

LinkedIn Pages checklist for small businesses



1. Complete your Page

- Fill out your description.** We suggest two or three paragraphs.
- Add a logo and cover image.** If you don't have a logo, you can create a free one at [Canva.com](https://www.canva.com).
- Confirm your basic information.** Your website URL, location, and company size are key.

2. Grow your followers

One-Time

- Add the LinkedIn Follow button** to your website.
- Invite connections to follow your Page.** (Feature coming April '19)
- Link to your Page** in your email signatures, newsletters, and blogs.

Daily

- Review your Page analytics** to see what content resonates most with your audience.
- Post content daily** to prove your consistent value to followers.

Weekly

- Cross-promote your Page** on your other social channels.
- Use the Notify Employees post setting** to encourage employees to engage with key posts. (Coming April '19)
- @mention other organizations or individuals,** and ask them to re-share your posts.

Monthly

- Research your competitors' content** to identify new tactics and opportunities.
- Switch up the hashtags in your Communities panel** and engage in their feeds.

3. Post engaging content

- Leverage Content Suggestions.** Discover what's trending with your target audience.
- Re-share your Page's best @mentions** – from employees, executives, or key customers.
- Include videos in your posts.** Keep them short, raw, and authentic.
- Share PowerPoints and PDFs.** Use them to show your brand's culture and values.
- Ask questions to spark conversation.** Contests work well, too.
- Create a monthly content calendar.** Do this at the beginning of each month.
- Use the 3-2-1 model.** Post 3 pieces of industry content, 2 pieces of "proud" content, and 1 piece of product-related content weekly.
- Schedule your posts ahead of time.** Use a platform like Hootsuite to do so once a month.

For more information on mastering your LinkedIn Page as a small business, download our playbook.

