

Company Pages: Admin > Career Pages > Life Tab

To access the **Life** page, click the **Career Pages** drop-down and select **Life**. The **Life** tab allows admins to convey an authentic feel for the company. Every square below represents a different *Target Audience View*, so you can create a customized experience for each audience type, based on their LinkedIn profile. Target Audience Views can be created based on criteria such as job titles or geographic locations, and you can determine what content is displayed for each view.

The screenshot shows the LinkedIn Admin Center interface for Career Pages. At the top, there's a navigation bar with 'Admin center' and 'Go to LinkedIn'. Below that, a menu bar includes 'Updates', 'Overview', 'Career Pages' (highlighted with an orange box), 'Analytics', and 'Notifications'. The 'Career Pages' dropdown menu is open, showing 'Jobs' and 'Life' options, with an orange arrow pointing to 'Life'. A 'Create new page' button is located in the top right corner. Below the navigation, there's a search bar labeled 'Search views by name'. The main content area is divided into two sections: 'Published (4)' and 'Unpublished (8)'. Each section contains a grid of view cards. Each card has a thumbnail image, a title, a 'Last edit' timestamp, and the author's name. An ellipsis menu (...) is present on each card, with a dropdown menu showing options like 'Edit targeting', 'Unpublish view', 'Duplicate', and 'Delete'. A 'Recently published' dropdown menu is also visible, showing options like 'Recently published', 'Alphabetical (A-Z)', and 'Alphabetical (Z-A)'. A 'Go to unpublished draft' link is visible on the first card in the 'Published' section.

Use the **Create page** button to create a new *Targeting View*

Search and sorting functions make finding content easier

Click the ellipsis (...) to choose to edit, unpublish, duplicate or delete each view

Views are organized by state:
Published or
Unpublished

Company Pages: Admin > Career Pages > Life Tab > Create New Page

When you click **Create new page**, the system displays a new, **Target audience settings** page. Start by selecting the criteria for your target audience.

First choose whether you want to create a page for a **targeted** or **general** audience

Next decide if you want your targeted page visible to all Company Page visitors or only those who meet the selected criteria

Use the **Language, Geography, Job function, Industry, Company size, and Seniority level** fields to define your target audience

Target audience settings

Required *

Create a non-targeted page? *

Non-targeted pages are recommended for general interest content.

Yes

No

Allow non-targeted user to see page? *

By selecting yes, you allow all members to have access to this page.

Yes

No

Language

✓ English + Add language

Geography | Browse

✓ San Francisco Bay Area + Add geography

Job function

✓ Sales + Add job function

Industry | Browse

✓ Telecommunications ✓ Internet + Add industry

Company size

Self employed 51-200 1,001-5,000

1-10 201-500 5,001-10,000

11-50 501-1,000 10,001+

Seniority level

✓ Manager ✓ Senior + Add seniority level

Hide advanced targeting settings ^

Estimated target audience

4,500

Number of potential LinkedIn visitors who can see this.

[Learn more](#) about page targeting.

Confirm your targeting

Look up profiles of ideal candidates to make sure your target audience settings are targeting the right candidates.

Search by name...

Targeted (2) Not targeted (1)

Max Lotz · 1st Account Manager

Alex Handris · 2nd Relationship Manager

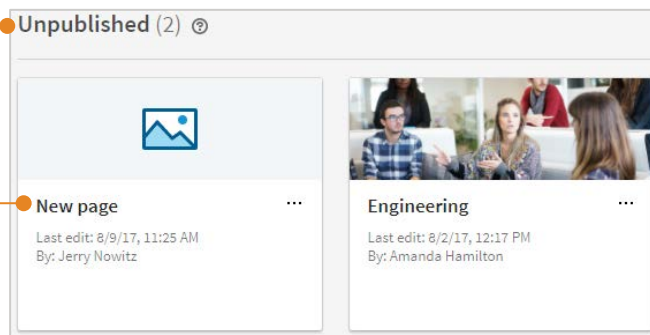
Cancel Save and create page

The total **Estimated target audience** automatically updates as you adjust your audience targeting criteria

If you have an ideal candidate in mind, you can add them here and the system will let you know if you are entering the right criteria to target a similar audience

Your new page will be added to the **Unpublished** section

Click your **New page** to start adding content



Click **Save and create page** to save this audience targeting and create a new page

Add content to your new page. Use the **Visible** button to show or hide content for each section. **Preview** your page at any time to see the visitor's view. When you are done adding content, **Save** or **Publish** your page.

Enter a meaningful **View name** to appear on your Company Page

Add **company leaders** to showcase who visitors might work with

Use **Spotlights** to engage visitors with photos, YouTube videos, and Slideshare presentations

Preview, Save, or Publish the page

Add an engaging and high-quality image or YouTube video to grab visitors' attention

The **Visible** button will toggle visibility of a section on or off on the published page

Company Photos (Add a minimum of 4 and a maximum of 20 pictures) Visible
 Pick photos that will help tell your company's story. What do your offices look like? Ask different teams to capture what's going on in their departments.

Click here to upload image from computer Min size: 900px (width) by 600px (height)
 Search media library

Employee Perspectives (Add a minimum of 2 and a maximum of 3 Pulse articles) Visible
 Share content that your employees publish on LinkedIn. Ask different departments to create content, so the entire company is represented.

Choose a LinkedIn article:
 Paste a LinkedIn article URL
 Browse articles

Testimonials (Add a minimum of 2 and a maximum of 4 testimonials) Visible
 Prospective talent wants to know what it's like working at your company. Share authentic company insights from employees.

+ Add employee Click here to add an employee quote...

+ Add employee Click here to add an employee quote...

By checking this box, I agree that the company information and testimonial above are authentic. Terms and conditions

Cultural insights Hidden

Languages we speak	Causes our employees care about
45% - English	45% - Poverty Alleviation
23% - Mandarin	23% - Education
19% - Spanish	13% - Science & Technology
11% - German	11% - Environment
6% - Portuguese	6% - Human Rights and Social Action

Add **Company Photos** to give visitors a view from the inside of your company

Use **Employee Perspectives** to demonstrate your employees' thought leadership by linking articles they've published on LinkedIn Pulse

Use **employee testimonials** to share authentic company insights from employees

Cultural insights are automatically populated with languages, causes, and organizations supported by people at your company