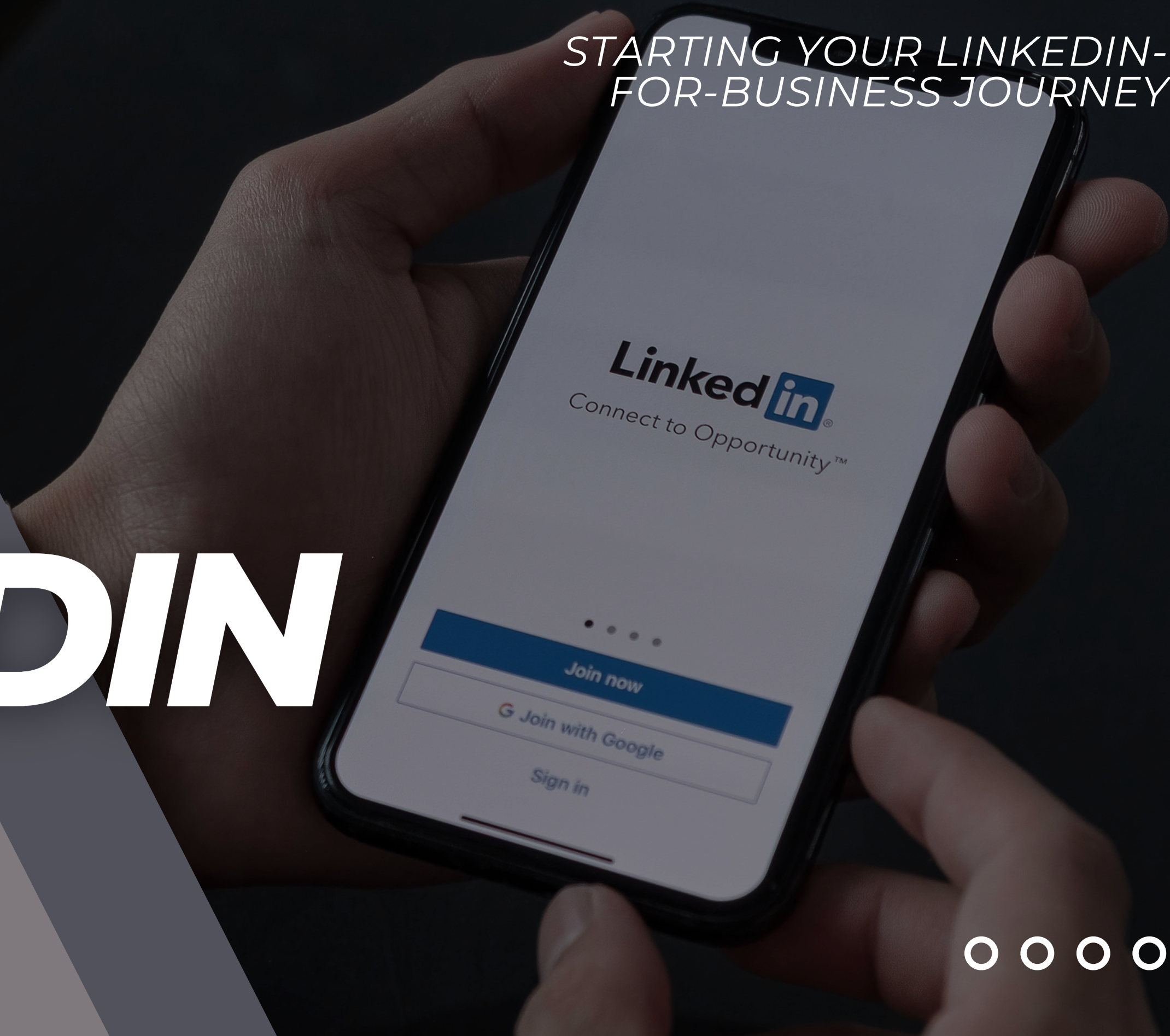




# LINKEDIN 101

STARTING YOUR LINKEDIN-  
FOR-BUSINESS JOURNEY





# ***TABLE OF CONTENTS***

After going through this course, you will know the basics of using LinkedIn for your business and have the steps to create your own LinkedIn business page.

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# INTRODUCTION

WHY USE LINKEDIN  
FOR BUSINESS





# ***WHY SHOULD YOU CARE ABOUT LINKEDIN?***

LinkedIn is the largest professional online networking site. This platform allows you to connect with job seekers, employees, potential customers, and more. Unlike other social media platforms, its users are open to, and sometimes seeking, opportunities to learn. This is a great platform to educate your clients.



**830M**

LinkedIn has 830 million members\*



Brands have seen a 33% increase in purchase intent resulting from ad exposure on LinkedIn\*

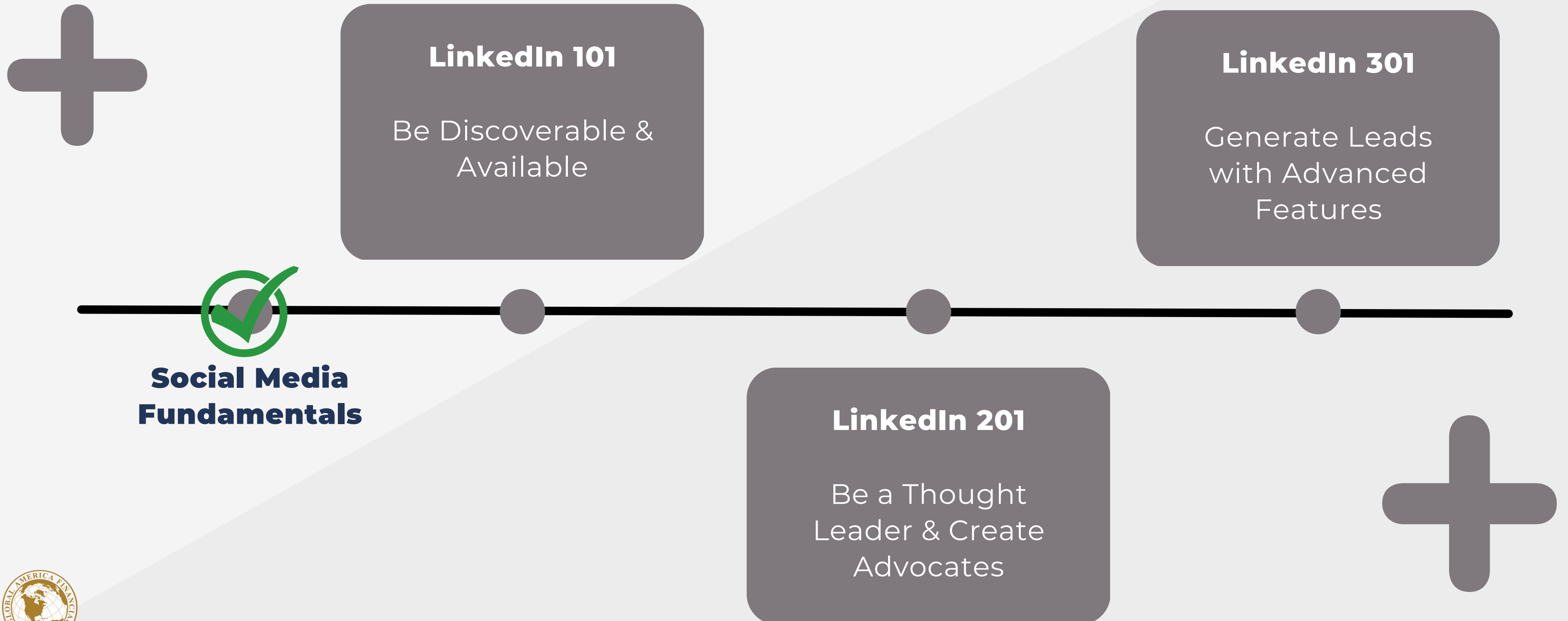
**58M**

There are 58 million companies on LinkedIn\*

\* <https://blog.hootsuite.com/linkedin-statistics-business/>

# ***THE JOURNEY TO USING LINKEDIN FOR BUSINESS***

The LinkedIn training series is designed around three major goals of using LinkedIn for your business. Each goal is a bit more advanced than the next:

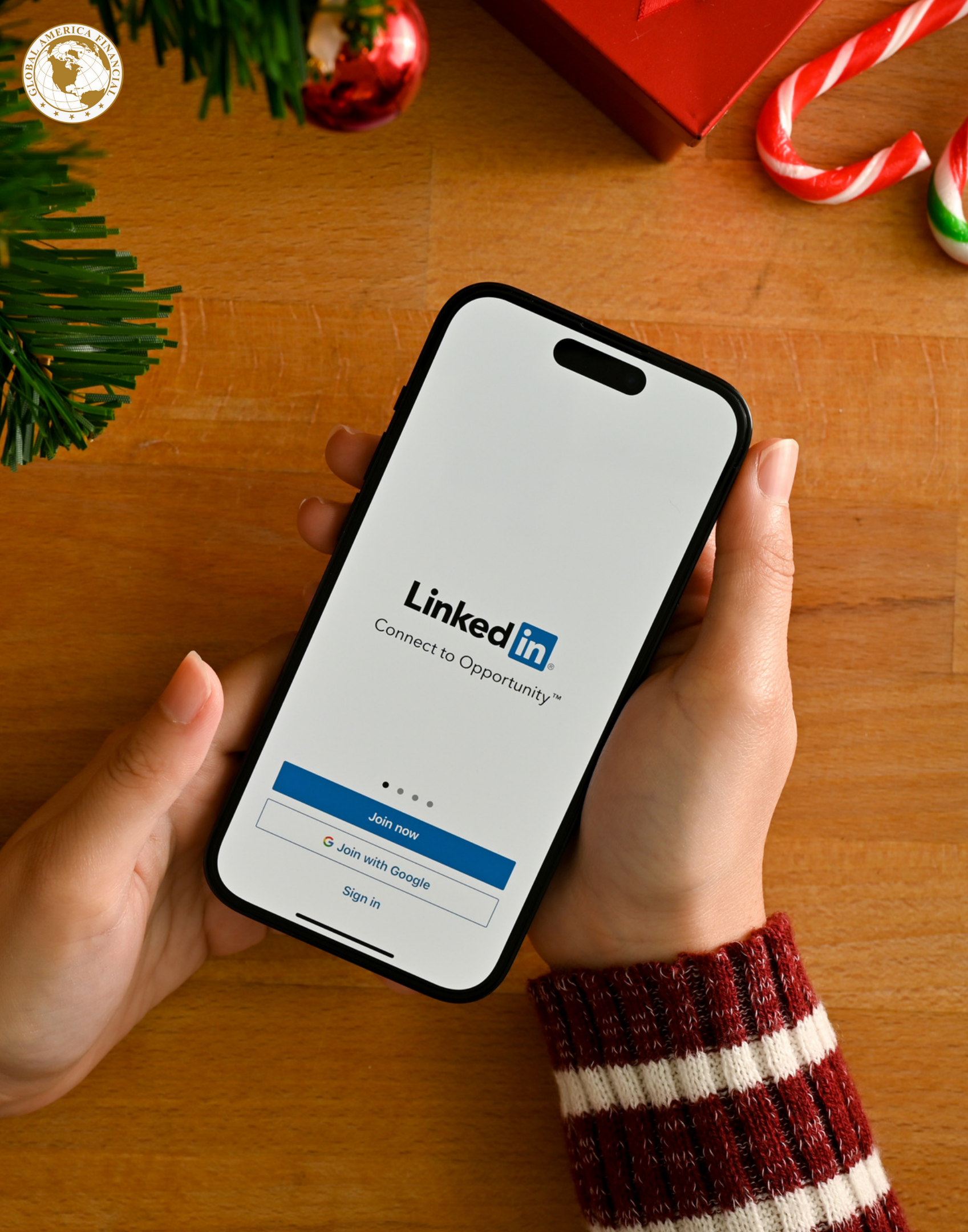




# CHAPTER 1

INTRODUCTION TO  
LINKEDIN





# WHAT IS LINKEDIN?



## NAVIGATING THE WORLD OF LINKEDIN

LinkedIn has two types of pages: individual and company. If you are an individual professional, who does not run his/her own separately branded business, an individual LinkedIn page is totally sufficient. There's no need for a company page. You can follow steps on how to create a personal page here: <https://www.linkedin.com>.

