

Create a LinkedIn Company Page

To create your LinkedIn company page you'll need to be logged in to your personal profile. Navigate to 'Work' then scroll down to 'Create Company Page +'

Select the size of your business

- Small Business (fewer than 200 employees)
- Medium to large business (more than 200 employees)
- Showcase page (attached to an existing company page - rarely used for small business)
- Educational Institution

Company Details:

Industry: Select the industry that best suits your business from the dropdown menu

Company size: Select the size of your business as shown in the dropdown menu

0 - 1 employees

2 - 10 employees

11 - 50 employees

51 - 200 employees

Company type:

Choose from the dropdown menu

Public company

Self employed

Government agency

Nonprofit

Sole proprietorship

Privately held

Partnership

Profile details:

Logo:

Upload your business logo 300 x 300px recommended. JPG and PNG files supported

Tagline:

Your business byline.

120 characters max.

Once all of the above is completed tick the verify box and you will be taken to your company page.

At this stage you will be prompted to complete the following information.

About - Overview:

Business overview

You have 2000 characters to use here. Make sure to include keywords and phrases you want to be known for.

Phone:

If you'd like a number published to your LinkedIn page you can add this here

Year founded:

What year did your business commence operation

Add Speciality:

You can add up to 20 specialities for your business here

About - Locations:

Headquarters plus additional locations:

Add the locations your business has premises. Nominate your headquarters.

About - Community:

Hashtags:

You can add up to 3 hashtags to associate with your business

Featured Groups:

Any groups you have created associated to your business you can attach here

Manage Languages:

Include any languages other than English your business operates in.