

LinkedIn 101



Welcome to 'LinkedIn 101', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project.

This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

What is LinkedIn?

[LinkedIn](#) describes itself as the “world’s largest professional network”. As of February 2015, over **347 million** people use LinkedIn worldwide. With LinkedIn, users can upload their resumes, search for employment opportunities, provide information about their professional, educational and volunteer accomplishments, and link with their colleagues. LinkedIn allows for one-to-one contact but it also includes discussions and groups on many different topics of interest. This social media platform is free to use; however, a premium, paid version with enhanced features is also available.

For **individuals**, LinkedIn is a valuable tool for networking, job searching, learning, and connecting with others. People can use LinkedIn to showcase their achievements, find prospective employers, collaborate with others, learn about new initiatives, create partnerships, and follow causes and organizations of interest.

In this module, we will focus on how LinkedIn can benefit **organizations**. Businesses, educational institutions, and nonprofit organizations set up an organizational presence on LinkedIn by creating a **Company Page**. A LinkedIn Company Page allows you to:

- Showcase your organization and its mission
- Share organizational news and updates
- Promote your organization's products and services
- Showcase events
- Enhance your organization's profile
- Engage potential donors
- Recruit staff, volunteers and board members
- Engage LinkedIn members
- Build community



How Do I Use LinkedIn Company Pages?

Our [LinkedIn 101](#) module focuses on how nonprofit organizations can set up and use a LinkedIn [Company Page](#).

For those wishing to learn more about using LinkedIn as an [individual](#), there are many useful and free online resources to help you, including GCF LearnFree's [LinkedIn Basics](#) and Mashable's [The Beginner's Guide to LinkedIn](#).

Set-up features for Company Pages may change in the future. Please consult [LinkedIn](#) for the latest information.

Step 1 – Creating Your LinkedIn Company Page: Meeting Three Requirements

To set up a Company Page on LinkedIn, there are three basic requirements:

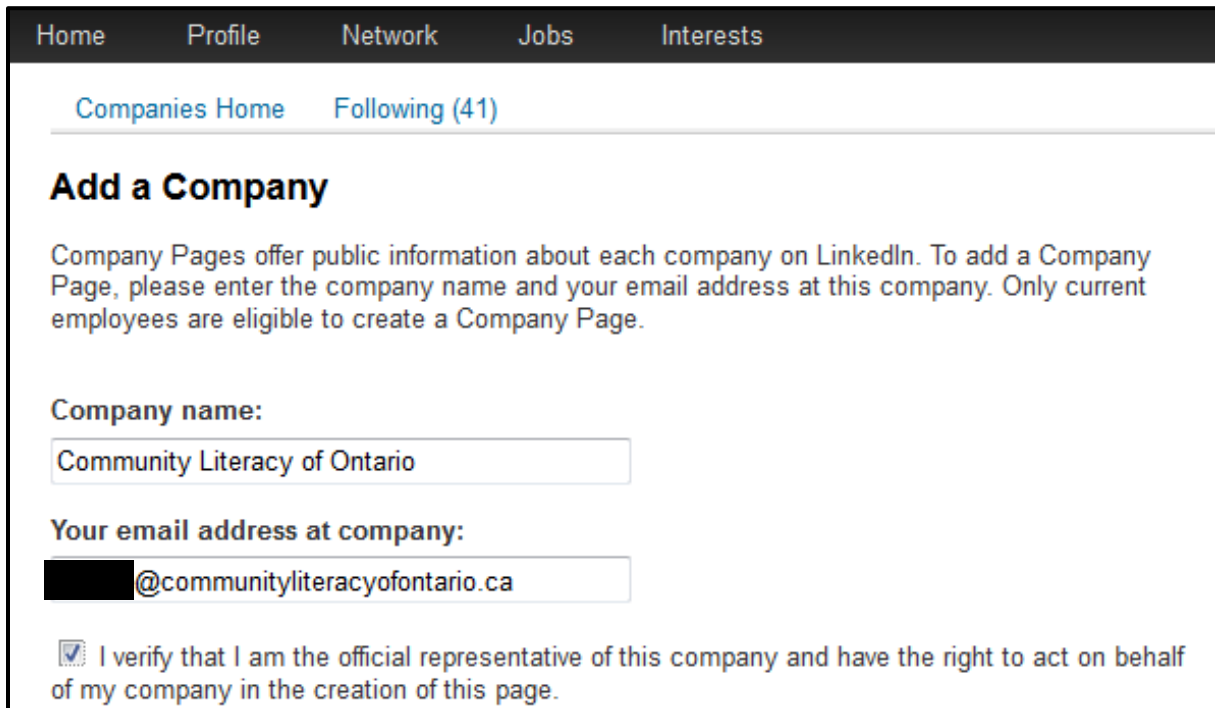
1. You must have a [current personal profile on LinkedIn](#).
2. You must be a [current employee](#) of the company (or nonprofit organization).
3. [Company Pages can only be created with an email address that includes the name or domain of the organization or company](#). For example, Community Literacy of Ontario had to use an email with “@communityliteracyofontario” in the address. LinkedIn will NOT accept @gmail, @yahoo or @hotmail email addresses for the setup of Company Pages, as they are not considered to be valid company domains.

Step 2 – Creating Your LinkedIn Company Page: Adding Your Company

- Start by visiting [LinkedIn Company Pages](#) and click on “Get Started”.



- The “Add a Company” screen will appear.



Home Profile Network Jobs Interests

Companies Home Following (41)

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.

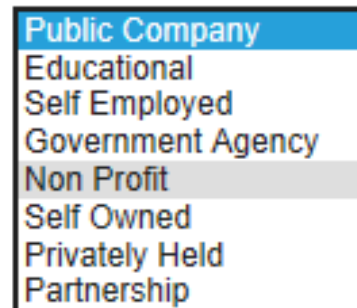
- Add your Company name and your company email address in the text boxes provided.
- **REMEMBER!** Company Pages can only be created with an email address that includes the name or domain of the organization or company. For example, “@communityliteracyofontario”. LinkedIn will NOT accept @gmail, @yahoo or @hotmail email addresses.
- Click the box to verify that you are an official representative of your company.
- Press “Continue”.
- LinkedIn will then send you an email asking you to confirm your email address.

Step 3 – Creating Your LinkedIn Company Page: Filling Out Basic Organizational Information

- Once you have verified your email with LinkedIn, you can fill out your Company Page profile.
- Go to your new Company Page, and complete the following profile items:

- Company Name *
- Company Description *
- Default Language
- Company Type *
- Company Size *
- Company Website *
- Main Company Industry *
- Company Operating Status *
- Year Founded
- Location
- * *Indicates required field*

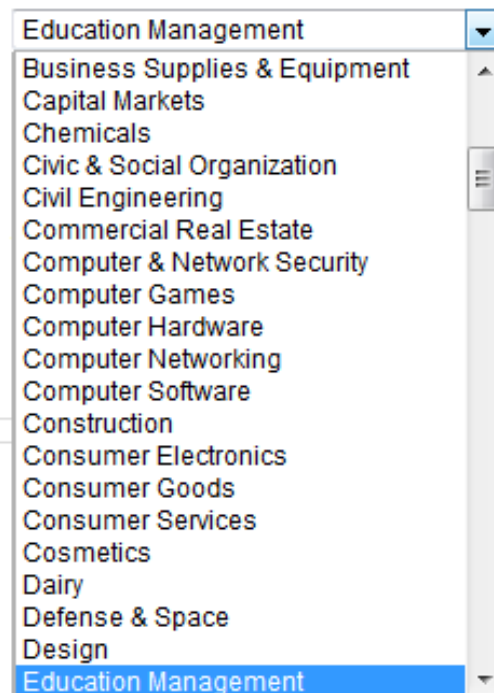
* Company Type



Public Company
Educational
Self Employed
Government Agency
Non Profit
Self Owned
Privately Held
Partnership



* Main Company Industry



Education Management
Business Supplies & Equipment
Capital Markets
Chemicals
Civic & Social Organization
Civil Engineering
Commercial Real Estate
Computer & Network Security
Computer Games
Computer Hardware
Computer Networking
Computer Software
Construction
Consumer Electronics
Consumer Goods
Consumer Services
Cosmetics
Dairy
Defense & Space
Design
Education Management



- You can edit or add to the above categories at any time by clicking the “Edit” button found at the top right of your Company Page.



