Using LinkedIn for Business

1. Create a company page or LinkedIn to showcase your business and highlight your products or services. To create a company page on LinkedIn follow these steps:

- Go to LinkedIn and log in to your account.
- Click on the "Work" icon in the top-right corner of the page.
  oIn the drop-down menu, click on "Create" and then select "Create a Company Page" from the options.
- Enter your company name, website, and location, and select the appropriate industry and company size.
- Add a logo and cover photo to represent your business on your company page.
- Write a brief description of your business, highlighting your products or services and your unique value proposition.
- Click "Create" to create your company page.

2. Once you have created your account you can then begin to use the site to build engagement. You may wish to do the following:

- Encourage your employees to link their employment to your account – as they do this you should see the number of employees on LinkedIn increase
- Follow key accounts in your industry, your customers and network etc
- Share regular updates about your business, including new products or services, company news, and any relevant industry developments
- Use LinkedIn to recruit top talent by sharing job openings and showcasing your company culture and values
- Engage with your followers by responding to comments and messages, and participating in relevant LinkedIn groups