties

There will be times when You need to Edit the Company Page

### **18. EDIT Mode**

19. Go to Your **Company Page and in Top Right Corner** • **CLICK ON EDIT** (not the Drop Down Arrow but in the middle of the Box) at which time You can make Adjustments. BE sure to **PUBLISH**.



**Showcase and Highlight all the Great things  
★ YOUR Company has to offer ★**

If You found this information helpful, please *CONNECT with me and “Continue the Conversations.”*

⇒ [Http://LinkedIn.com/in/DebbieSaviano](http://LinkedIn.com/in/DebbieSaviano) (and) [Company Page • Debbie Saviano LLC](#)

⇒ [Http://Facebook.com/DebbieSavianoLLC](http://Facebook.com/DebbieSavianoLLC)

⇒ <https://twitter.com/DebbieSaviano>

⇒ [Http://Pinterest.com/DebbieSaviano](http://Pinterest.com/DebbieSaviano)

**Have an incredible DAY and Stay Social.....Debbie Saviano**