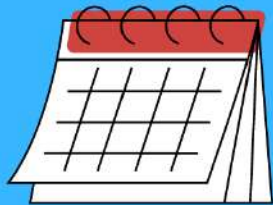
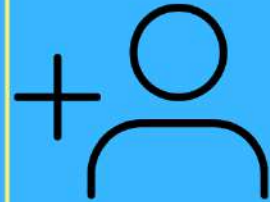


5 USEFUL TIPS

USING LINKEDIN FOR YOUR SMALL BUSINESS

1 GAIN MORE FOLLOWERS

Add your LinkedIn to your email signatures and business cards, as well as by sharing and publishing your relevant LinkedIn content. This can include cross-posting it to your other media platforms, such as Instagram, Facebook, etcetera. Interacting with other companies will also help to gain followers and increase awareness for your business.



2 MAKE A CONTENT CALENDAR

It contributes a sense of professionalism, and it informs customers and job candidates about when important and impactful events are occurring. However, be sure to only post events that are actually important, as people will begin to tune out if posts are too frequent and not significant enough for their time and attention.

3 REGULARLY CHECK YOUR ANALYTICS PAGE

This is an effective way to gauge what is and is not working at attracting and retaining traffic that comes through your company's page(s). You will also be able to view the demographics of your followers so you can get a better understanding of your target audience and followers.



4 POST EXCLUSIVE AND INTERESTING VIDEOS

Posting videos that have some "behind the scenes" feel to them about your company will also appeal to followers. Videos are a naturally engaging form of content, and they tend to feel more legitimate and genuine to followers and viewers. Not to mention, they are inexpensive to make and can be posted on all of your media accounts.

5 CREATE A SHOWCASE PAGE

Showcase Pages are extensions of your LinkedIn that serve to highlight specific and unique parts of your business and brand. By creating these pages, you will highlight aspects of your company's brand and offerings, and in the process help engage job candidates and followers with your company on a more focused level.



More Information can be found at

[LINKEDIN.COM](https://www.linkedin.com)