If you run your own business — branded with a specific name — you can also create a company page.

# LINKEDIN BASICS

## NAVIGATING THE LINKEDIN HOMEPAGE

### START A POST:

Click here to create a post and publish it to your account.

### LINKEDIN FEED:

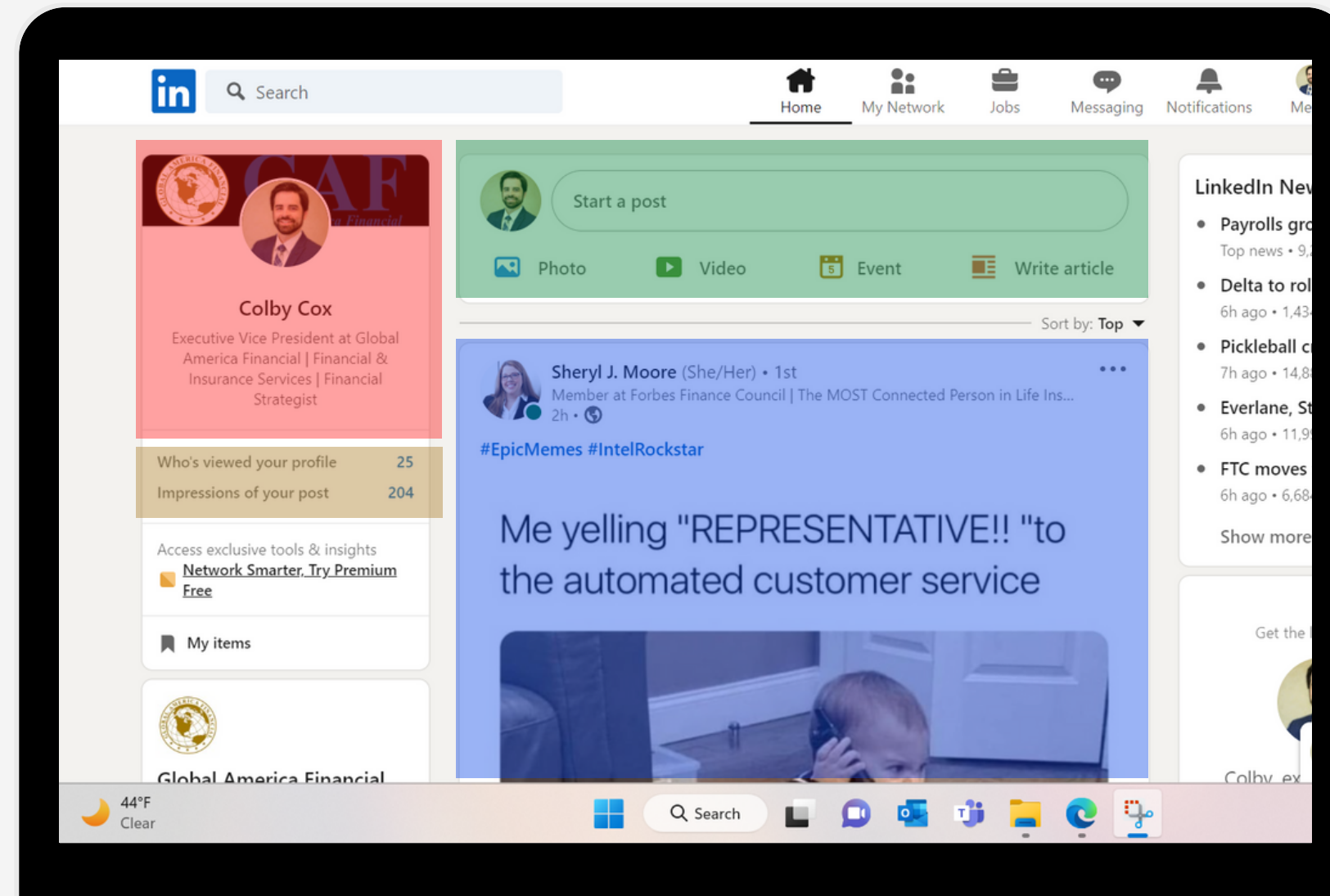
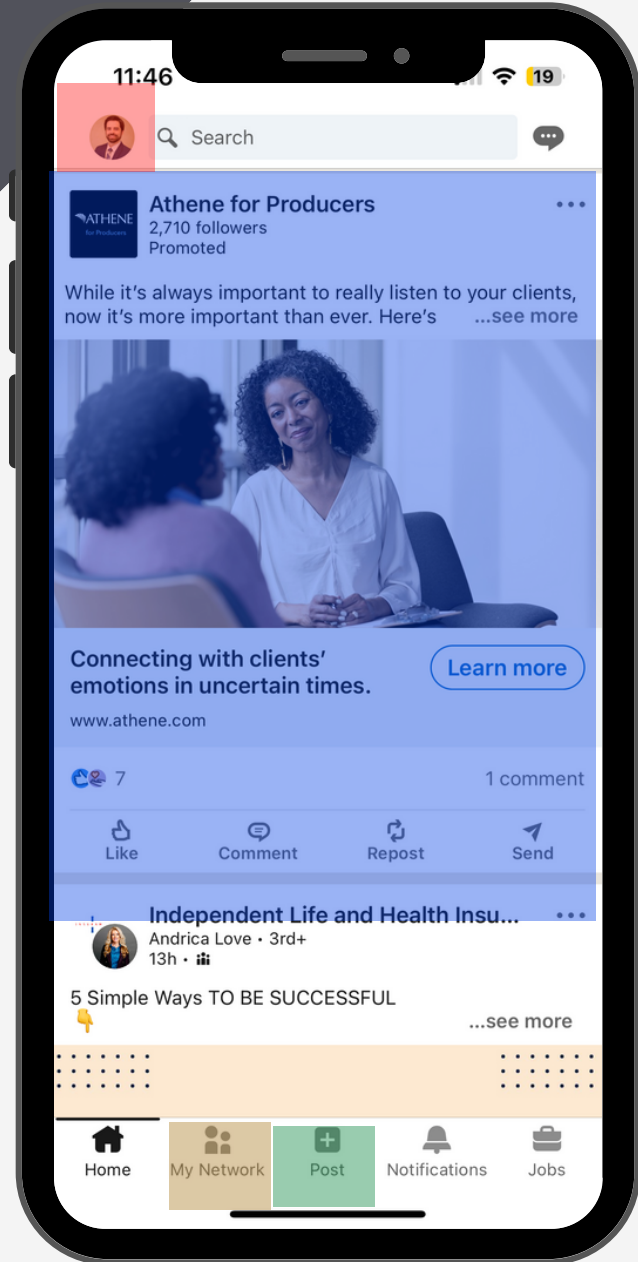
The default view displaying content from individuals, brands, and interest-based pages you follow.

### YOUR PROFILE:

A navigational button (displaying your first name or person icon) that brings you to your personal profile when clicked.

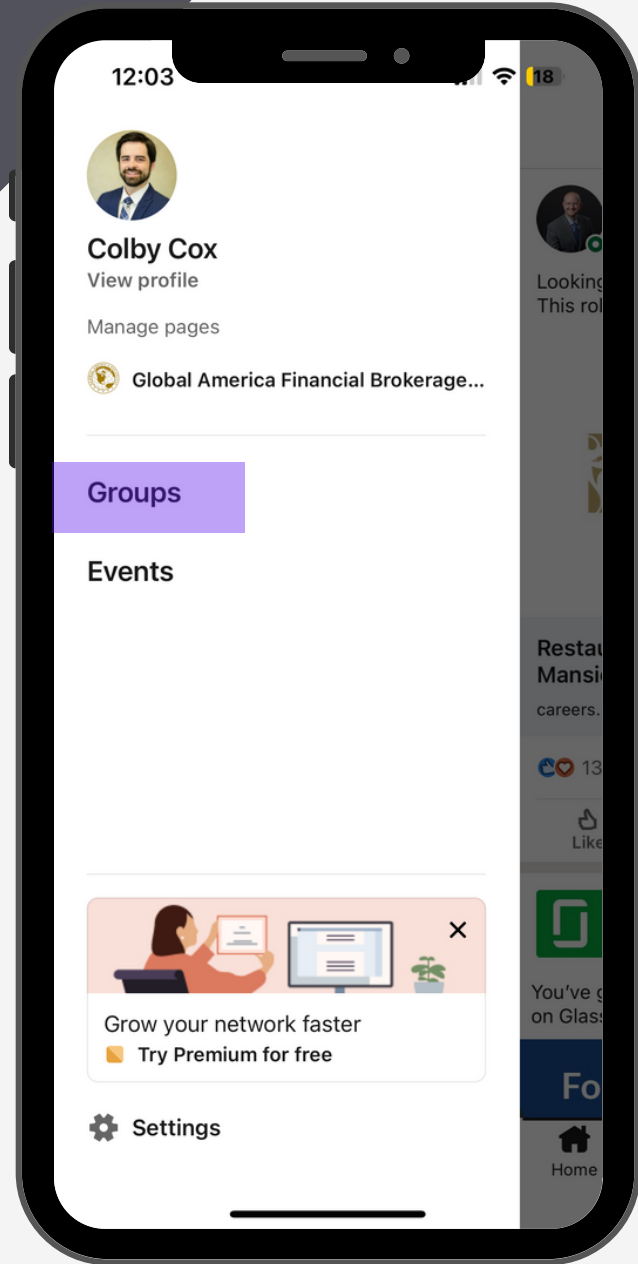
### GROW YOUR NETWORK:

A navigational button (displaying the words "Grow your network") that helps you find relevant LinkedIn users to connect with.



# LINKEDIN BASICS

## NAVIGATING THE LINKEDIN HOMEPAGE (CONT.)



### SEARCH BAR:

A functionality allowing you to search for people, businesses, etc. with accounts on LinkedIn.