Here is an example of Community Literacy of Ontario's Company Page profile information.

Companies > Community Literacy of Ontario (edit mode)

Overview

This page was last edited on 05/16/2014 by Joanne Kaattari Publish

Optimize your Company Name and Description for: English

* **Company Name**

Community Literacy of Ontario

* **Company Description**

Community Literacy of Ontario (CLO) is a provincial literacy network. We provide resources, training and support to over 100 literacy organizations in the province of Ontario. CLO is funded by the Ontario Ministry of Training, Colleges and Universities, membership fees, sponsors and donors, and via our social enterprise, Practika Learning.

(341 out of 2,000 characters)

Default Language: English

Members will see the Company Name and Description that match their language preference. Otherwise, we will display your Default Language selection.

* **Company Type**

Non Profit

* **Company Size**

2-10

* **Company Website URL**

<http://www.communityliteracyofontario.ca/>

* **Main Company Industry**

Education Management

* **Company Operating Status**

Operating



Step 4 – Creating Your LinkedIn Company Page: Designating Page Administrators

Only people with administrative rights for your Company Page can post updates, edit the page, and add or remove other administrators. Administrative rights are automatically given to the person who creates a Company Page.

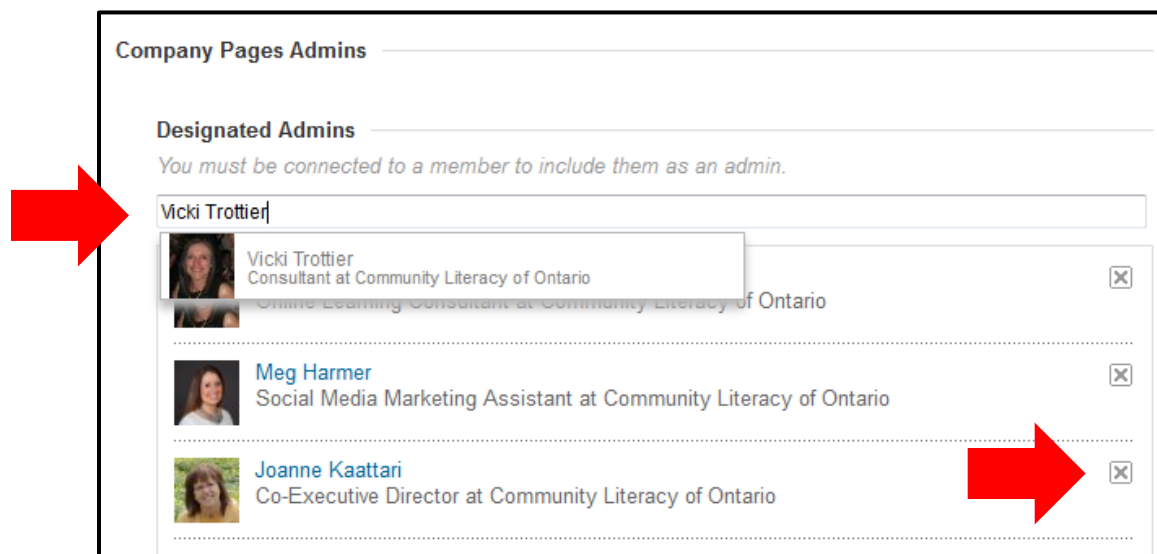
However, in order to share the workload, add a variety of voices, and ensure that other staff people gain experience contributing to your Company Page, it is very wise to set up several administrators for a Company Page.

Current page administrators can add other administrators, provided they are already connected to one another on their personal LinkedIn profiles.

Page administrators can be removed or added at any time by clicking the blue “Edit” button in the top right hand corner of your Company Page.



On your Company Page, click “Edit”; then scroll down to Company Page Administrators, and type the name of the co-worker or organizational volunteer that you would like to add as a page administrator.



Administrators can be removed at any time by other designated administrators by clicking the **X** beside their name.

Step 5 – Creating Your LinkedIn Company Page: Uploading Organizational Logos and a Banner

The next step is to upload organizational logos and an image (banner) to your Company Page.

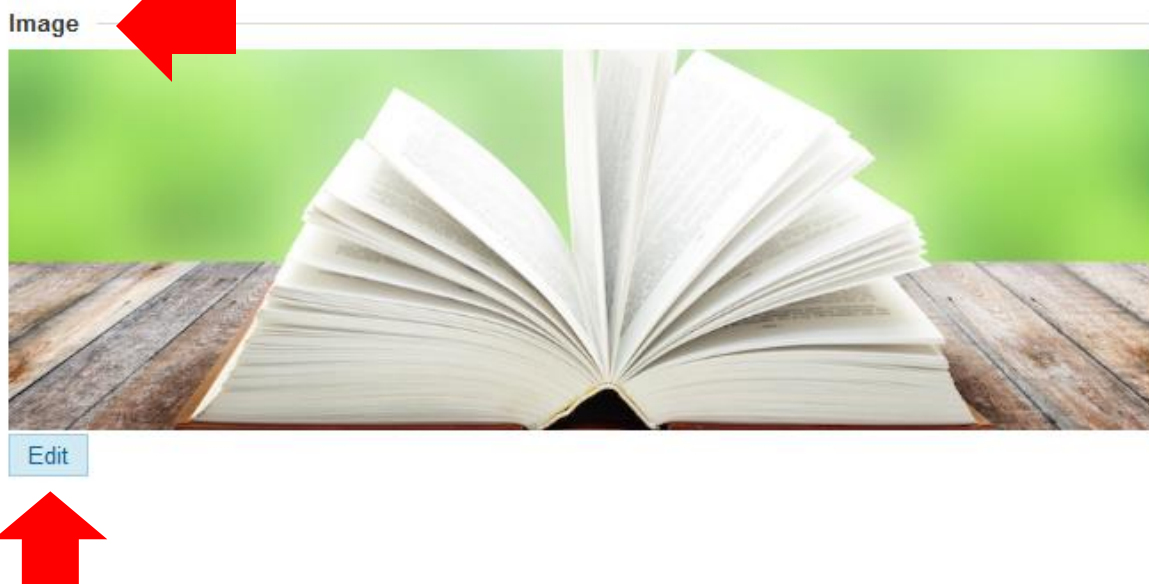
IMAGE

The first item to upload is your **Image**. This is the full width image that appears across the top of your Company Page. Select an image that reflects the mission of your organization and matches your overall organizational brand.

At the time of writing, your image can be in a PNG, JPEG, or GIF format, with a maximum size of 2 MB. Your image must be 646 x 220 pixels or larger.

To upload to your Company Page, click on “Image”, select the desired image from your computer, and click submit.

Here is the image we selected for Community Literacy of Ontario:



By clicking the blue “Edit” button, your image can be changed at any time, either to update your organizational image, or to reflect a new initiative or project that your organization wishes to highlight.

