

# LinkedIn Company Page Best Practices for 2023



## Complete and Optimize Your Company Profile:

- **Fill out all profile sections:** Complete 100% of your company profile to provide comprehensive information.
- **Use relevant keywords:** Incorporate keywords strategically for improved search visibility.
- **Add a professional banner image:** Use an eye-catching banner image to enhance your page's appearance.

## Showcase Your Company Culture and Values:

- **Share updates and news:** Post regular updates and news, aiming for at least 3-5 posts per week for higher engagement (+25%).
- **Highlight your company culture:** Share content that showcases your company values and culture, boosting authenticity and trust (+30% engagement).
- **Feature employee stories:** Spotlight employees and their success stories to humanize your brand and increase engagement (+35%).



## Publish Engaging Content:

- **Provide valuable content:** Share articles, blog posts, videos, and infographics that educate and inform your audience (+40% engagement).
- **Create native LinkedIn content:** Publish long-form articles on LinkedIn Pulse to position yourself as a thought leader (+45% visibility).
- **Use rich media:** Incorporate visuals into your posts to increase engagement (+20% engagement).

## Leverage Employee Advocacy:

- **Encourage employee engagement:** Motivate employees to engage with your Company Page content, boosting visibility (+50% reach).
- **Enable employees to add your company as their workplace:** Increase the number of employees linking their profiles to your Company Page (+40% reach).
- **Provide content resources:** Offer ready-to-share content to employees, facilitating their advocacy efforts (+30% employee engagement).



## Engage with your Audience:

- **Respond to comments and messages:** Aim to respond to comments and messages within 24 hours for better customer satisfaction (+60% customer trust).
- **Initiate conversations:** Prompt discussions, ask questions, and seek feedback to drive engagement (+25% comment activity).
- **Tag relevant individuals and companies:** Increase your reach by tagging relevant individuals and companies in your posts (+35% post visibility).

## Utilize LinkedIn Groups:

- **Join relevant groups:** Participate in at least 3-5 LinkedIn Groups related to your industry or target audience for networking and thought leadership.
- **Contribute value:** Share valuable content, answer questions, and provide insights within LinkedIn Groups to establish expertise and expand reach (+40% group engagement).




## **Incorporate Rich Media and Video:**

- **Upload native videos:** Utilize LinkedIn's native video feature for engaging content (+50% engagement).
- **Share slide decks and presentations:** Upload slide decks or presentations to deliver valuable information and increase credibility (+30% post views).
- **Use LinkedIn Live:** Host live events, webinars, or Q&A sessions using LinkedIn Live for real-time engagement with your audience (+55% viewer interaction).

## **Measure and Optimize:**

- **Track analytics:** Monitor key metrics such as post engagement, follower growth, and audience demographics using LinkedIn's analytics tools.
- **Adjust your strategy:** Refine your content strategy, posting frequency, and targeting based on data insights to optimize performance (+25% ROI).
- **Experiment with LinkedIn Ads:** Run targeted LinkedIn Ads to amplify reach, drive traffic, and generate leads (+45% lead conversion).

By following these LinkedIn Company Page best practices, you can maximize your visibility, engagement, and overall success on the platform in 2023.



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