### GROUPS:

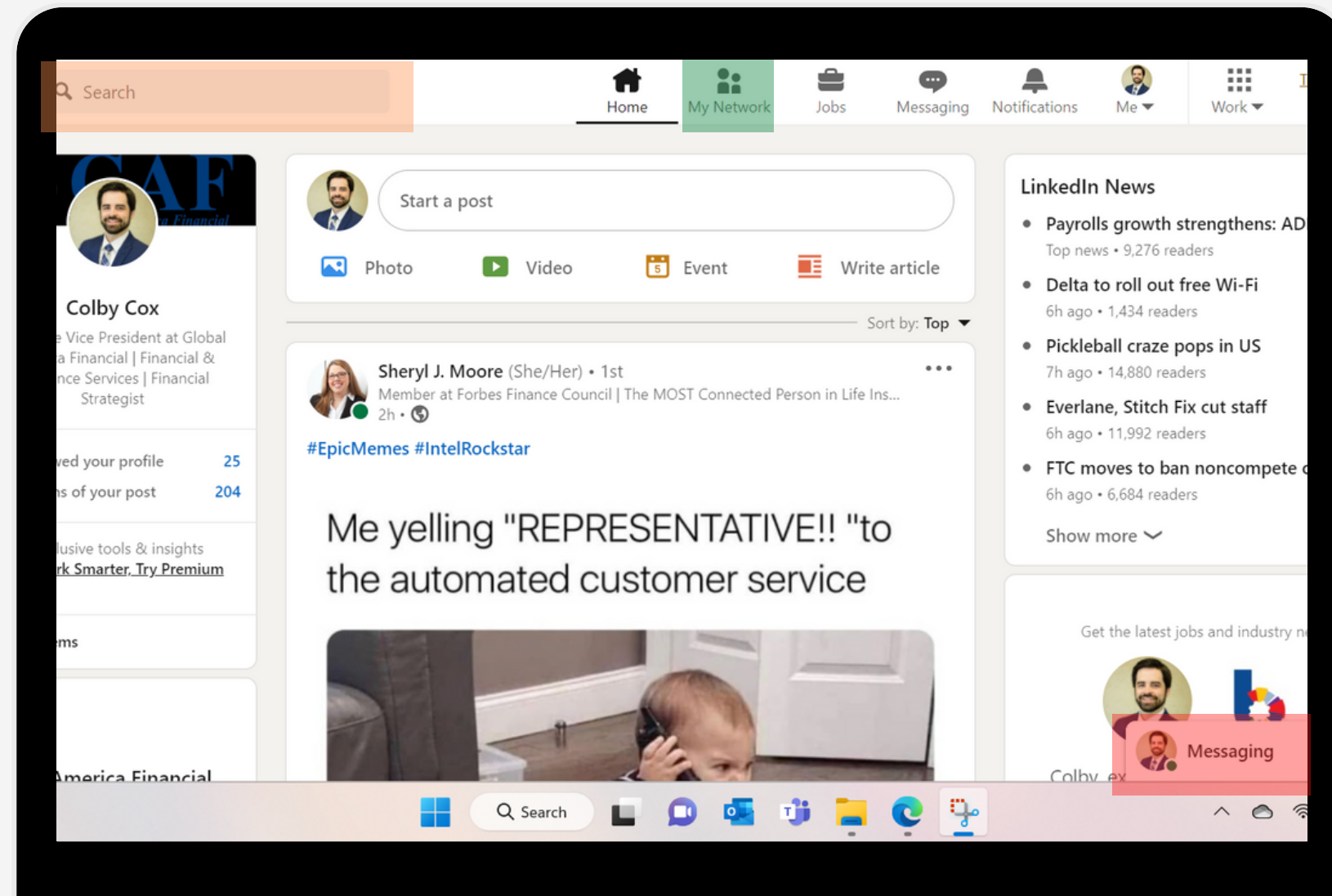
LinkedIn Groups are private forums allowing users with similar interests, careers, etc. to come together.

### MESSAGES:

Click here to access all your private messages.

### MY NETWORK:

Click here to view all your connections on LinkedIn.



# LINKEDIN BASICS

## NAVIGATING A LINKEDIN PROFILE

### PROFILE PICTURE:

A photo chosen by the user to represent themselves across LinkedIn. A headshot is best used here.

### NAME & HANDLE:

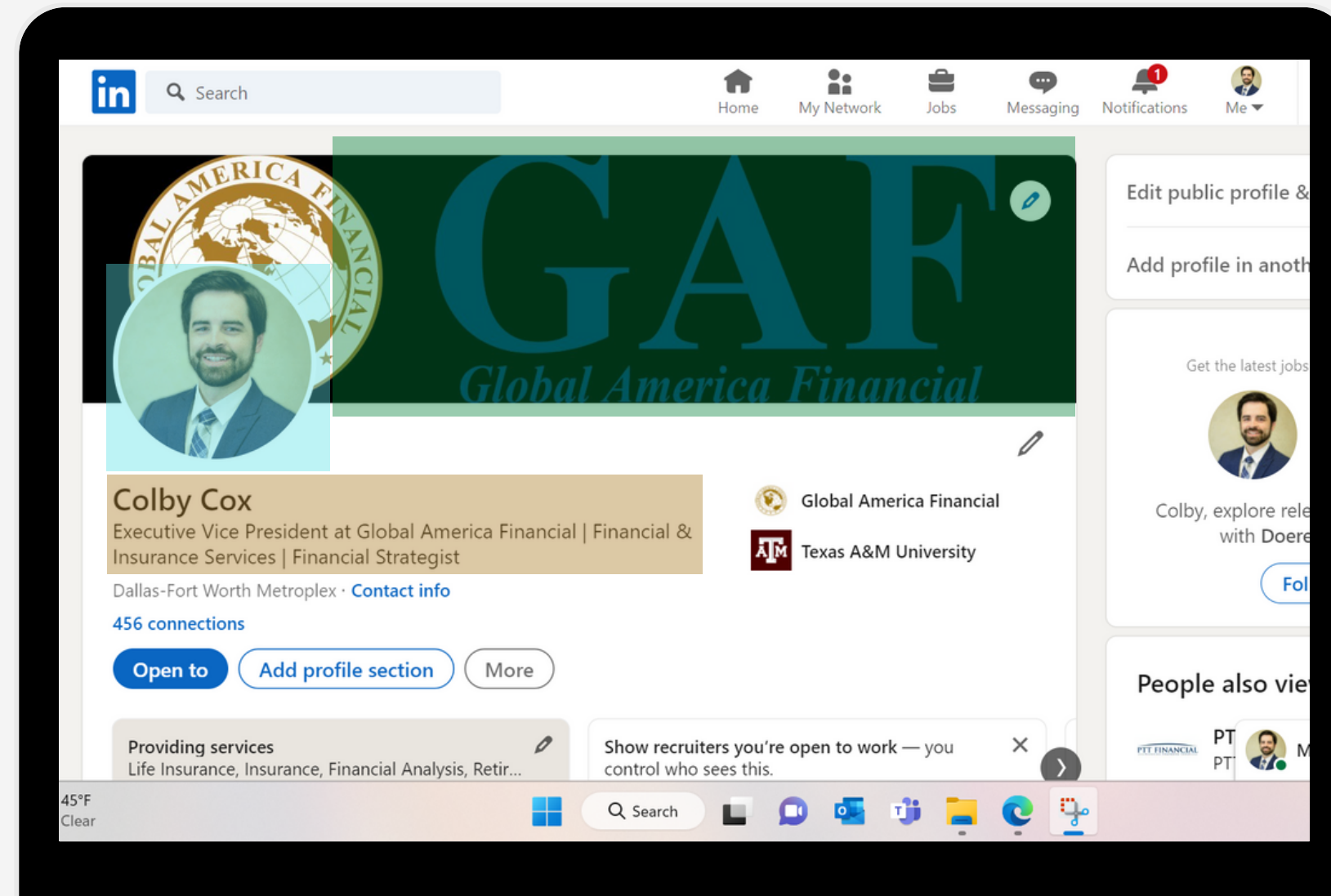
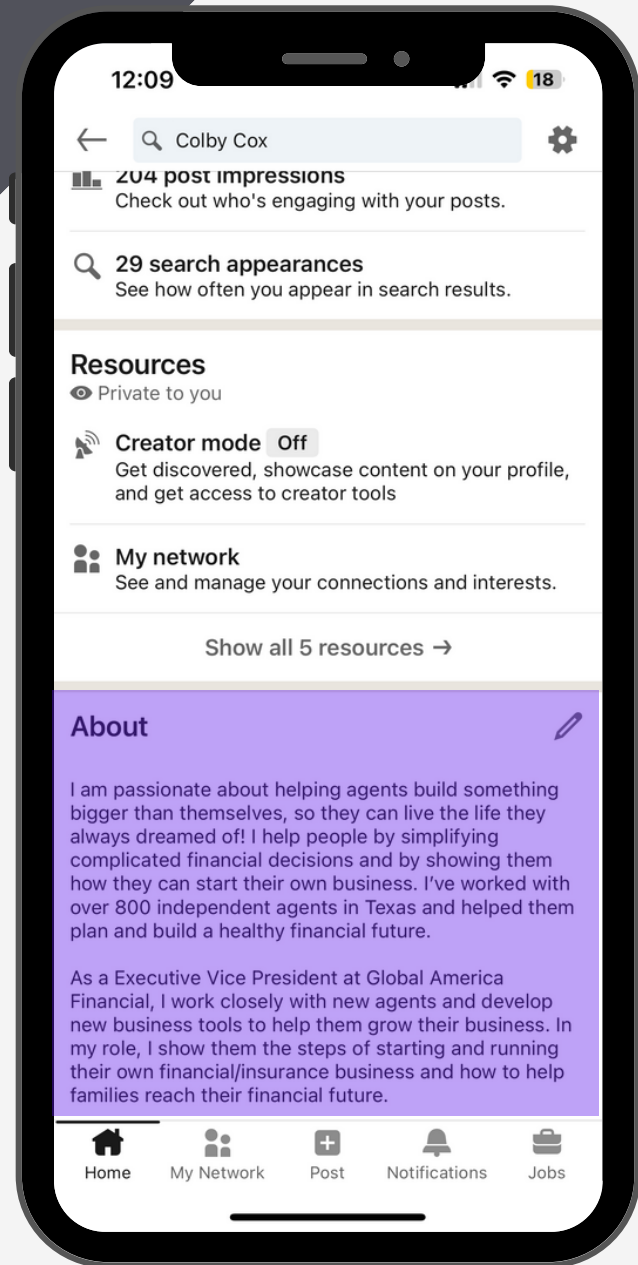
Your name is most often your first and last name while your headline could be your current title, your mission, or something else.

### COVER PHOTO:

A photo chosen by the user that exists at the top of the profile. This photo allows the user to further express themselves. A photo of your local city would be a great photo here.

### ABOUT:

A great place to express why you do what you do, your business passions, etc. is the “About” section. Make sure to take advantage of this.

