

LinkedIn Company Status Updates

Tips for engaging your followers



What *Mashable* is Saying about LinkedIn

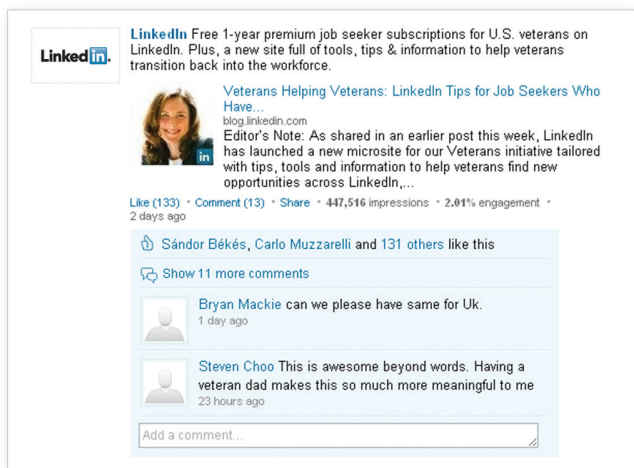
"In short, LinkedIn is quickly coming into its own in the social networking realm — and social media managers need to stay on top of it."

Like (71) • Comment (4) • Share • 2 days ago

"It's a simple but very powerful feature, because it gives companies an opportunity to put their brand front and center day after day." - Marketing Pilgrim

Company Status Updates

LinkedIn Company Status Updates are a powerful way to engage directly with your followers, those vital consumers most interested in your products and services. Key to engaging followers is to deliver valuable information with each update, which generates viral activity and amplifies your message across their network.



How to Post a Status Update

Navigate to the "Overview" tab of your company's LinkedIn Company Page. In order to create a status update you must designate administrators for your Company Page. In Edit mode, click the "Designated users only" radio button, type in the names of the people you would like to designate, and click "Publish." All Admins can then create status updates by entering content in the "Share an update" box. Add a link by clicking "Attach a link" (URLs will automatically be shortened). To use your own URL shortener, copy the shortened link directly into the "Share an update" box. Click "Share" to post your update and engage your followers.

10 Tips for Posting Effective Company Status Updates:

1. **Build trust:** Trust and credibility with your followers is important so be sure to post accurate and relevant information. Speak with an authentic voice.
2. **Develop a relationship:** Send updates regularly to stay top of mind with your audience. Start with a few updates per week and adjust based on feedback.
3. **Keep it brief:** Shorter updates typically lead to higher engagement. One or two sentences and a link are about right.
4. **Mix it up:** Keep the conversation fresh by sharing interesting news about your company, promotional offers, industry insights and other content.
5. **Spice it up:** Add links to stories, documents, images and videos from YouTube, which can viewed directly from your update.
6. **Time your updates:** Update during your followers' business hours. Share breaking news as it happens.
7. **Participate in the conversation:** Respond to followers' comments. If they ask you a question, answer it.
8. **Analyze your engagement:** Observe what kind of content drives the most Likes, Comments, Shares and Clicks. Refine your strategy based on what works.
9. **Leverage your LinkedIn assets:** Use status updates to raise awareness of interesting discussions in your LinkedIn Group, drive recommendations for your products and services, etc.
10. **Involve your employees:** Encourage your employees to share your updates and spread the word to their professional connections.

Start Acquiring Followers Today

Attract followers with LinkedIn's precision targeting based on rich, member-generated data from 135 million global members.

Additional Information

For more information, contact your LinkedIn Account Representative.