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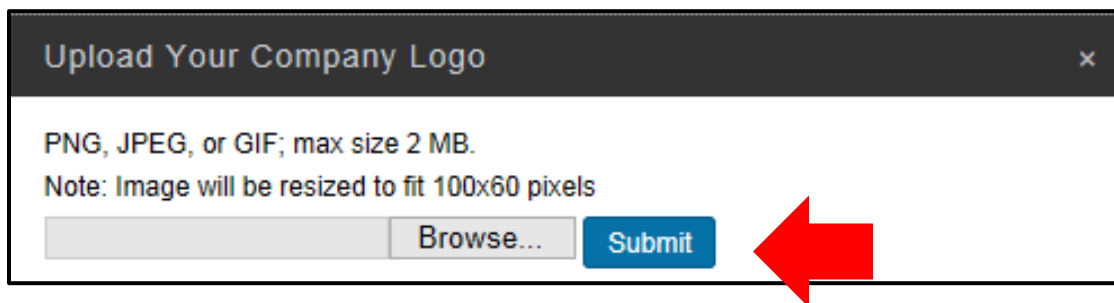


Standard Logo

The second image to upload is your **Standard Logo**. It will appear at the top of your Company Page and on the personal profiles of your organization's staff and volunteers. Your Standard Logo will typically be your regular organizational logo.

Currently, Standard Logos can be in a PNG, JPEG, or GIF format, with a maximum size of 2 MB. Your logo will be resized to fit 100 x 60 pixels, so it should not be a complex image.

To upload this logo to your Company Page, click on "Standard Logo", click "Browse", select your logo from the appropriate file on your computer, and click submit.



Community Literacy of Ontario used our traditional organizational logo as our Standard Logo.



If desired, your Standard Logo can be changed at any time by clicking the blue "Edit" button.



Square Logo

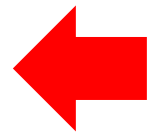
The third image to upload is your **Square Logo**. Your Square Logo is smaller than your Standard Logo and will appear in your organization’s status updates and newsfeeds on LinkedIn. Once again, in order to enhance brand recognition, your Square Logo will typically be your regular organizational logo.

The Square Logo can be in a PNG, JPEG

, or GIF format, with a maximum size of 2 MB. Your logo will be resized to fit 50 x 50 pixels. To upload, click on “Square Logo”, click “Browse”, select your logo from the appropriate file on your computer, and click submit. Like the other Company Page images, your Square Logo can be changed or edited at any time.

Upload Your Company Logo

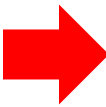
PNG, JPEG, or GIF; max size 2 MB.
Note: Image will be resized to fit 50x50 pixels



Step 6 – Creating Your LinkedIn Company Page: Adding Company Specialties

A LinkedIn Company Page allows you to showcase your strengths by adding in your organization’s specialities. To add specialities to your Company Page, just type in your most important activities in the available text boxes under “Company Specialities”.

Community Literacy of Ontario selected these four areas as our specialities: Training, Webinars, Educational resources and Literacy promotion.




Company Specialities

Training	Educational resources
Webinars	Literacy promotion

[+ Add more specialties](#)

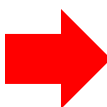
Your specialties will then appear on your Company Page. These can be added to, or deleted at any time by clicking “Edit” on your Company Page.

Community Literacy of Ontario



Community Literacy of Ontario (CLO) is a provincial literacy network. We provide resources, training and support to over 100 literacy organizations in the province of Ontario. CLO is funded by the Ontario Ministry of Training, Colleges and Universities, membership fees, sponsors and donors, and via our social enterprise, Practika Learning.

Specialties
Training, Educational resources, Webinars, Literacy promotion
[less](#)



Step 7 – Creating Your LinkedIn Company Page: Publishing Your Page

Congratulations! Your LinkedIn Company profile is now complete. Just press the “Publish” button and your Company Page will be live on LinkedIn.



Publish

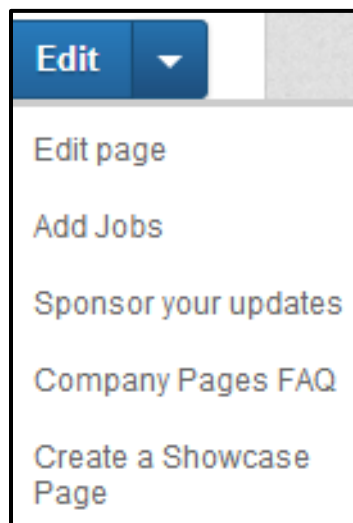
Remember, you can edit and update your page at any time.

Now, you are ready to share your first LinkedIn update as a Company Page!

Other Resources to Help You Create Your LinkedIn Company Page

Here are several resources to help you set up a Company Page on LinkedIn.

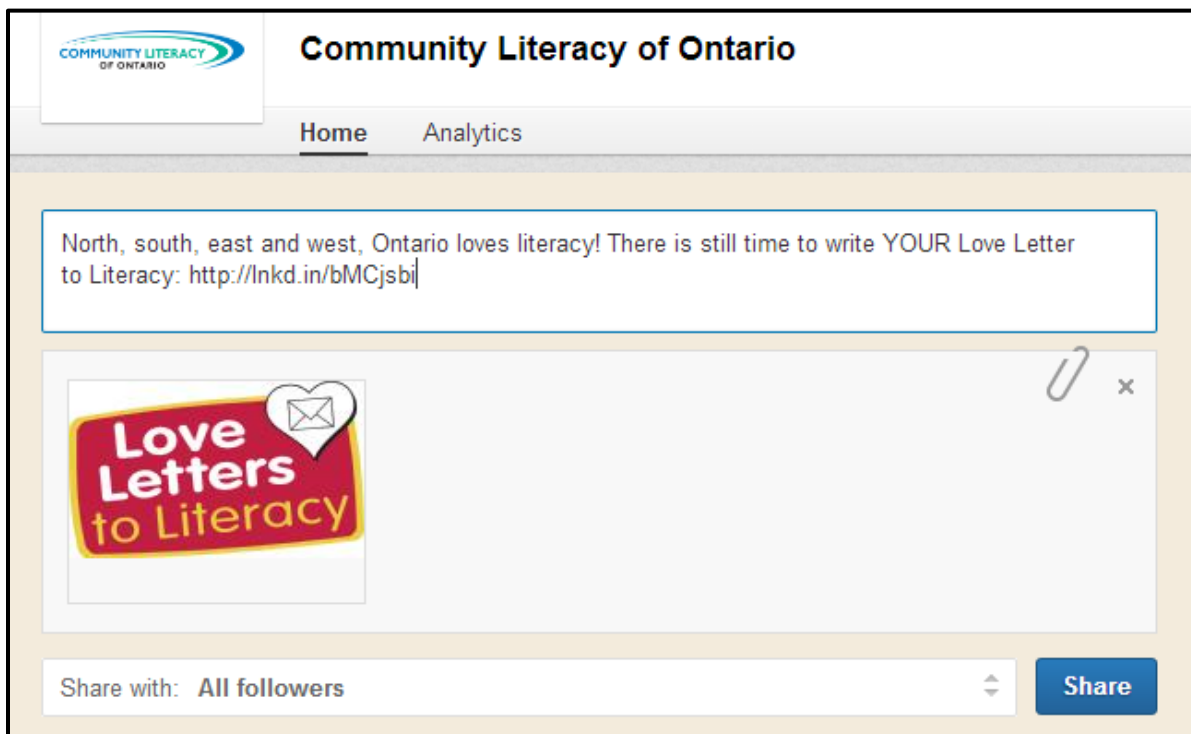
- LinkedIn’s [Company Pages FAQ’s](#) shares how to set up a Company Page, attract followers, develop effective updates, and analyze results.
- LinkedIn’s [Company Pages Learning Webinar](#) is a YouTube video that visually walks you through setting up a Company Page and engaging followers.
- LinkedIn’s [Help Center for Company Pages: Frequently Asked Questions](#) is a gem of up-to-date information about setting up and managing a Company Page. You can access these FAQs either by clicking the above link, or directly from your Company Page. Click on “Edit” and scroll down to “Company Pages FAQ’s”.