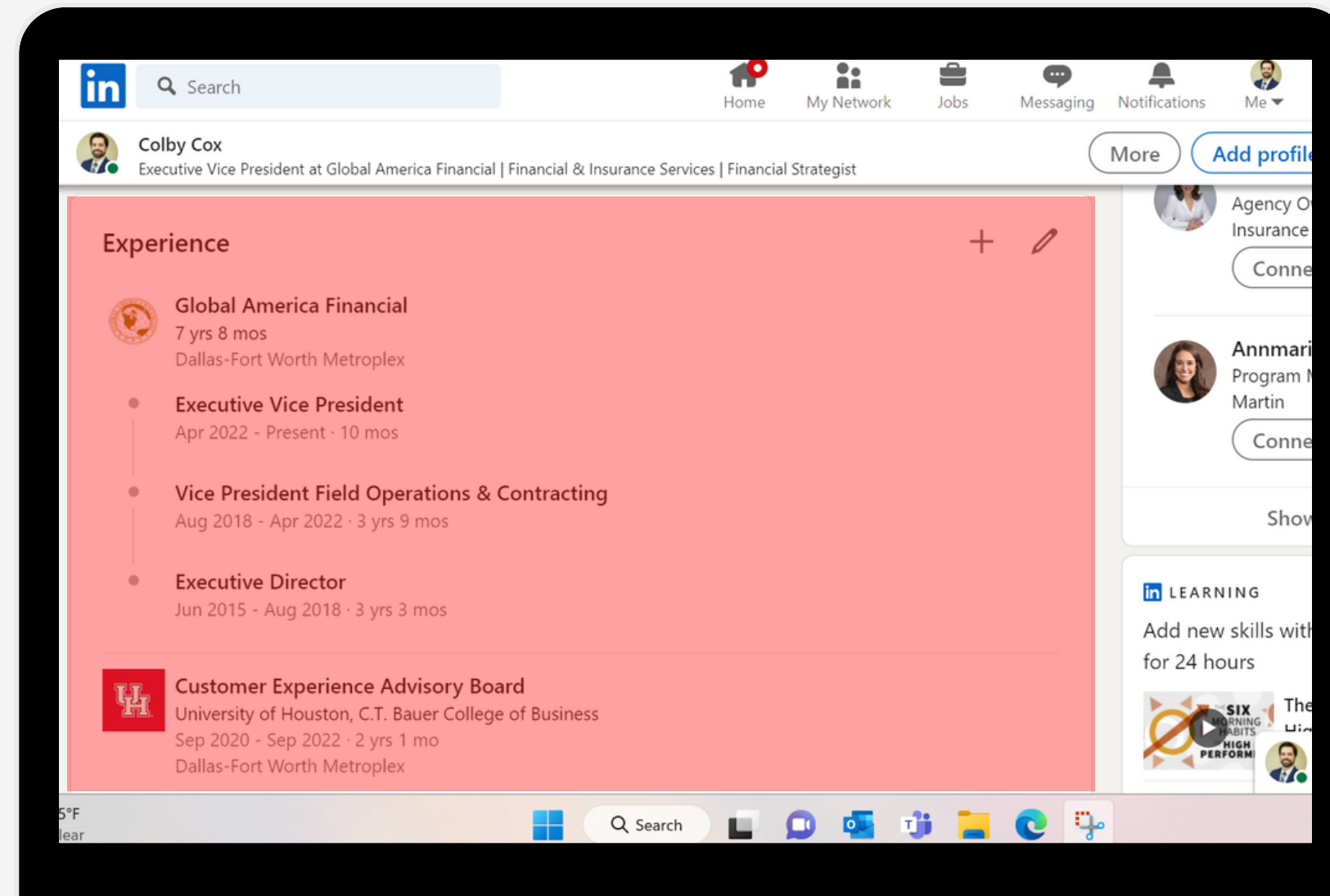
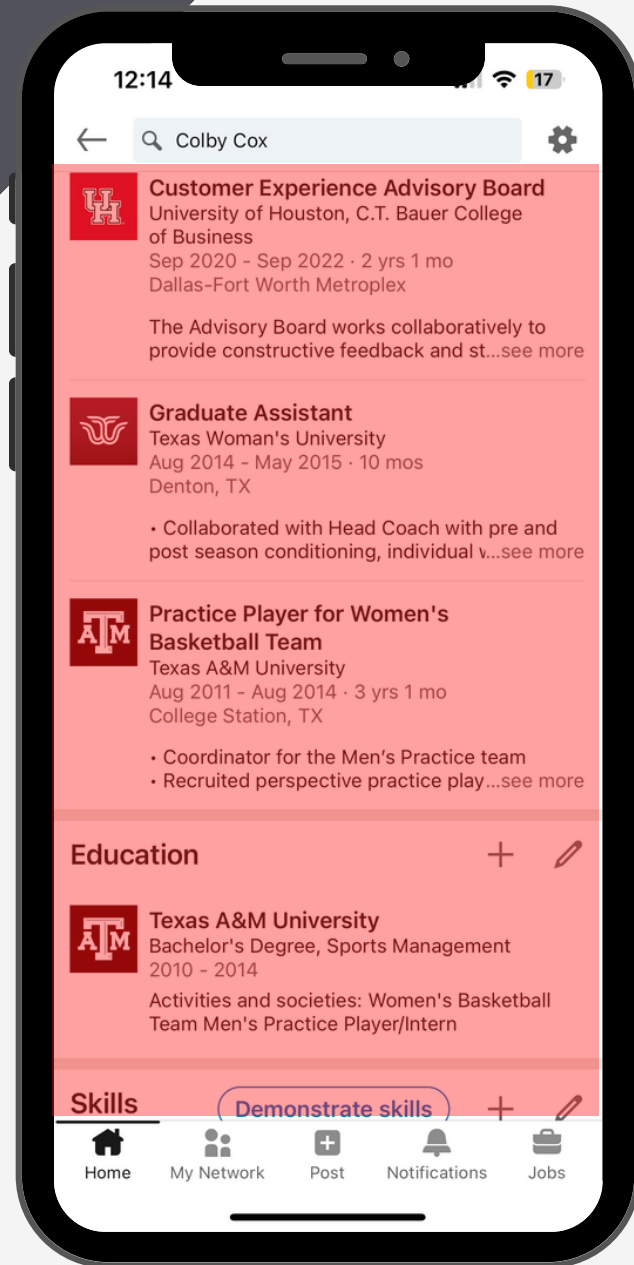


# LINKEDIN BASICS

## NAVIGATING A LINKEDIN PROFILE

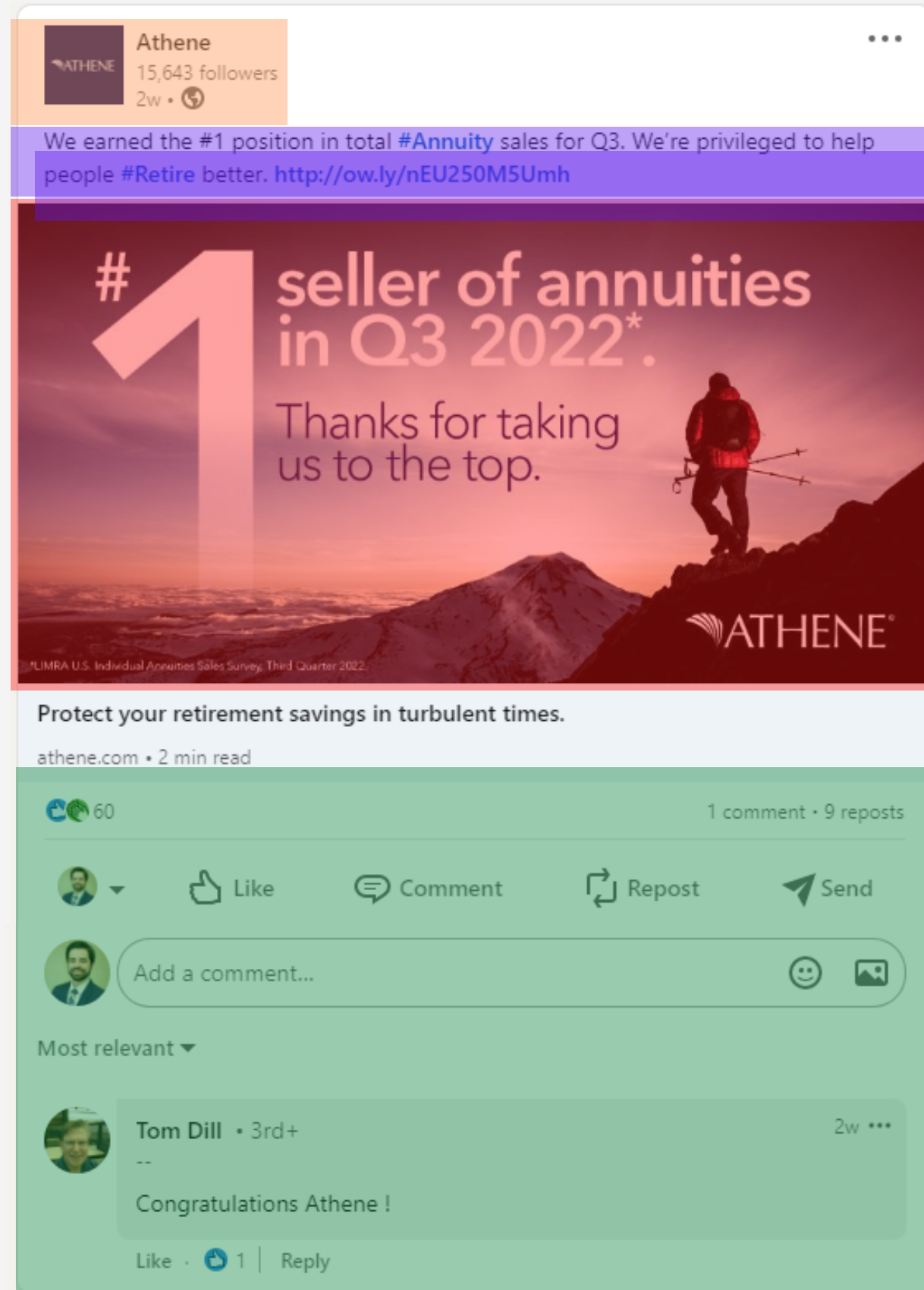
### EXPERIENCE & EDUCATION:

Here you can list your current and previous job experience along with descriptions of your job responsibilities. Adding education and previous job experience can guarantee more connections. We recommend that you do this as the more thorough your account is, the more likely a user is to trust it.



# LINKEDIN BASICS

## NAVIGATING A PIECE OF LINKEDIN CONTENT



### A PROFILE AUTHOR:

The profile picture and profile name appear at the top of each post. If a user shared the post, the same information will be included, followed by the author of the original post.

### POST COPY:

Text accompanying the visual. While posts can be created with only text, it's not advised.

### POST ASSET:

Users can post a single photo, multiple photos, video, multiple videos, links to webpages, and more. If a link is shared, a visual will automatically be generated along with a headline.

