



Welcome to 'LinkedIn for Marketing', 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.

## Using LinkedIn for Marketing

[LinkedIn](#) is the world's largest professional online network. As of February 2015, over **347 million** people had registered to use LinkedIn worldwide.

Typically, nonprofit and educational organizations have used LinkedIn much less often than private companies and individuals. However, nonprofits are more often coming to realize that LinkedIn can be a useful resource for marketing their services and furthering their cause.

Once you have set up your organization's Company Page on LinkedIn (to learn how, see our [LinkedIn 101](#) module) you can start to use LinkedIn for a variety of reasons, including:

- Raising awareness of literacy
- Promoting programs and services
- Selling products and services
- Recruiting board members and other volunteers
- Promoting fundraising and special events
- Linking with other service providers, government, donors, and corporate sponsors
- Engaging with other organizations and individuals who have common interests
- Promoting training events, professional development opportunities, and conferences
- Holding contests and offering promotional items
- Promoting resources

You can learn more about how to use LinkedIn for marketing via [LinkedIn for Nonprofits](#).

## Promoting Your LinkedIn Account

Here are some practical ways to promote your LinkedIn page:

- Post relevant and engaging content on a regular basis so that people will have a reason to follow you. To make this task more manageable, share it between several staff members and create a schedule.
- Ask your staff, volunteers, board members, members, friends, family and other supporters who have personal LinkedIn accounts to “Follow” your page. And, ask them to “like”, share, and comment on your posts so that your LinkedIn page and its content gain a wider following.
- Announce your new LinkedIn page in your newsletter and on Twitter, Facebook and any other of your organization’s social media accounts. And don’t just announce it once, but refer to your new LinkedIn page, and what people can expect if they follow your page, often.



Community Literacy @Love4Literacy · 1m

We've joined other nonprofit world changers: CLO is now on @LinkedIn! Follow us at [linkedin.com/company/commun...](https://www.linkedin.com/company/community-literacy-ontario)



# LinkedIn for Marketing



- Make it easy for people to find and follow you by adding a LinkedIn “Follow” button to your website. LinkedIn tells you how in this [article](#).

COMMUNITY LITERACY OF ONTARIO

Search for:  Search

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.

- Monitor your posts and stats to see which updates your followers like and share. Based on this information, tailor your content to enhance follower engagement. You can easily access the statistics from your LinkedIn page by clicking on “Analytics”. LinkedIn analytics will tell you about your audience, the number of impressions, clicks, and interactions your content has generated. It will also tell you about the number of followers acquired and user engagement with your posts.



# LinkedIn for Marketing



- Share a link to your LinkedIn page in your email signature, business card, brochures, newsletters, and in other promotional material sent out by your organization.



## Community Literacy of Ontario is on LinkedIn!

[www.linkedin.com/company/community-literacy-of-ontario](http://www.linkedin.com/company/community-literacy-of-ontario)

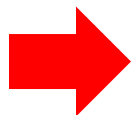
- If you have the budget, consider running a paid advertisement or sponsoring content to promote your LinkedIn Company Page and gain more followers. Simply click on the “*Sponsor Update*” button that appears below a post, and LinkedIn will walk you through the process. Or, you can read this article from LinkedIn that tells you all about [Sponsored Updates](#).

**Community Literacy of Ontario** Here's a wonderful video where the amazing students at Community Learning Alternatives in Belleville share their Love Letters to Literacy and how #literacy has impacted their lives: <http://lnkd.in/dgVgbMr>



### Love Letters to Literacy

youtube.com · Community Learning Alternatives students share their experiences and accomplishments since enrolling in CLA's literacy programs.



Sponsor update

- Follow other organizations and businesses that have already mastered the art of marketing on LinkedIn. Watch what they do, and use the concepts and strategies that will work for you. In the next section, Community Literacy of Ontario shares examples of LinkedIn in action in a wide variety of organizations.



