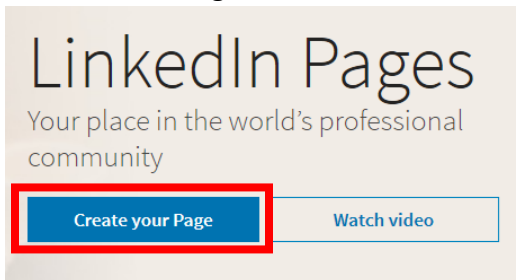


How to Create a LinkedIn Page

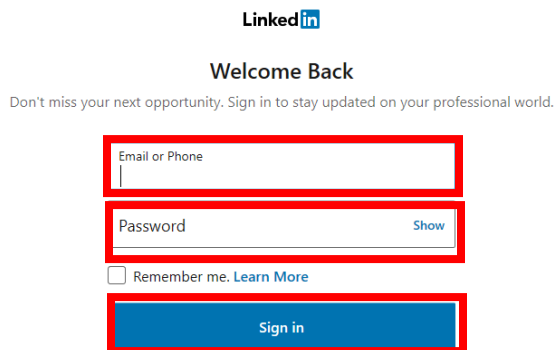
LinkedIn is a growing social media network, especially among healthcare providers. LinkedIn serves as a platform to network with other professionals or raise awareness among potential subjects. Additionally, LinkedIn ads allow for fine-tuning ad-targeting to reach the ideal recruitment population. Follow the steps below to create a LinkedIn Page.

1. Click on the following link: <https://business.linkedin.com/marketing-solutions/linkedin-pages?#>

2. Click “Create Page”

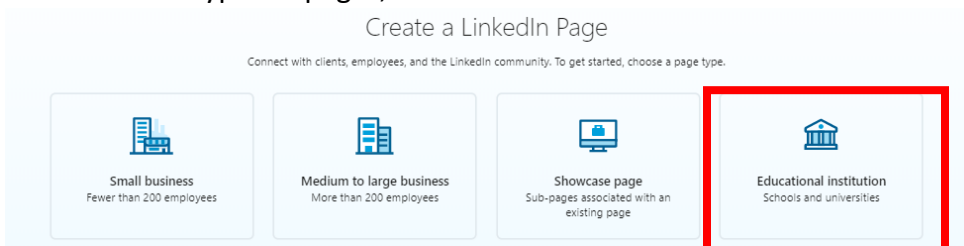


3. Log-in with your LinkedIn account information



The screenshot shows the LinkedIn login page. At the top, it says "LinkedIn" and "Welcome Back". Below this, it says "Don't miss your next opportunity. Sign in to stay updated on your professional world." There are two input fields: "Email or Phone" and "Password". The "Email or Phone" field is highlighted with a red box. Below the "Password" field, there is a "Show" link. Below the "Password" field, there is a checkbox labeled "Remember me. Learn More". Below the checkbox, there is a "Sign in" button. The "Sign in" button is highlighted with a red box.

4. From the four types of pages, select “Educational Institution”




5. Enter your page identity, institution (group or department) details, and profile details information

* Indicates required

Page identity

Name *

LinkedIn public URL: * 

Website

Begin with http:// or https:// or www. This is a link to your external website.

Institution details

Industry *


Company size *

Profile details

Logo


Upload to see preview


300 x 300px recommended. JPG, JPEG, and PNG supported.

Tagline 

Example: A family-run accounting firm that promises you won't lose sleep over filing your taxes.

I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.

Page preview 

 Institution name
Industry
Tagline

6. Check the box to verify you have the authority to create a page on behalf of your institution

over filing your taxes.

I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.

7. Click “create page”

over filing your taxes.

I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.