### REACTIONS, COMMENTS & SHARES:

When viewing pieces of content, users can react to them using the “Like” button, comment on the post, or share it to their own timeline. Users can also react to or comment on other users' comments — creating a dialogue





# CHAPTER 2

CREATING A LINKEDIN  
BUSINESS PAGE





# ***LINKEDIN FOR BUSINESS***

## WHAT IS A LINKEDIN COMPANY PAGE?

In addition to the typical individual account, LinkedIn users can choose to create a “LinkedIn Company Page.” These pages have multiple functionalities that individual pages do not, including the following:

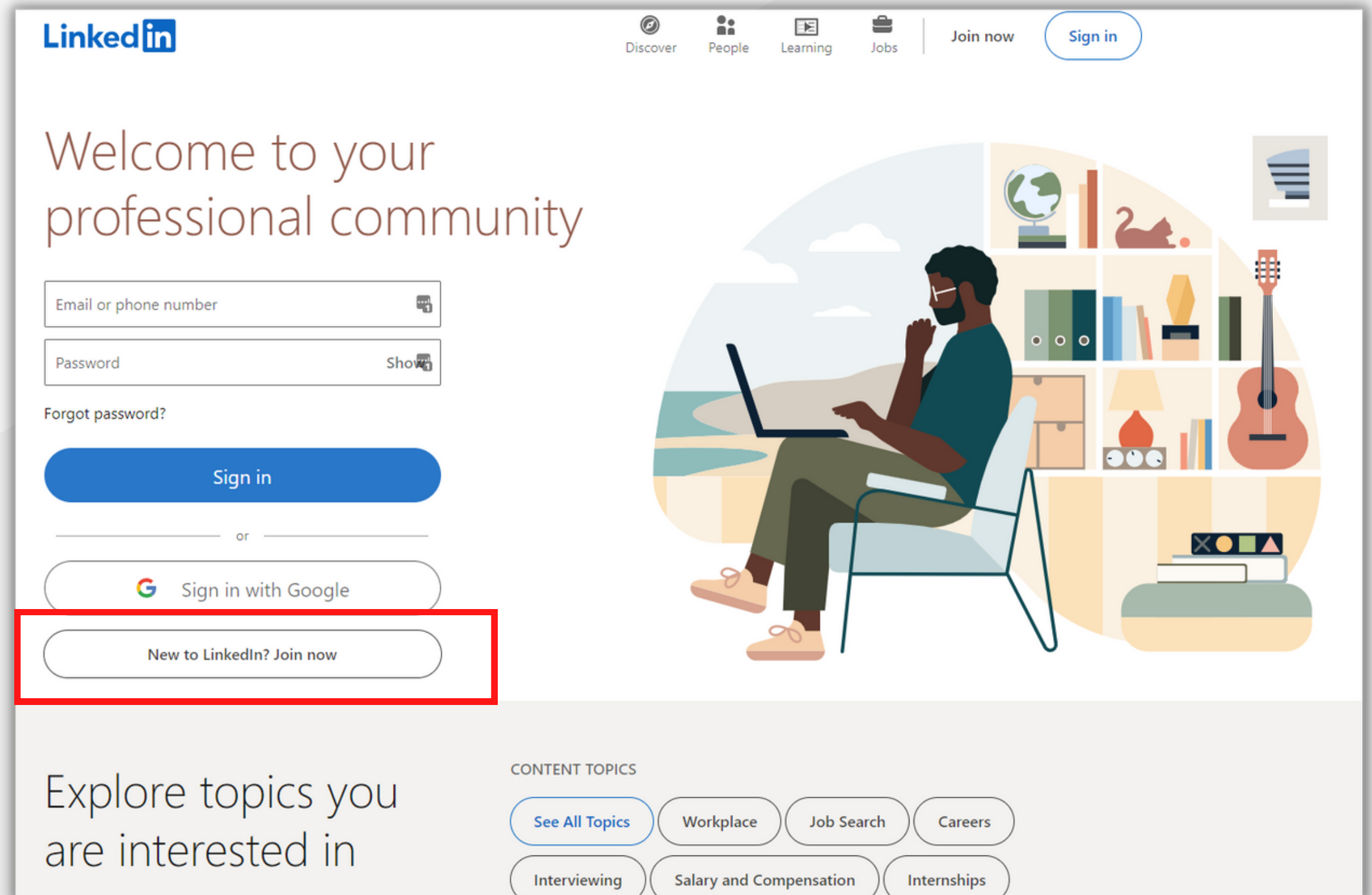
- The ability to advertise
- The ability to gain “followers” as opposed to “connections”
- The ability to list out business details like contact information, website URLs, and more
- The ability to list out services, offers, events, and more
- The ability to analyze account data and activity

# CREATING A BUSINESS PAGE

The following slides provide step-by-step instructions for how to create a LinkedIn Individual page. Begin by going to <https://www.linkedin.com>:

## STEPS ON THIS PAGE

1. Go to [www.linkedin.com](https://www.linkedin.com)
2. Click the "New to LinkedIn? Join Now" button.



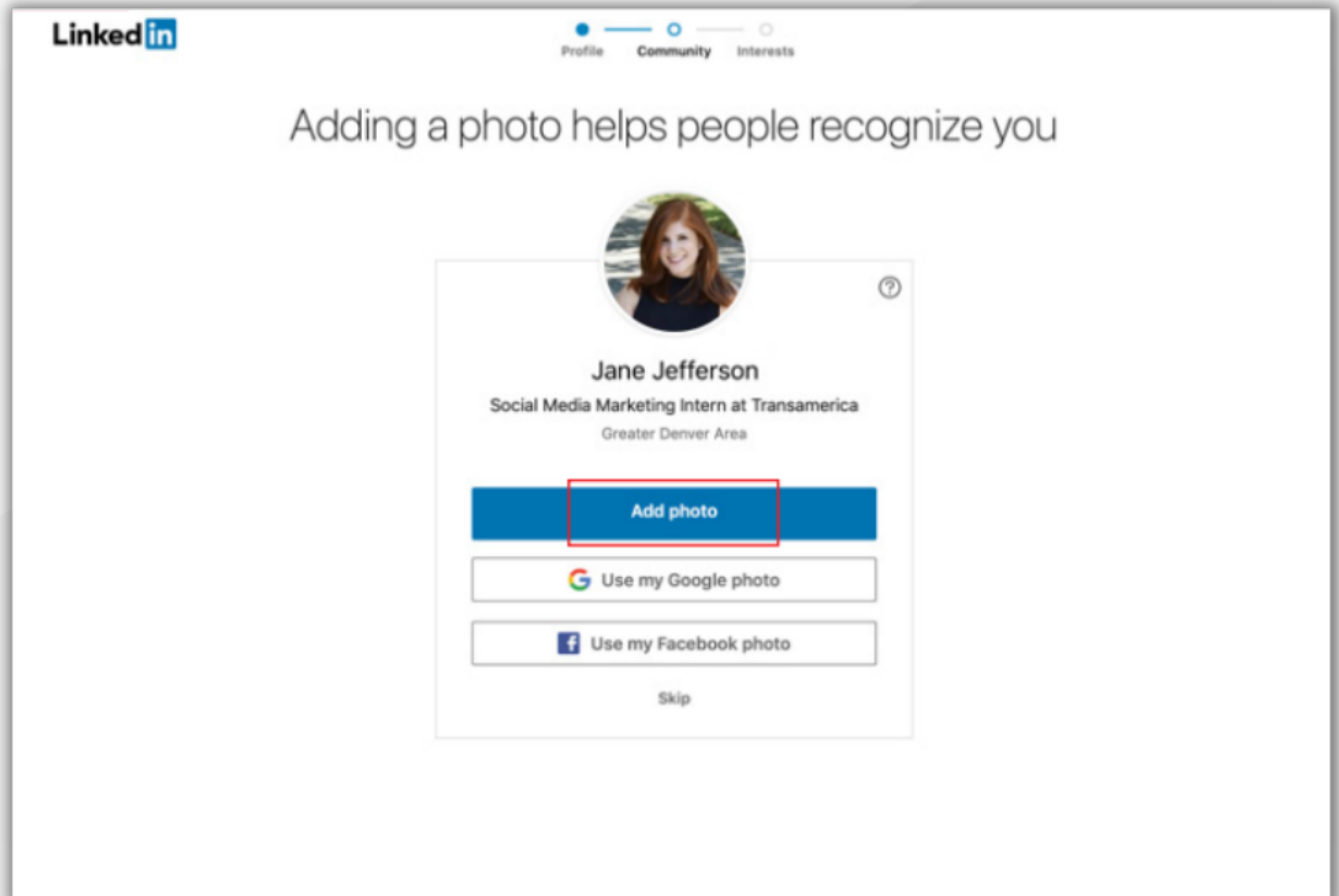
The screenshot shows the LinkedIn homepage. At the top, there is a navigation bar with the LinkedIn logo and links for Discover, People, Learning, Jobs, Join now, and Sign in. The main heading reads "Welcome to your professional community". Below this, there are input fields for "Email or phone number" and "Password", a "Forgot password?" link, and a blue "Sign in" button. Below the "Sign in" button, there is a "Sign in with Google" button and a "New to LinkedIn? Join now" button, which is highlighted with a red border. At the bottom, there is a section titled "Explore topics you are interested in" with a "CONTENT TOPICS" header and several buttons: "See All Topics", "Workplace", "Job Search", "Careers", "Interviewing", "Salary and Compensation", and "Internships".



Next, upload your profile photo.  
Remember, your profile photo is what will visually represent you any time you post or comment:

## STEPS ON THIS PAGE

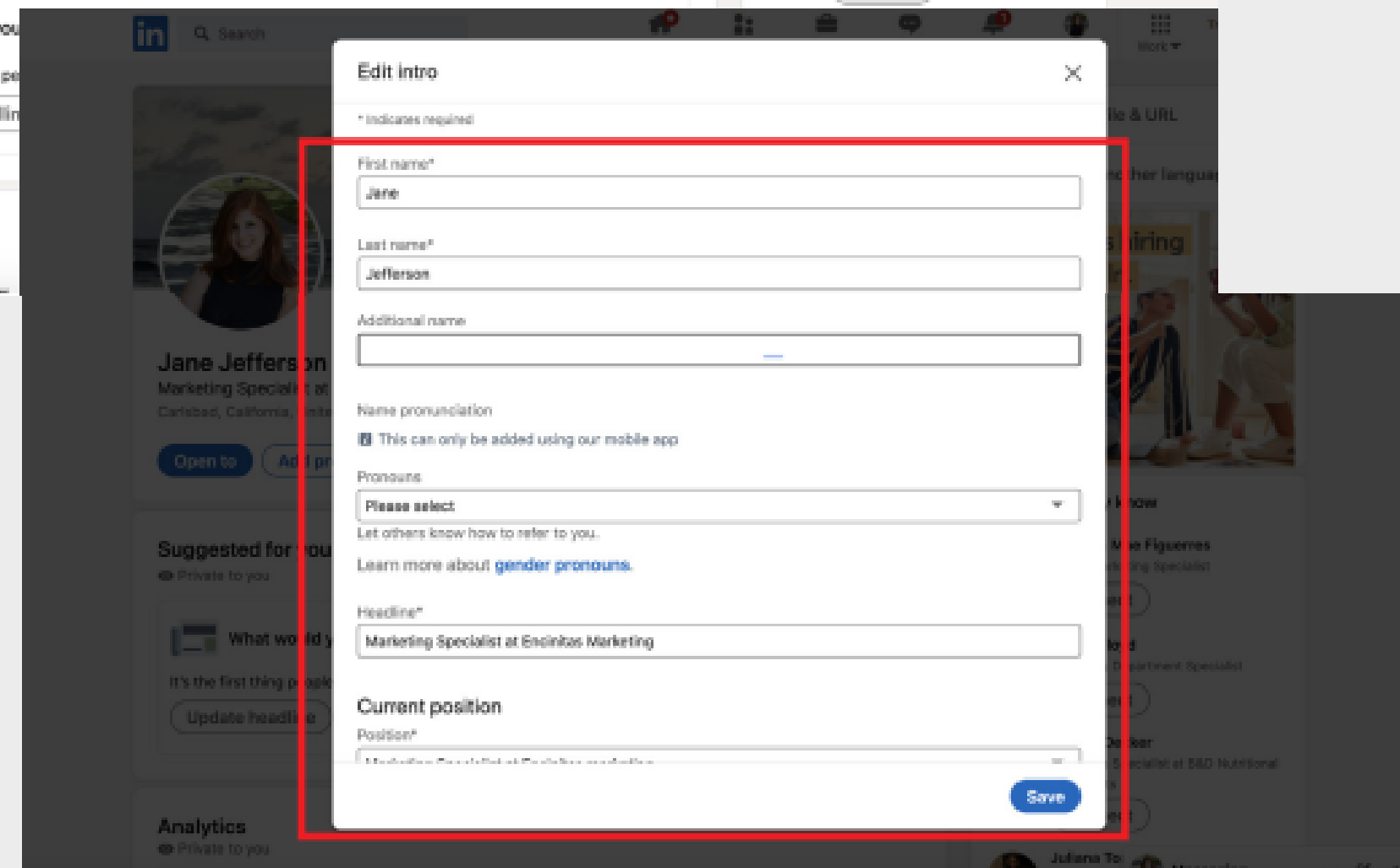
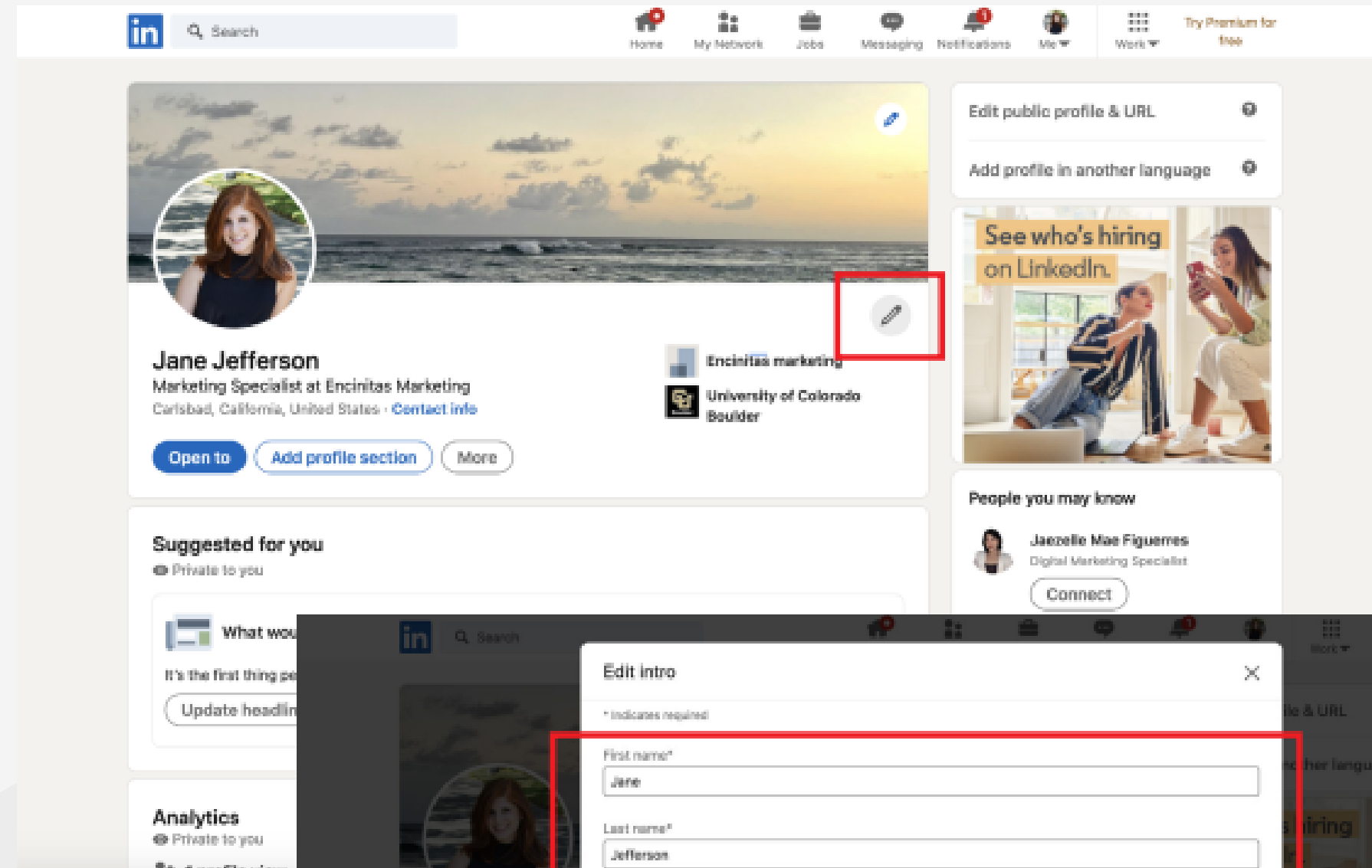
1. Add a professional headshot



Next, upload your cover photo, and complete your profile:

## STEPS ON THIS PAGE

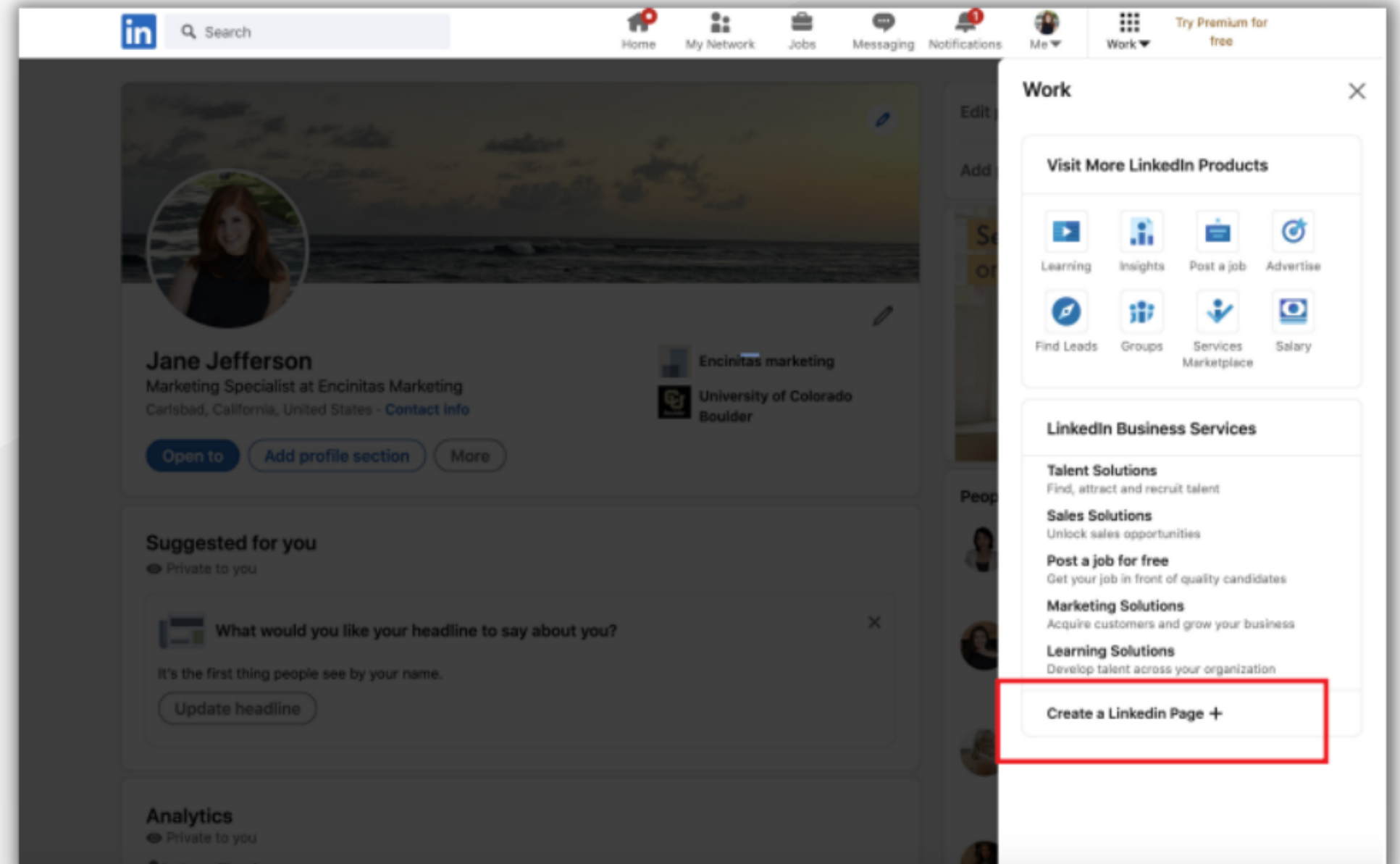
1. Update your profile, and include your education, previous employment, awards, skills and pronouns.
2. Click the “pencil icon” in order to upload a cover photo. Choose a photo that represents your city OR a photo with current agency branding.



After you've completed your individual page, make sure it's as thorough as possible. If you'd like to create a company page, you may do so now.