Posting Updates to Your LinkedIn Company Page

It is easy to share an update on LinkedIn as a Company Page.

1. Go to your Company Page.
2. Write your update in the text box.
3. Post a picture to accompany your update if desired. Click on the paper clip icon to upload an image, select the desired image from your computer, and click "Open". Your image can be in a JPEG, GIF or PNG format, with a maximum size of 100 MB.
4. Include a URL with your update where people can get further information if desired.
5. Decide whether you want to share your update with all followers (the default selection), or with just a selected group of people (targeted audience).
6. Click "Share".



Sharing Your Update with a Targeted Audience

Typically, updates to your Company Page would be shared with “All Followers” (the default selection). However, it is also possible to select a “Targeted Audience” to receive your updates.



Share an update 

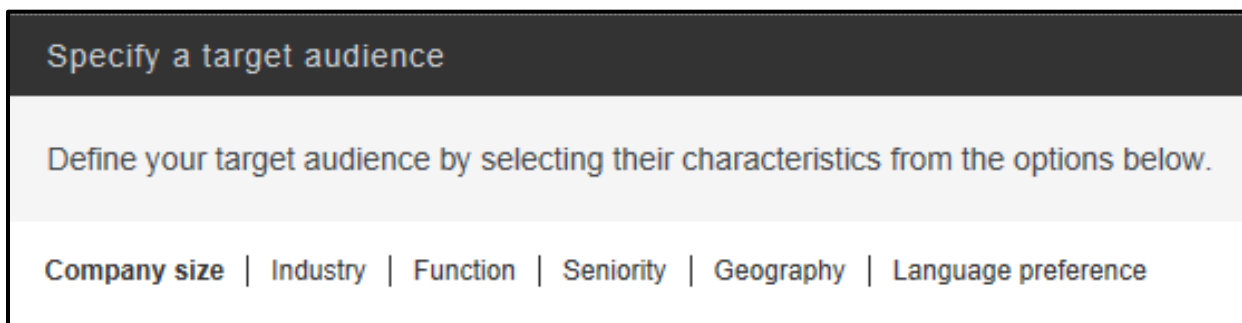
Share with: All followers 

Share 

- ✓ All followers
- Targeted audience



If desired, you could share your update with only a targeted group based on company size, industry, geography and other variables.



Specify a target audience

Define your target audience by selecting their characteristics from the options below.

Company size | Industry | Function | Seniority | Geography | Language preference

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Creating Updates for Your Company Page

It is important to post regular updates to your Company Page. Depending on the size of your organization, your social media goals, and the needs of your audience, “posting regular updates” can mean daily, several times per week, or once per week. However, be sure not to let weeks go by without posting engaging content to your page, or people will stop following you.



Here are some suggestions for creating updates:

- Link your efforts with your other social media accounts to reduce time and effort.
- Plan several posts for each week that will engage your followers.
- Post positive, helpful updates about special events, training opportunities, news, and other activities occurring in your organization.
- Include pictures where possible because visual images typically enhance engagement.
- Include a link to further information from your website, blog or other social media accounts where relevant.
- Updates do not have to be long; typically a sentence or two is enough.
- Share the task of posting updates with several staff members. Don't try to do it all alone! Different voices and perspectives will result in more engaging content; plus there will be less stress on one person.
- Post videos about organizational activities where relevant.
- Share links to resources, newsletters or other documents produced by your organization.
- Share information and links to third-party resources, events, videos, research, training opportunities, and other news of interest to your audience.
- Ask a question or hold a contest to engage your followers.
- Have occasional “guest posters” who share their story of their involvement with your organization or cause.



LinkedIn 101



Here is Community Literacy of Ontario's first update on our LinkedIn Company Page.

It includes three important elements:

1. A brief written update
2. A picture
3. A link for more information

Community Literacy of Ontario Community Literacy of Ontario is thrilled to be launching it's LinkedIn Company Page! Our hope is to connect with Literacy colleagues and partners in the Nonprofit, Corporate and Government sectors: <http://bit.ly/1ce4ju7>



Community Literacy of Ontario

[bit.ly](http://bit.ly/1ce4ju7) • Community Literacy of Ontario is a network of over 100 community-based Literacy and Basic Skills agencies located in communities large and small across the province.

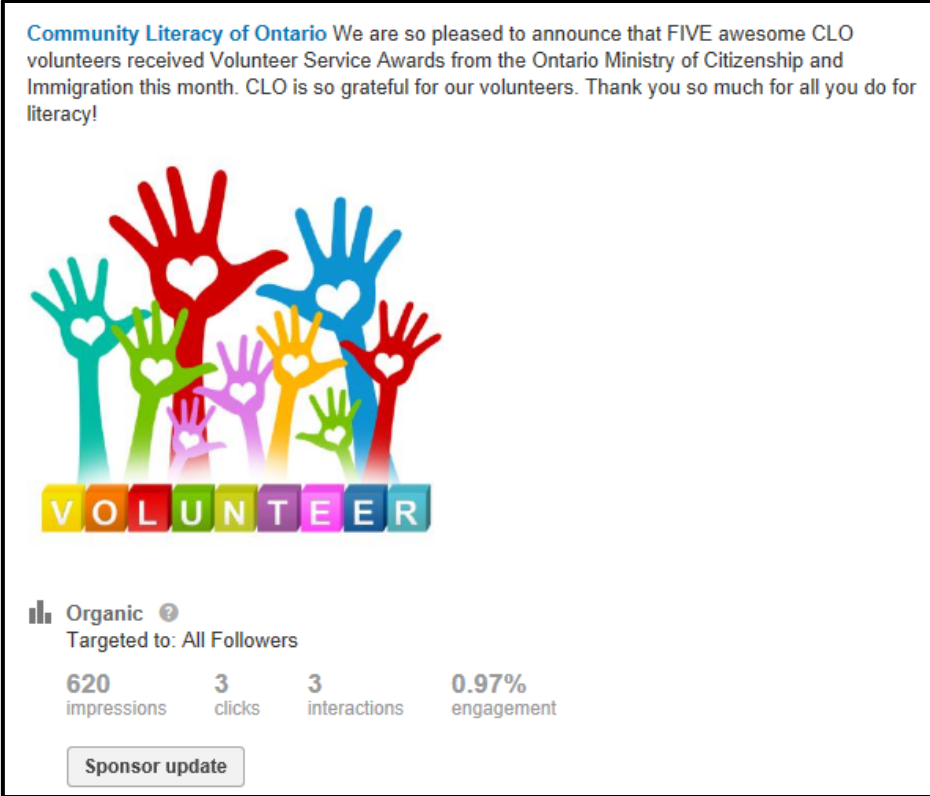
Like (3) • Comment (2) • Share • 4 hours ago




Sponsored Updates

LinkedIn allows for sponsored updates. This means that you can pay to have your updates sponsored and shared more broadly over the LinkedIn network. LinkedIn makes the process of sponsoring an update extremely easy. Each update that you post has a “Sponsor Update” button below it. If you wanted to pay to sponsor your update, click the button and LinkedIn will walk you through the steps.

Community Literacy of Ontario found that the costs for sponsoring an update are prohibitive for us as a small nonprofit organization. However, for larger organizations, this could be a viable option to increase their presence and messaging on LinkedIn.



Community Literacy of Ontario We are so pleased to announce that FIVE awesome CLO volunteers received Volunteer Service Awards from the Ontario Ministry of Citizenship and Immigration this month. CLO is so grateful for our volunteers. Thank you so much for all you do for literacy!



