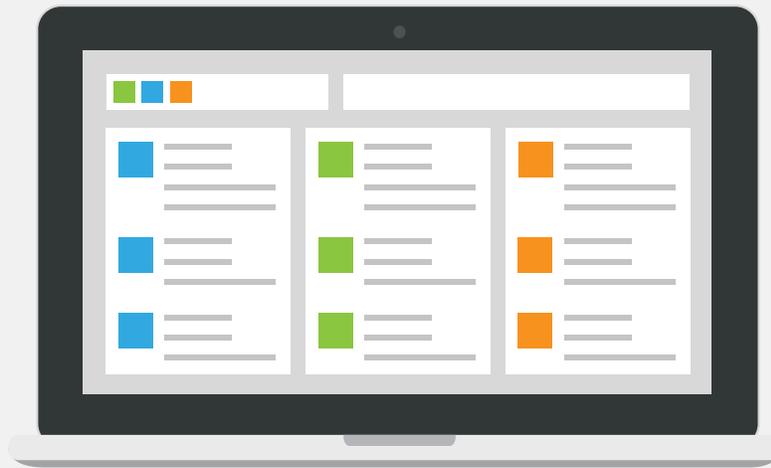


GUIDE

LinkedIn and Hootsuite

A Guide by the Social Media Coaches



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LinkedIn Best Practices for Business

1. Establish your Social Media Presence

If you build it, they will come, right? Like anything, start by laying a solid foundation for your LinkedIn Company Page and build on top of that. Think of this as your business' virtual first impression for other brands and potential customers or employees. Invest time to ensure that your profile page is visually appealing, on-brand and professional.

2. Attract Fans and Clients

Did you know that LinkedIn users are eight times more engaged with your brand, three times more likely to buy your product and two times more likely to recommend it once they've connected with you in LinkedIn? This means leveraging your existing communities and networks to point back to your LinkedIn Company Page. First, engage the support of your biggest brand advocates: your employees. Next, promote your LinkedIn Company Page and its updates in your already established social networks. Adding "follow us" buttons to your sites makes following your business that much easier.

"This powerful integration allows marketing managers, HR professionals, community managers and business owners to better target their message to their exact audience and in turn help improve the performance of their company page."

Lana Khavinson, Senior Product Marketing Manager, LinkedIn



Improve your LinkedIn Company Page Performance with Hootsuite

Join LinkedIn's Sr. Product Marketing Manager, Lana Khavinson and Hootsuite's VP of Business Development, Greg Gunn, in a brief overview of LinkedIn Company Pages' integration within the Hootsuite dashboard.

3. Connect with Your Followers

Now that you have followers, how do you effectively connect with them? Like anything social, start a conversation. Post status updates that either link to rich content, invite a conversation or include creative images, but stay on-brand and relevant with every post. Did you know that LinkedIn has targeting capabilities? Zoom in on your preferred audience and perfect your messaging for them. Your LinkedIn Company Page is your brand's chance to share company and industry news and thought leadership articles. Likewise, asking your followers to weigh in on industry hot topics is a good way to keep the conversation fresh and interesting.

4. Amplify your Message

Shares, likes, and endorsements are your best friends in this network. Imagine for a moment, that I'm a customer and my trusted friend just endorsed your brand or content on LinkedIn. Not only will this action show up on my feed and point back to your LinkedIn Company Page, but my perception of your brand is now more favorable than before. Each endorsement and recommendation of products, services and content amplifies your brand across LinkedIn. Hootsuite is also a great tool to help amplify your brand's updates, content and even LinkedIn Company Page itself with cross promotion to other social networks.



Snapshot

Total Followers ?	New Followers ?	Impressions ?
4,444	345 ↑ 7.7%	156,549 ↑ 96.6%

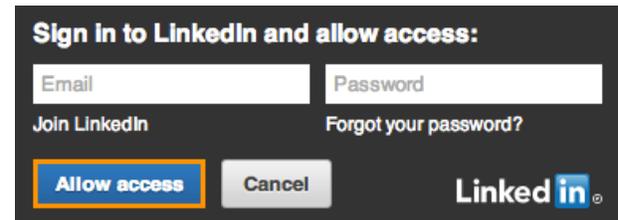
Company Update Engagement

Date ▾ Update ⇅

[Sign up](#) for a free Hootsuite Pro Trial to try LinkedIn analytics and other Hootsuite Pro features.

Setting up LinkedIn in Your Hootsuite Dashboard

1. To add a [LinkedIn Profile, Group or Company Page](#) to your Hootsuite dashboard first click "Add a Social Network" and select LinkedIn
2. Click "Connect With LinkedIn" and fill in your email and password, then hit "Allow Access"



3. Select the correct Profile, Group or Company Page (content with check marks will be imported), then click "Finished Importing"
4. Next, within Hootsuite click the "Add Stream" button. Select whether you want to interact with your Profile, Group, or Company Page, and then choose from among the available streams (scheduled updates, most popular discussions, and so on)

LinkedIn Company Pages

LinkedIn Company Pages help businesses drive leads at a larger scale, showcase their story, and engage with their followers. With Hootsuite, LinkedIn Company Page management is made more efficient and effective for teams and departments using social media.

You can easily write and schedule posts to Pages and Groups from the Hootsuite dashboard from anywhere on the web with the Hootlet extension. This allows you to continuously post and schedule fresh content and updates to your Company Page alongside other social messaging.

And of course, you can add customized streams to your dashboard to monitor all the activity happening on your Company Page including recent updates and comments on posts, making managing your page even easier.

Measure Your LinkedIn Success

What are your short and long term goals for your LinkedIn Profile or Company Page and how are you going to get there? Measuring your success depends on the ability to track the performance of your content and other updates.

By shortening any links you share to your Profile or Company Page with Hootsuite's Ow.ly shortener, you can quickly see how many people are clicking on a specific piece of content. Then, use Hootsuite's custom URL parameters when sharing links to LinkedIn in order to understand how each click-through behaved on your website or blog.

Helpful Resources

- [5 Best Practices for LinkedIn Company Pages](#)
- [Now with More Features for Managing LinkedIn Company Pages from Hootsuite](#)
- [10 Questions to Ask When Building a LinkedIn Company Page](#)
- [Top 10 Tips from Best LinkedIn Company Pages of 2012](#)

Hootsuite's LinkedIn analytics modules provide a snapshot of Company Page performance (showing total followers, new followers, and engagement stats). More in-depth custom reports can be created right in your dashboard to measure your success based on engagement metrics including likes and comments, increases or decreases in followers, and impressions. All of this information will provide valuable insight on your followers, and what works or doesn't work, so you can then adjust your LinkedIn efforts for the best results. You can also view the last three people who commented on your content with links to their profiles so you can connect if the opportunity is right.

To learn more about your Hootsuite dashboard, join our free Social Media Coach webinars:

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