## STEPS ON THIS PAGE

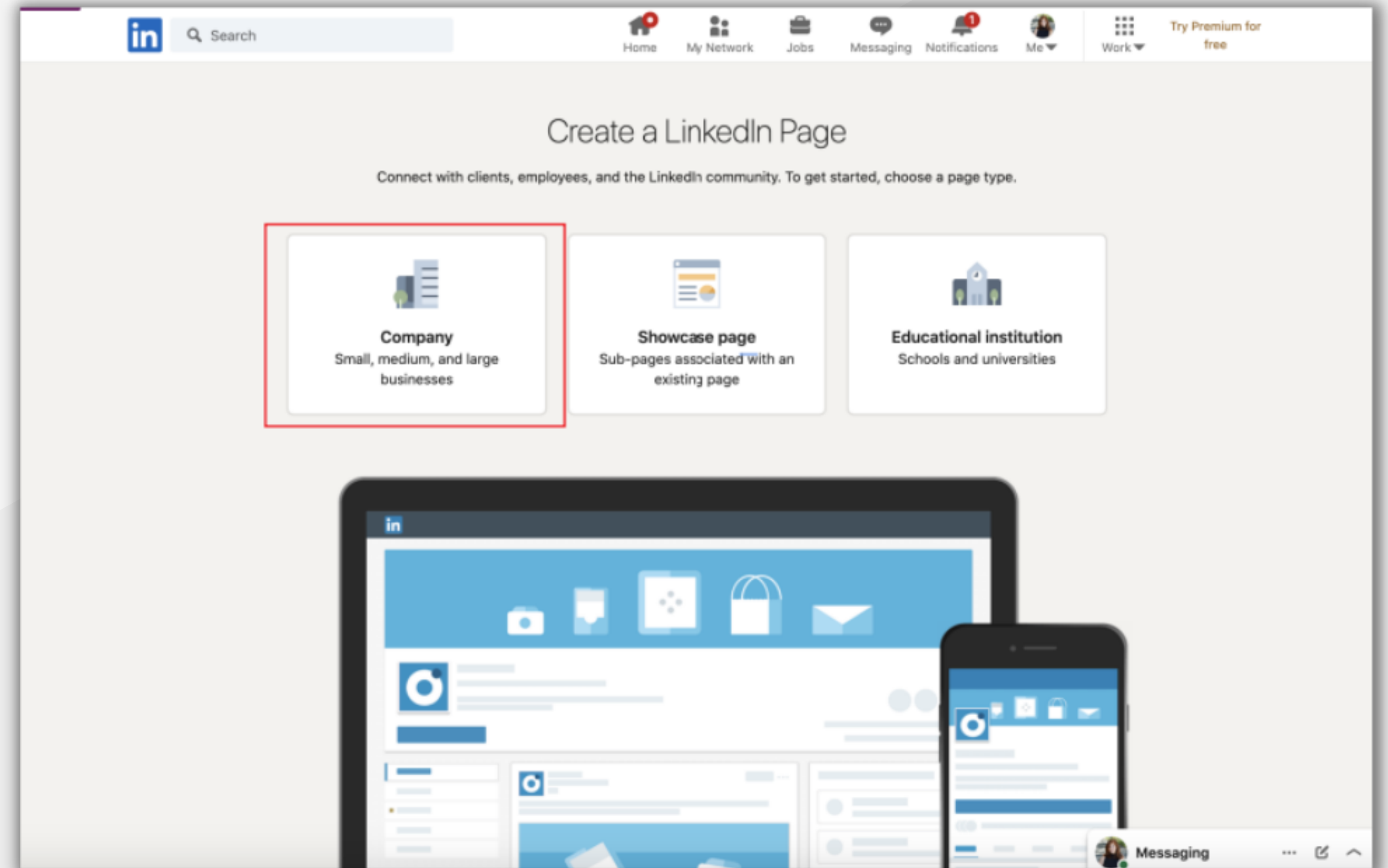
1. To create a "Company Page" first click on the "Work" icon in the top right. Then, click "Create a LinkedIn Page +."



You will then choose the type of business:

## STEPS ON THIS PAGE

1. You want to choose the type of business page you want. We would suggest the small business page.



Fill in the required fields:

## STEPS ON THIS PAGE

1. You want to then fill out the “Page identity,” “Company details,” “Profile details,” and then click “Create page.”
2. For your Industry, select either Insurance or Financial Services.

This screenshot shows the top portion of the LinkedIn page creation form. The 'Page identity' section is highlighted with a red box and contains fields for Name (Jane Jefferson), LinkedIn company URL (jane-jefferson), and Website. The 'Company details' section is also highlighted with a red box and contains fields for Industry (Marketing Services) and Company size (11-50 employees). A 'Page preview' on the right shows a profile card for Jane Jefferson, a women-run marketing agency.

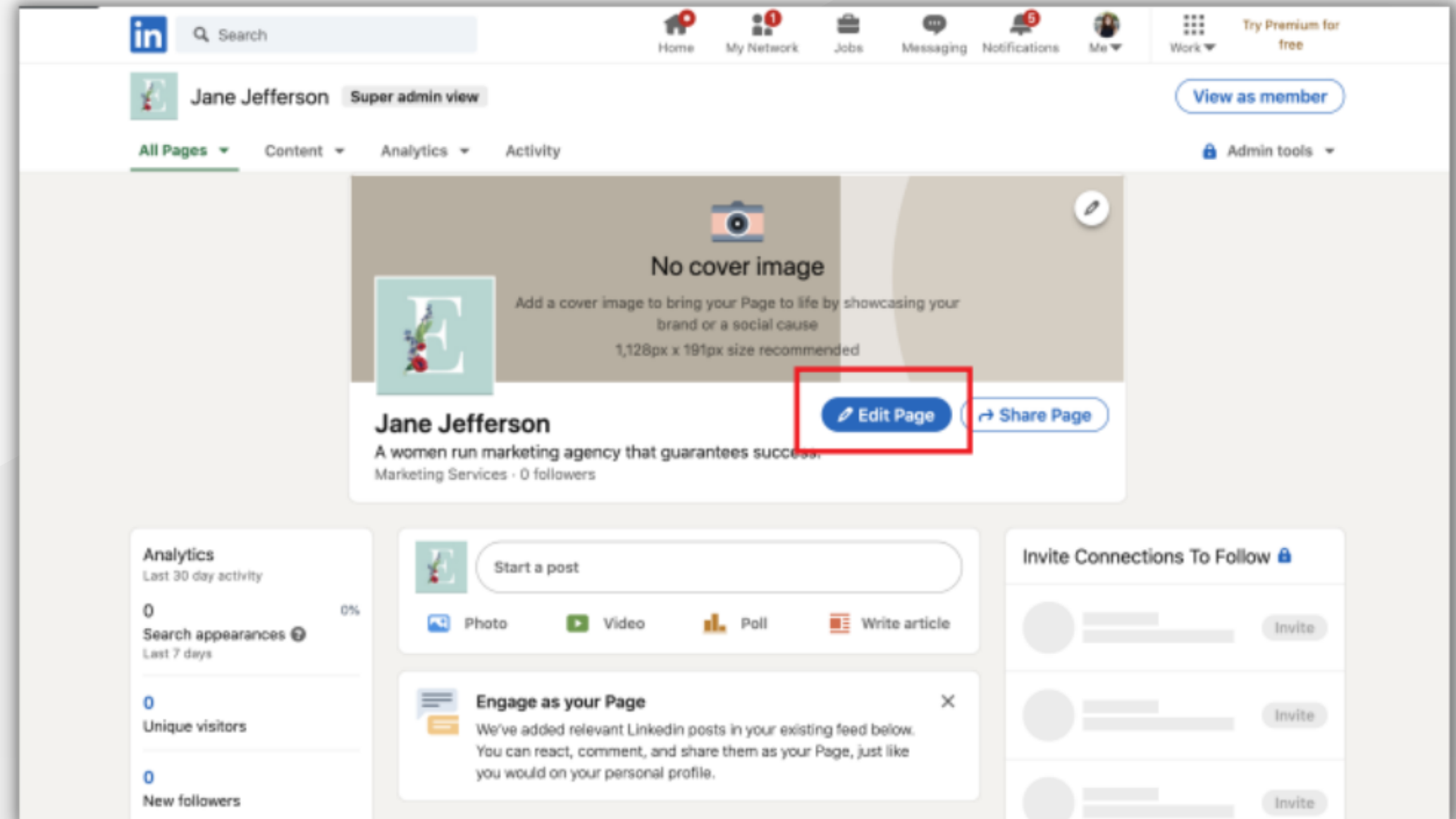
This screenshot shows the bottom portion of the LinkedIn page creation form. The 'Profile details' section is highlighted with a red box and contains fields for Logo (a placeholder image), Tagline (A women run marketing agency that guarantees success.), and a checkbox for authorization. The 'Create page' button at the bottom is also highlighted with a red box. A 'Page preview' on the right shows the same profile card for Jane Jefferson.



LinkedIn will take you the rest of the way:

## STEPS ON THIS PAGE

1. LinkedIn will walk you through the rest of the way if you click on “Edit Page.”
2. At the very least make sure to fill out your:
  - a. Tagline
  - b. Custom button
  - c. Description
  - d. Phone Number Address
  - e. Cover Image
3. After that, your page is finished. Make sure to get compliance approval before posting content.





# CHAPTER 3

POSTING AND ENGAGING





# ***POSTING & ENGAGING***

## POSTING AND SHARING ON LINKEDIN

Once your profile is ready to use, you're ready to post content to your feed.

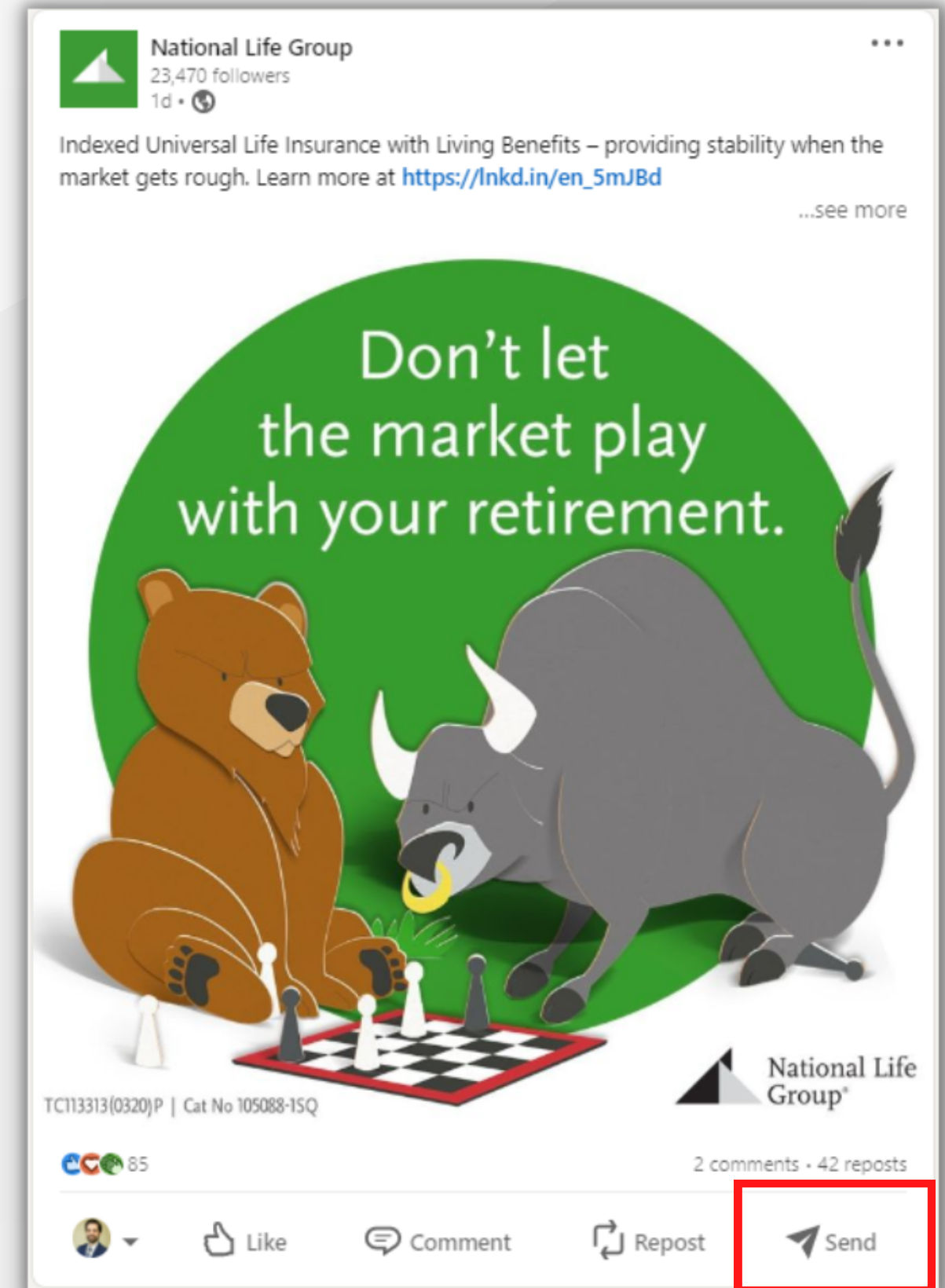
Additionally, once you start posting content, other users may comment on those posts. How to engage with these comments, and best practices around those engagements, will be covered at the end of this deck.