Organic Targeted to: All Followers

620 impressions	3 clicks	3 interactions	0.97% engagement
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Sponsor update

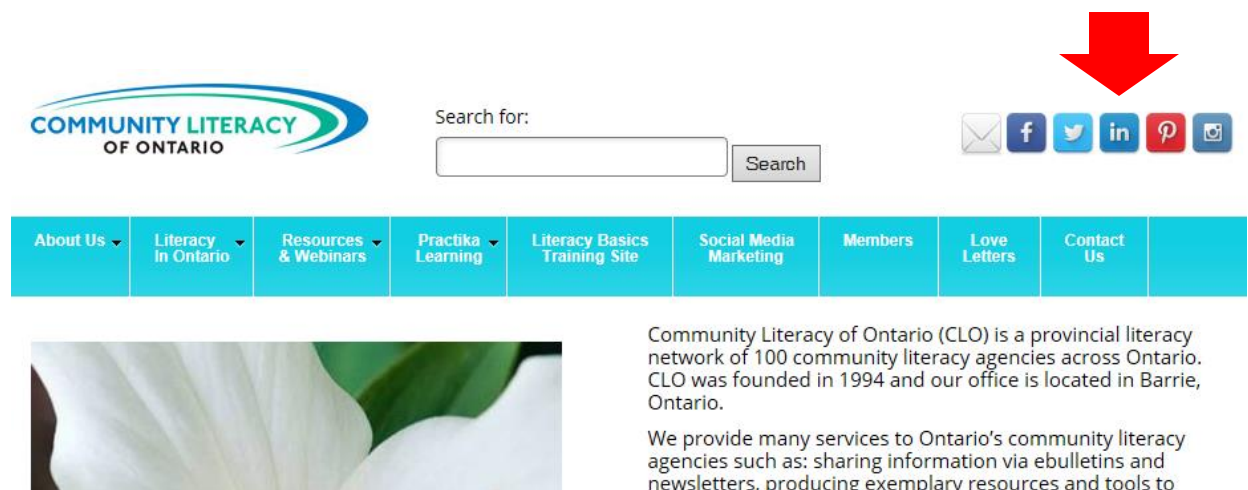
For more information on Sponsored Updates, visit the [LinkedIn Help Center](#) and scroll down to Company Updates.

Engaging Followers

Now that your LinkedIn Company Page is set up, and you've posted some interesting updates, you are ready to start to recruit and engage followers.

Here are some tips to get you started:

1. Continue to post engaging updates to your Company Page on a regular basis. To make the job easier, set a schedule for who will post and when. After all, why would anyone waste their time following a page that is not active?
2. Make it simple and easy for stakeholders to follow your Company Page. Promote your page by posting a link to your Company Page on your website, in your email signature, in e-communiques, and in other promotional material sent out by your organization.



The screenshot shows the Community Literacy of Ontario website. At the top left is the logo. To its right is a search bar with the text "Search for:" and a "Search" button. Further right are social media icons for email, Facebook, Twitter, LinkedIn, Pinterest, and Instagram. A large red arrow points down to the LinkedIn icon. Below the search bar is a navigation menu with the following items: About Us, Literacy in Ontario, Resources & Webinars, Practika Learning, Literacy Basics Training Site, Social Media Marketing, Members, Love Letters, and Contact Us. Below the menu is a photograph of a white flower. To the right of the photo is a text block: "Community Literacy of Ontario (CLO) is a provincial literacy network of 100 community literacy agencies across Ontario. CLO was founded in 1994 and our office is located in Barrie, Ontario. We provide many services to Ontario's community literacy agencies such as: sharing information via ebulletins and newsletters, producing exemplary resources and tools to



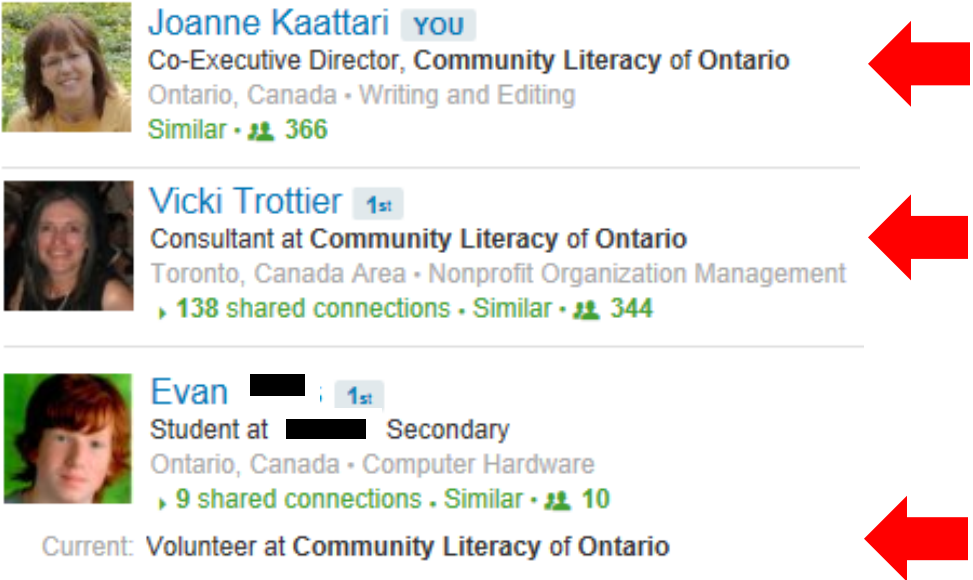
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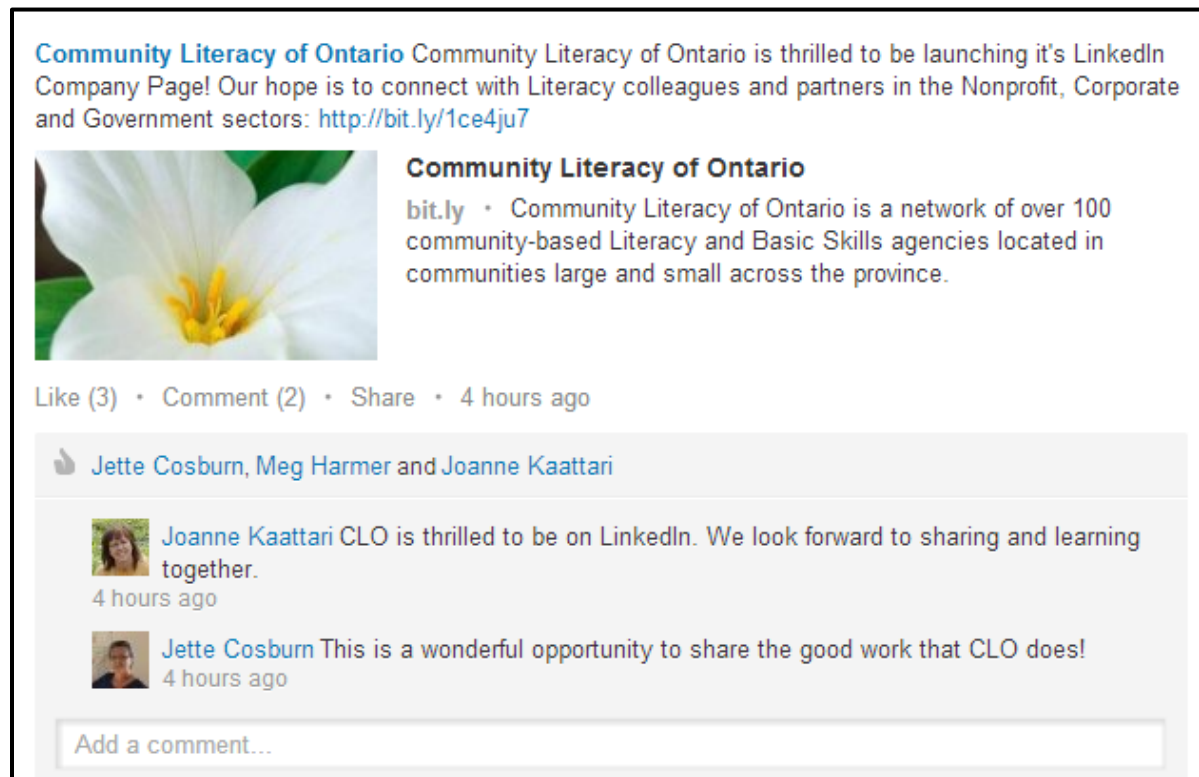
- 3. Announce the creation of your Company Page (along with a link to it) on all of your social media channels.