## Marketing Examples

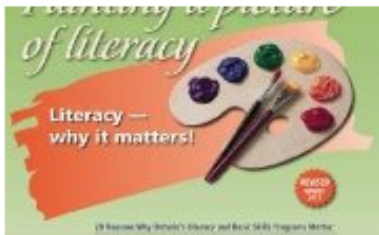
Here are some examples of how diverse organizations and companies, including literacy organizations, employment services, nonprofit organizations and businesses, have used LinkedIn for marketing.

### Literacy Examples

#### Community Literacy of Ontario

At Community Literacy of Ontario, we use LinkedIn for marketing in a variety of ways. Examples include promoting the importance of adult literacy, sharing resources, and promoting training opportunities and our annual conference.

**Community Literacy of Ontario** Literacy matters at work, at school, in the community and at home. Here are 20 important reasons why literacy matters: <http://lnkd.in/db5T2Tp>



#### **Literacy: Why It Matters**

[communityliteracyofontario.ca](http://communityliteracyofontario.ca) • 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. You can download "Literacy: Why It Matters" here. "Literacy: Why It..."

**Community Literacy of Ontario** Community Literacy of Ontario is excited to announce our "For the Love of Literacy" 20th Anniversary AGM and Conference at Ryerson University's Oakham House in downtown Toronto. Plan to join us on October 21 and 22, 2014 for great workshops, networking opportunities and a celebratory dinner on October 21st! More details to be announced soon. less



# LinkedIn for Marketing



## National Literacy Trust

- The National Literacy Trust (located in London, England) uses their Company Page on LinkedIn to share information on their organization and its various products.



*Words for life*

- Via their “Books About Town” campaign, the National Literacy Trust provides a great example of using LinkedIn for fundraising and public awareness.

**National Literacy Trust** Would you like to be part of a major public art event in London this summer and have your name on one of our exclusive BookBenches? For a limited time, there is the opportunity for the public to crowdfund the Charles Dickens BookBench, a fantastic ... more



### **Books About Town**

[crowdfunder.co.uk](http://crowdfunder.co.uk) • Books about Town is a public art event celebrating London's literary heritage and reading for...

## QUILL (Quality in Lifelong Learning) Learning Network

QUILL Learning Network uses LinkedIn to promote their services and share resources, websites, and information on training opportunities.

**QUILL Learning Network** Looking to upgrade your skills in 2015?

**19 years and older?**

**FREE!**

**Skills Upgrading**

- Secondary, Post-Secondary, GED
- Computers
- Apprenticeship
- Independence
- Employment

**QUILL Learning Network**

**EMPLOYMENT ONTARIO**

BRUCE • GREY HURON • PERTH SOUTH GEORGIAN BAY

[www.quillnetwork.ca](http://www.quillnetwork.ca)

## Community Literacy of Ontario

[www.communityliteracyofontario.ca/social-media-marketing](http://www.communityliteracyofontario.ca/social-media-marketing)



# LinkedIn for Marketing



## Sioux Hudson Literacy Council

- The Sioux Hudson Literacy Council uses LinkedIn to promote their programs and services and to share information, such as this update about their Sharing Circle.



Good Learning Anywhere  
Sioux Hudson Literacy Council

**Sioux Hudson Literacy Council - Good Learning Anywhere** Mark your calendars! April Sharing Circle with professional #lacrosse player Cody Jamieson <http://ow.ly/w56Ld> #literacy #Ontario

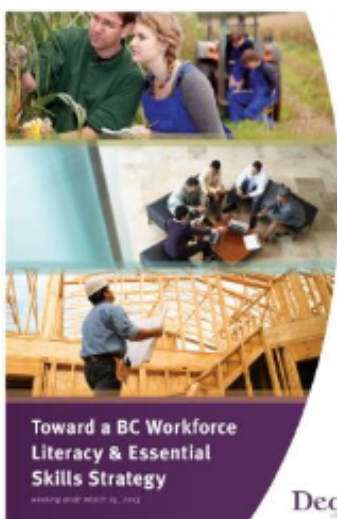


### Good Learning Anywhere | Sioux Hudson Literacy Council

ow.ly · Good Learning Anywhere provides free online distance learning opportunities for adult learners in Ontario to assist them in upgrading their reading, writing, math, computer and other essential skills.

