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?#](https://business.linkedin.com/marketing-solutions/linkedin-pages?#)

2. Click “Create Page”

3. Log-in with your LinkedIn account information

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

5. Enter your page identity, institution (group or department) details, and profile details information
6. Check the box to verify you have the authority to create a page on behalf of your institution

7. Click “create page”