- 4. Ask your staff, volunteers, members, and stakeholders to follow your Company Page.
- 5. Ask your staff to list their affiliation with your organization on their personal LinkedIn profiles under Employment Experience. Ask volunteers to list their affiliation under "Volunteer Experience and Causes".



6. Ask your staff, volunteers, members, and stakeholders who have personal LinkedIn profiles, to like, comment on, and share updates made from your Company Page so that they will be viewed by a larger audience. If your staff and volunteers are active on your Company Page, your organization will become better known by association.




Community Literacy of Ontario Community Literacy of Ontario is thrilled to be launching it's LinkedIn Company Page! Our hope is to connect with Literacy colleagues and partners in the Nonprofit, Corporate and Government sectors: <http://bit.ly/1ce4ju7>




Community Literacy of Ontario
bit.ly · Community Literacy of Ontario is a network of over 100 community-based Literacy and Basic Skills agencies located in communities large and small across the province.

Like (3) · Comment (2) · Share · 4 hours ago

Jette Cosburn, Meg Harmer and Joanne Kaattari

 **Joanne Kaattari** CLO is thrilled to be on LinkedIn. We look forward to sharing and learning together.
4 hours ago

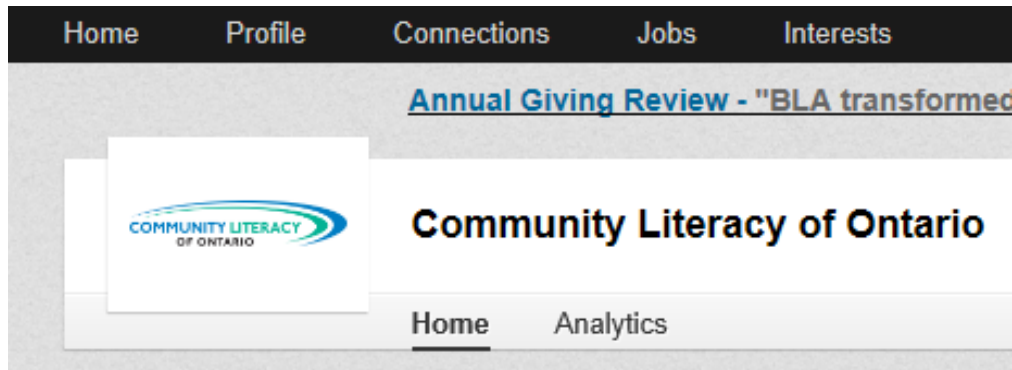
 **Jette Cosburn** This is a wonderful opportunity to share the good work that CLO does!
4 hours ago

Add a comment...

7. Ask your staff to follow key organizational partners, funders, donors, sponsors, and stakeholders on their personal LinkedIn accounts. By their association with your organization, your Company Page will gain more prominence.
8. Monitor the updates made by other Company Pages that you admire. What kinds of updates generate engagement? Learn from them, and adapt your own updates accordingly.



9. Monitor your posts and statistics to see which updates your followers like and share. Based on these assessments, tailor your content to enhance follower engagement. You can easily access the statistics from your LinkedIn page by clicking on “Analytics”. Analytics will quickly and easily tell you how many people interacted with each of your updates and which were your most (and least) popular posts.



Nice work on your most popular post!

We are so pleased to announce that FIVE awesome CLO volunteers received Volunteer Service Awards from the Ontario Ministry of Citizenship and Immigration this month. CLO is so grateful for our volunteers. Thank you so much for all you do for literacy!

Other Helpful Resources for Engaging Followers

- Watch LinkedIn's [How to Post a Company Update from Your LinkedIn Company Page](#).
- The Fundraising Authority has written an excellent article to help you create a strong presence for your LinkedIn Company Page called "[Are You Effectively Using LinkedIn at Your Non-Profit?](#)"



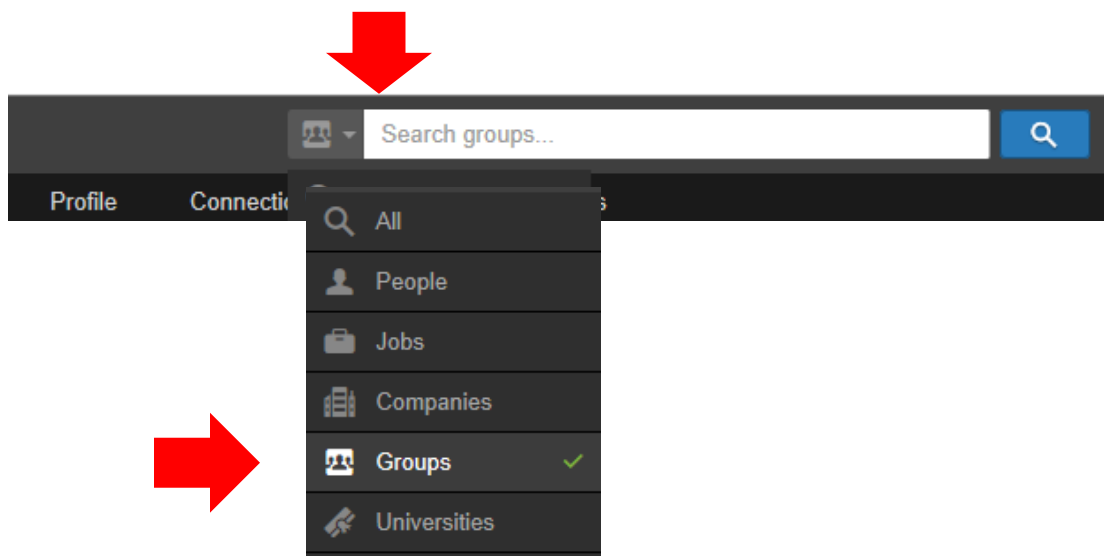
LinkedIn Groups

Groups are a wonderful feature of LinkedIn. Groups exist on virtually any topic imaginable. However, only people (not companies) can join LinkedIn groups. Still, your Company Page can make good use of LinkedIn Groups in several ways.

1. Your staff and volunteers can join relevant LinkedIn Groups

Given the vast array of groups on LinkedIn, it is easy to find groups that are relevant to your organization's cause. When staff members join and positively contribute to groups, because they are openly affiliated with your Company Page, by association, your organization and your cause will automatically receive more notice.

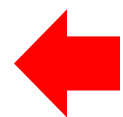
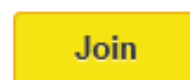
You can search for LinkedIn groups by clicking on "Groups" in the drop-down menu in the search bar. You could also browse [LinkedIn's Groups Directory](#).



Once you have found a group (or groups) you are interested in, click "Join". If the group is open, you will instantly become a member. If it is a closed group, then your LinkedIn profile will be reviewed by the moderator of the group before your application to join is approved, in order to ensure you fit the group's mandate. You can leave a group at any time by unsubscribing.