## Decoda Literacy Solutions

**Decoda Literacy Solutions** In a report released Feb 5, the Conference Board of Canada found that the B.C. economy is losing up to \$4.7 billion in revenue due to a skills shortage. Find out what Decoda is doing to address the problem: <https://lnkd.in/d9J7XJ6>



- Decoda Literacy Solutions (British Columbia's provincial literacy coalition) uses LinkedIn to share updates about literacy, essential skills and employment issues in BC. They also showcase fundraising events, contests, and challenges, as well as sharing resources

## Community Literacy of Ontario

[www.communityliteracyofontario.ca/social-media-marketing](http://www.communityliteracyofontario.ca/social-media-marketing)



## Employment Services Examples

### Access Employment

- Access Employment (located in Toronto) has a strong LinkedIn Company Page and posts dynamic, regular status updates. They use LinkedIn to share information related to employment, skills building, their programs and services, as well as for special events, such as their Speed Mentoring Marathon.

**ACCES Employment** Mark your calendars for Wednesday, May 28th, 2014. ACCES Employment is pleased to host the annual Speed Mentoring Marathon at the Toronto Region Board of Trade. Last year's event was a huge success with 125 mentors and 125 mentees spanning six... more



### Centre for Education and Training

- Mississauga's Centre for Education and Training uses LinkedIn for various promotional purposes, including posting job opportunities, conducting outreach to employers, sharing job search resources, and sharing training opportunities.

**Centre for Education and Training** @ParagonGuard hiring on Mar 19. Call 905-949-0049 EXT. Press 2 to apply. At our Mississauga location <http://ow.ly/JPsRk>



**Centre for Education & Training | Employment & Career Services | Settlement & Language Services...**

[ow.ly](http://ow.ly) · Contact specific program for exact times 263 Queen Street East, Unit 14, □ Monday - Friday 9:00 a.m. - 4:00 p.m.  
Contact specific program for exact times Monday - Friday 9:00 a.m. - 4:00 p.m.



## Nonprofit Examples

### Sick Kids Foundation

- Toronto's Sick Kids Foundation has an eye-catching LinkedIn page. They post interesting updates and patient stories, and they use compelling pictures to promote their services and products. Sick Kids Foundation also actively uses LinkedIn for fundraising, such as promoting their Holiday Gift Giving Guide.

**SickKids Foundation** There is no better sound than the sound of a child laughing. Give a SickKids kid a little joy and laughter this holiday season with a visit from a therapeutic clown. Give a loved one a reason to smile. Consider giving a SickKids Get Better Gift this ... more



### Canadian Red Cross

The Canadian Red Cross uses their LinkedIn page to showcase the important work that they do and recruit volunteers. They also use LinkedIn to share information on their training and safety programs and other services and campaigns.

**Canadian Red Cross** Read how volunteer Donald Bourne transitioned from a career in the military to playing an important role in disaster responses with the Red Cross. If you're interested in volunteering, contact your local Red Cross to find out about opportunities to... more



#### **A Hero Among Us - Canadian Red Cross Blog**

redcross.ca • Sirens piercing, phones ringing, and voices shouting above the din. People rushing in and out of chaos – hyper-focused on the urgency of their tasks. Enter Donald Bourne – an emergency response senior advisor for the Red Cross – who

# LinkedIn for Marketing

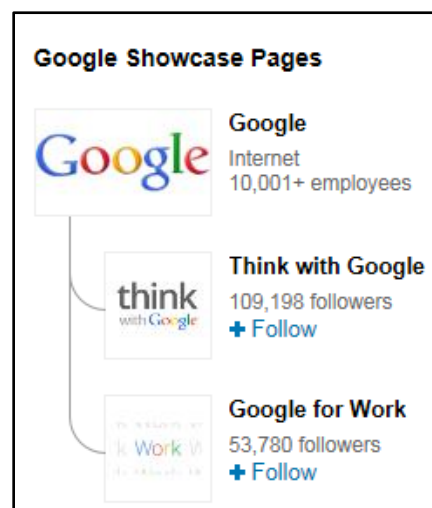


## Business Examples

### Google

Google has a dynamic LinkedIn Company Page that promotes their products and services, provides information on employment opportunities, and shares information and resources about technology and the digital world.