# SHARING OTHERS' CONTENT

Most, if not all, carriers LinkedIn pages all have great content you can share to your followers. If you find a piece you'd like to share, complete these steps:

## STEPS ON THIS PAGE

1. Identify the post you'd like to share with your followers. Remember, any post you share you are taking personal responsibility for. The content, the author, and any website linked from the content will be associated with you and your business. So, choose content carefully.
2. We suggest only sharing content from verified carrier and GAF pages.
3. Click "Share" and then "Post" at the bottom of the widget.

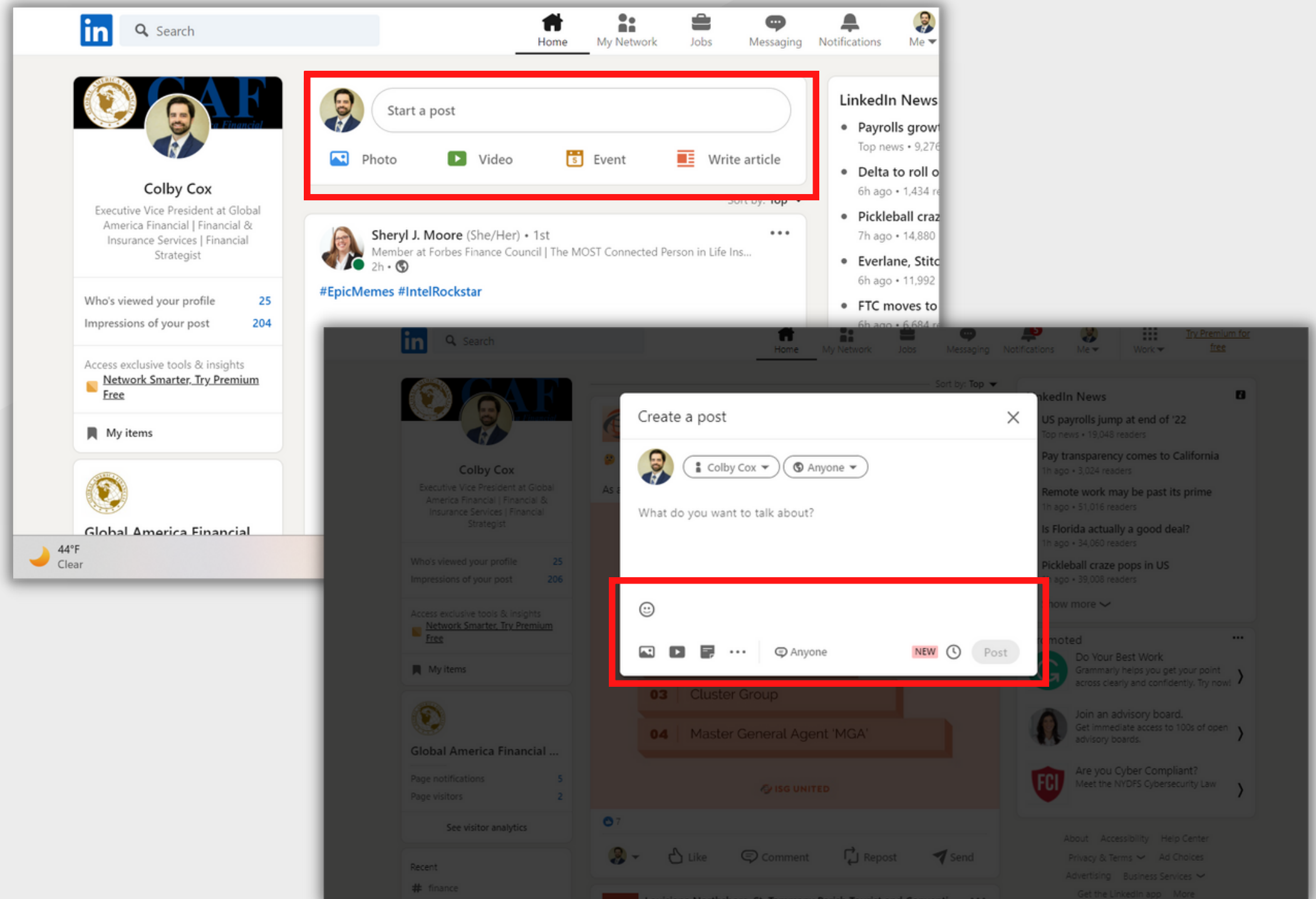


# ***PUBLISHING ORIGINAL CONTENT***

When you publish original content, navigate to your business page and find the “Start a post” widget near the top.

## **STEPS ON THIS PAGE**

1. Click on the text box in the “Start a post” widget.
2. Write your post copy in the “What do you want to talk about?” box and click the camera icon to add a photo or video icon to add a video.
3. Then press “Post.”





# ***ENGAGING & MESSAGING***

Engaging with and messaging other users on LinkedIn

Once you have a live profile, and begin actively posting, users may comment on your posts. Better yet, users may begin to message your account with questions. Either way, it's best to keep a few things in mind when responding to anyone on LinkedIn.





## ***HOW TO DEAL WITH COMMENTS***

Comments can fall into three different buckets, and each bucket should be dealt with in different ways:

1. Question: If a user comments with a question, it's best to respond with an answer. If the answer requires personal information to be exchanged, ask that person to send you a private message. Or if that person is an existing client, pick up the phone and call them.
2. Comment – Positive: If a user comments with something positive, it's best to reply to them. This is a perfect way to begin to build that relationship. If you can't think of a response, "like" their comment.
3. Comment – Negative: If a user says something negative, it's even more important to respond. Express that you're sorry they feel that way and ask them to send you a private message in hopes of resolving the issue. If the comment is an official complaint regarding a carrier, encourage them to reach out to that carrier directly.

## ***HOW TO DEAL WITH MESSAGES***

Messages allow you to discuss slightly more personal matters, as they are private discussions. That said, it's always best to move conversations to more secure channels like email or phone. When conversing in LinkedIn Messenger, keep the following things in mind:

- Be appropriate and respectful
- Use proper grammar
- Never promise anything
- Don't admit fault, but be empathetic
- Limit emoji use and avoid abbreviations to remain more professional (thx, lol, etc.)

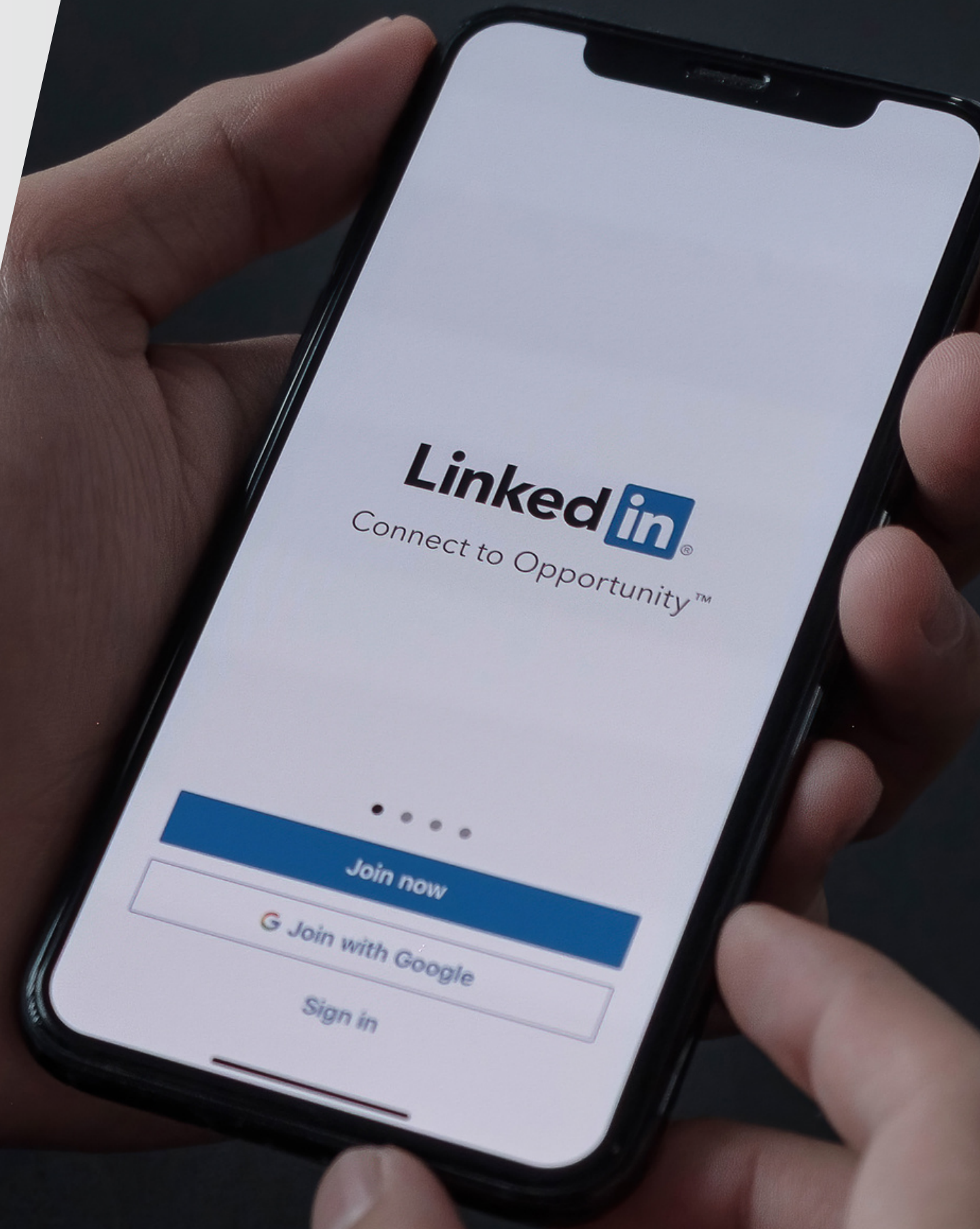


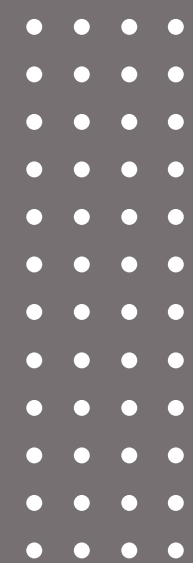


# ***QUESTIONS?***

YOU'RE NOW READY TO RUN  
A LINKEDIN BUSINESS PAGE

If you ever have any questions,  
please feel free to reach out to  
us!





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# THANK YOU

*Check out LinkedIn 201 for more!*