Volunteer Coordinators 10,304 members



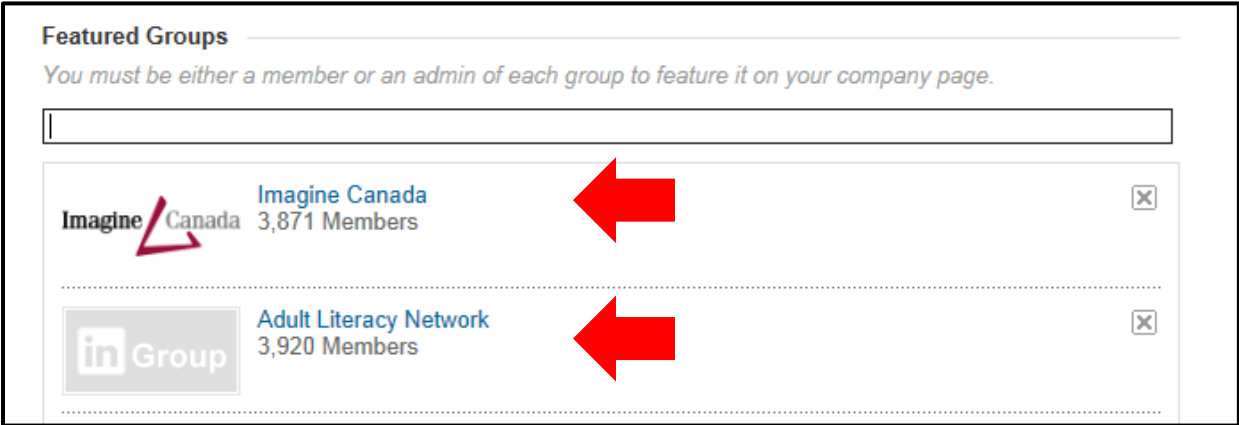


2. Your Company Page can Feature a Group

If there are LinkedIn groups that are relevant to your cause, you could choose to feature them on your Company Page. In order to feature a group, you must be an administrator of your Company Page, and be a member of the group you are featuring.

To feature a group or groups, go to your Company Page, click “Edit”, scroll down to “Featured Groups” and type in the name of the group(s) you would like to feature. You can add up to three groups at one time. You can remove a group and feature a new one at any time. Do not forget to click “Publish” to save the changes to your Company Page.

In this example, Community Literacy of Ontario chose to feature two groups: Imagine Canada and Adult Literacy Network.



The featured groups will then show up on your Company Page under “Featured Groups”.



3. Start a LinkedIn Group for Your Cause

Groups can be an effective forum to communicate with other LinkedIn members about your organizational goals and mission. If desired, you could start a LinkedIn Group for your cause. Setting up and maintaining a group can be a valuable way to engage in two-way communication with others. However, maintaining an effective group will take dedicated staff time. We recommend carefully considering your staff resources prior to setting up a group that is hosted by your organization on LinkedIn.

If you would like to learn more about setting up a group, visit LinkedIn's [Groups: Getting Started](#).

Sample Groups on LinkedIn

Here are a few sample groups on LinkedIn.

They are all open groups, so any interested member of LinkedIn could join.

- [Adult Literacy Network](#)
- [CERIC Career Developer Network](#)
- [TechSoup Global](#)
- [Social Media Marketing](#)
- [Imagine Canada](#)
- [Volunteer Coordinators](#)

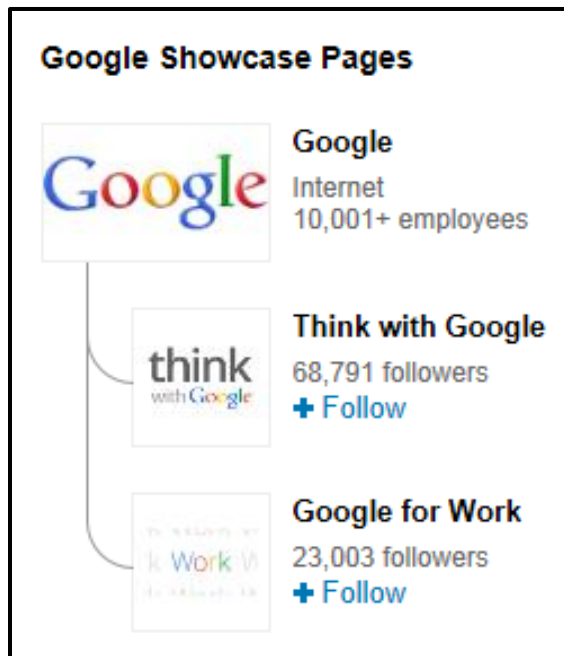


Showcase Pages

In 2014, LinkedIn created a new feature for Company Pages, called “Showcase Page”. A Showcase Page is linked to the main Company Page and allows an organization to create a dedicated page to highlight a particular activity, event, service, or product. LinkedIn members can follow your Showcase Page and comment and share your posts, just like with a Company Page.

For example, [Google](#) has two Showcase Pages on LinkedIn, “Think with Google” and “Google for Work” and [Microsoft](#) has multiple Showcase Pages on various topics.

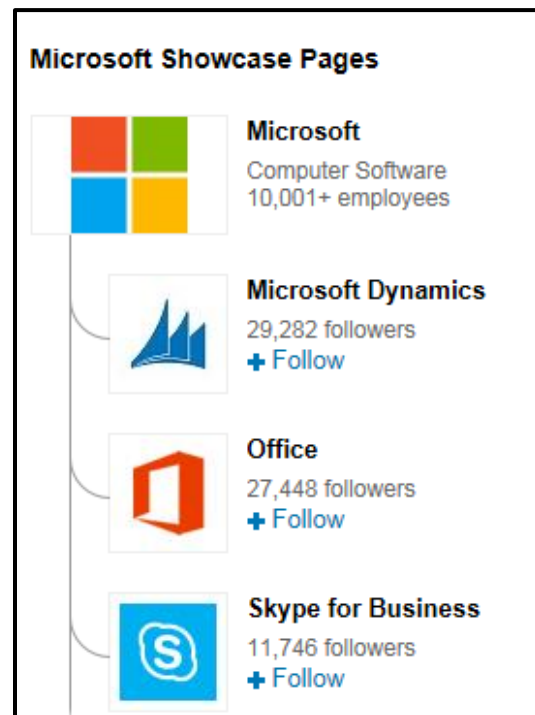
Google Showcase Pages



The screenshot shows three Showcase Pages linked to the main Google page. Each page includes a logo, the name of the Showcase Page, the number of followers, and a '+ Follow' button.

Showcase Page	Followers
Google	10,001+ employees
Think with Google	68,791 followers
Google for Work	23,003 followers

Microsoft Showcase Pages



The screenshot shows four Showcase Pages linked to the main Microsoft page. Each page includes a logo, the name of the Showcase Page, the number of followers, and a '+ Follow' button.

Showcase Page	Followers
Microsoft	10,001+ employees
Microsoft Dynamics	29,282 followers
Office	27,448 followers
Skype for Business	11,746 followers

Initially, a Company Page can create 10 Showcase Pages. However, since each Showcase Page must be managed and have its own content added, it is wise to carefully consider your organization’s needs and capacity, and set up Showcase Pages accordingly. Of course, you may also choose to NOT set up a Showcase Page. It is entirely optional.

Setting up a Showcase Page

Setting up a Showcase Page is fairly easy.

- You must be an administrator of your Company Page to set up a Showcase Page.
- Go to your Company Page; then go to the blue “Edit” button and click “Create a Showcase Page” in the drop-down menu.

The setup process then mirrors many of the steps you would take to set up a Company page.