In order to highlight particular areas of focus, Google also has two Showcase Pages, "[Think with Google](#)" and "[re:Work with Google](#)".



**Google** Today more than 190 million people actively use Google Drive at home, school and work. Drive keeps all your work safe, and makes it available everywhere and easy to share. And today we launched Drive for Work, new tool for businesses that includes ... more



### Google Drive for Work

goo.gl • Google Drive for Work comes with unlimited storage, 5TB file uploads, advanced audit, eDiscovery and more. All your work, safe, available everywhere and easy to share.

**Tim Hortons** Good luck to the finalists this weekend!

### Tim Hortons

Tim Hortons effectively uses LinkedIn to showcase their products, highlight employment opportunities, and create brand loyalty.



## Examples from the Social Media Greats

### [The Nature Conservancy of Canada](#)

The Nature Conservancy of Canada has an excellent LinkedIn Company Page. It features highly visual and engaging updates, a helpful organizational profile, and a great overview of their services. They also use LinkedIn to market to donors, engage volunteers, employers and interns, and showcase special events.

**Nature Conservancy of Canada** There is still time to register for our #ForestsMatter event tomorrow in Toronto. Come out for an evening of discussion about forests, their influence on society and why they matter to Canadians.



#### **Why Forests Matter**

[natureconservancy.ca](http://natureconservancy.ca) · We are excited to host our second Why Forests Matter event, this year in affiliation with the Green Living Show. Join us and hear from a multidisciplinary panel of speakers who will share their perspectives on the value of forests in our lives.

### [Habitat for Humanity International](#)

Engaging content, stories and pictures – what’s not to love about Habitat for Humanity’s LinkedIn page? They use their page to promote the programs, share “how-to” information, engage stakeholders in their building projects, and share success stories. As well, they have a Showcase Page for [volunteer opportunities](#).

**Habitat for Humanity International** We’re inspired by this 82-year-old great grandmother who is dedicated to helping families by building homes in Bangladesh, Vietnam and now Nepal.

<http://bit.ly/1jzdxWF>



#### **Gran the builder, can she fix it?**

[stuff.co.nz](http://stuff.co.nz) · Yes she can! 82-year-old Tuakana Wichman has proved that age is no barrier to building a house.



## Additional Marketing Resources

- [Ten Must-Follow Nonprofits on LinkedIn](#) (By Nonprofit Tech for Good)
  - This article showcases ten organizations which are considered by many to be exemplary users of LinkedIn. They have created effective content and interesting ways to engage stakeholders.
- [Best LinkedIn Company Pages for 2014](#) (By LinkedIn)
  - This SlideShare presentation showcases 10 of the best LinkedIn Company Pages in 2014, as selected by LinkedIn itself. Along with highlighting why each page was selected, a tip for success is shared.
- [Are You Effectively Using LinkedIn at Your Non-Profit?](#) (By Joe Garecht for the Fundraising Authority)
  - Learn how LinkedIn can provide your organization with networking and marketing benefits and how you can effectively use the LinkedIn platform to increase your organization's profile.
- [LinkedIn: An Essential Tool for Nonprofits](#) (By The Canadian Marketing Association)
  - Learn how nonprofits can use LinkedIn to engage donors and volunteers.
- [The KISSmetrics Guide To LinkedIn Ads – Part I: The Basics](#) (By KISSmetrics)
  - This article overviews the basics of advertising on LinkedIn and covers topics such as who should advertise on LinkedIn, who sees the ads, costs, and tracking.
- [5 Steps to Successful LinkedIn Advertising](#) (By the Social Media Examiner)
  - Learn the basics of LinkedIn advertising, including the importance of writing engaging text and using powerful images. You will also learn about testing your market, budgeting, and measuring impact.





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