- Enter the name of your Showcase Page.
- Assign additional administrators for the Showcase Page if desired (the person who sets up the page is automatically an administrator).
- Click “Create Page”.

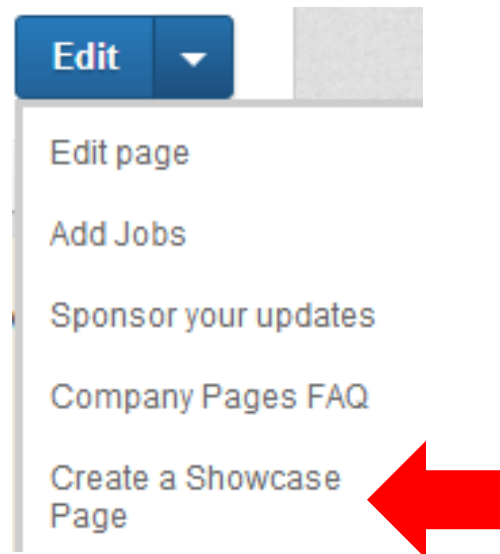
Next, you will need to fill in the following information for your Showcase Page:

- Showcase Page description
- Default language
- URL
- Industry
- Full Width Image (banner)
- Standard Logo
- Square Logo



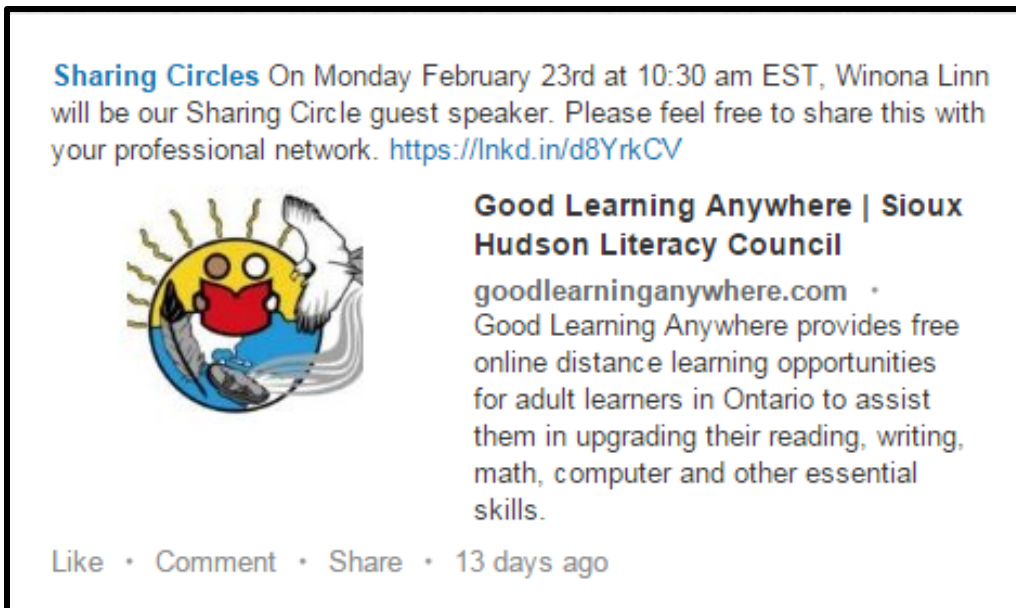
If you need more information, each of these items are fully explained earlier in this module, where we show you how to create a Company Page.

Once all of these items are added to your Showcase Page, click “Publish”!



Posting Updates to Your Showcase Page

You post updates to your Showcase Page in the same manner as you would post to your Company Page. Also, for both types of pages, use the same promotional strategies and ideas for engaging stakeholders that we shared earlier in this module. For example, here is an update from [Good Learning Anywhere](#) to their Showcase Page called “[Sharing Circles](#)”.



Sharing Circles On Monday February 23rd at 10:30 am EST, Winona Linn will be our Sharing Circle guest speaker. Please feel free to share this with your professional network. <https://lnkd.in/d8YrkCV>

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Additional Resources about Showcase Pages

Here are some additional resources to help you set up and manage a Showcase Page:

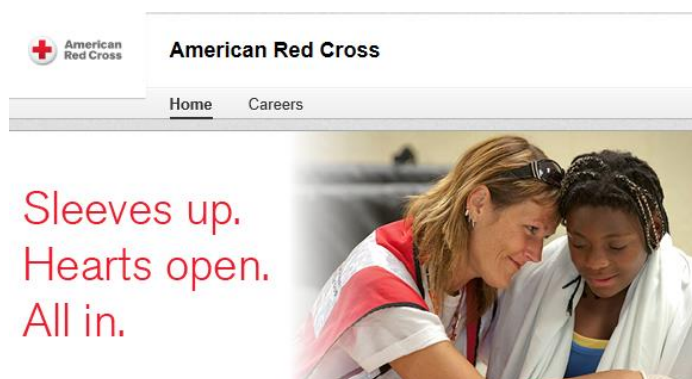
- LinkedIn’s [Showcase Pages - Frequently Asked Questions](#)
- Email Marketing Tips Blog has prepared this handy resource: “[Your 5-Minute Guide to – LinkedIn Showcase Pages](#)”
- LinkedIn’s “[Extend Your Company Page Presence with a LinkedIn Showcase Page](#)”



Sample LinkedIn Pages

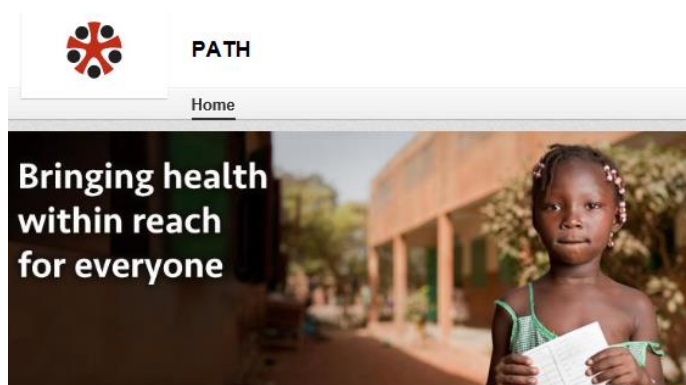
You are now well on your way to creating your LinkedIn Company Page! To give you further inspiration, here are some exemplary Company Pages from the nonprofit sector, as rated by Nonprofit Tech for Good's "[Ten Must-Follow Nonprofits on LinkedIn](#)".

- [American Red Cross](#)
- [Ashoka](#)
- [Conservation International](#)
- [Environmental Defense Fund](#)
- [Nature Conservancy of Canada](#)
- [National Wildlife Federation](#)
- [PATH](#)
- [Plan International](#)
- [Public Broadcasting Service](#)
- [United Nations Development Programme](#)



And there's more!

We share many more sample LinkedIn Pages and marketing strategies from literacy, employment services, the nonprofit sector, business, and the "social media greats" in our "[LinkedIn for Marketing](#)" module.



Resources to Learn More about LinkedIn

- [LinkedIn for Nonprofits](#) (By LinkedIn)
 - This excellent site helps nonprofit organizations to create a Company Page. It overviews the benefits that a presence on LinkedIn provides to nonprofit organizations, which include engaging stakeholders, inspiring your community, and recruiting volunteers. It also shares links to additional resources.
- [Why Your Nonprofit Needs to Stop Ignoring LinkedIn](#) (By Mashable)
 - Read about the benefits of LinkedIn for nonprofit organizations and gain tips on how to build and promote your LinkedIn page.
- [Free Webinars and Training Videos on LinkedIn](#) (By LinkedIn)
 - LinkedIn provides several free webinars and videos to help you use LinkedIn more effectively. Topics include “LinkedIn 101” and “How to Build Your Company Page”.



LinkedIn 101



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