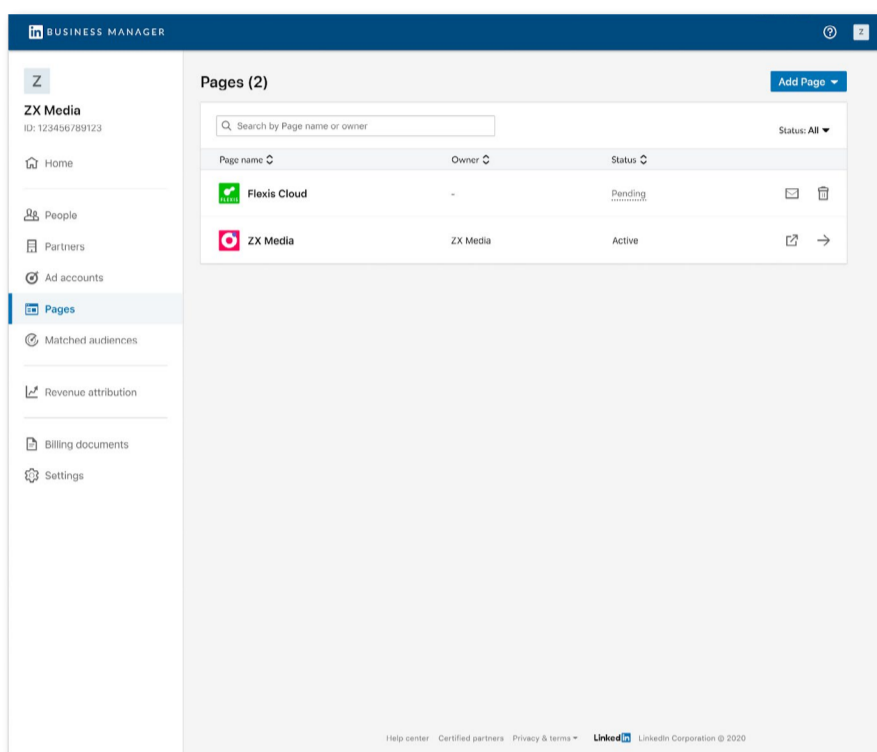




LinkedIn Business Manager: Managing Multiple LinkedIn Pages

LinkedIn Business Manager is an invaluable tool for Organic Social Media Marketing managers who are active across multiple Pages. With it, you can:



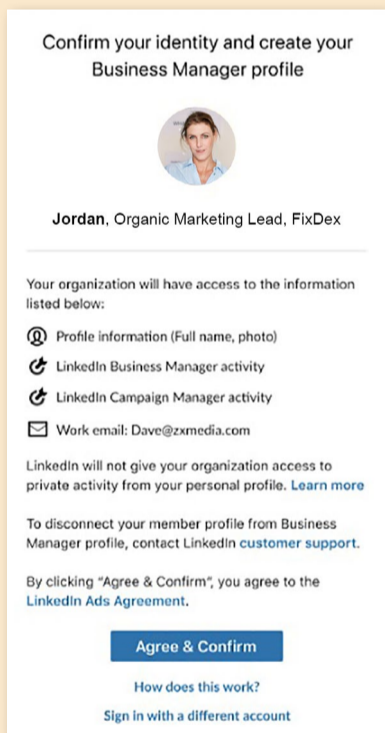
Save time by granting permission to people across multiple Pages at once.

Simplify how you work with other organizations like agencies across all your Pages. Provide their Business Manager with access to your Pages so they can manage their teams' access at the roles you've allowed.

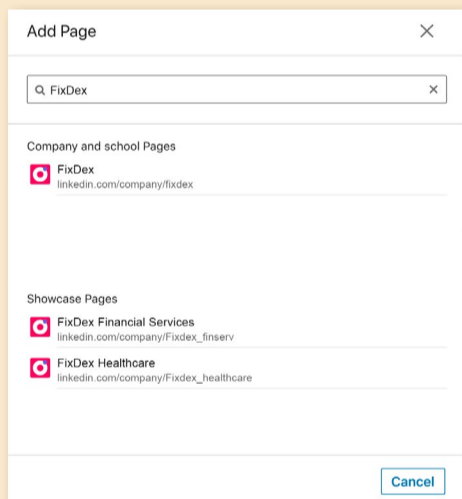
Promote Page governance. Remove someone from Business Manager and they'll immediately lose access to all your Pages. You can also remove an agency's Business Manager access and all their employees will instantly lose access to your Pages.

Here's how it works

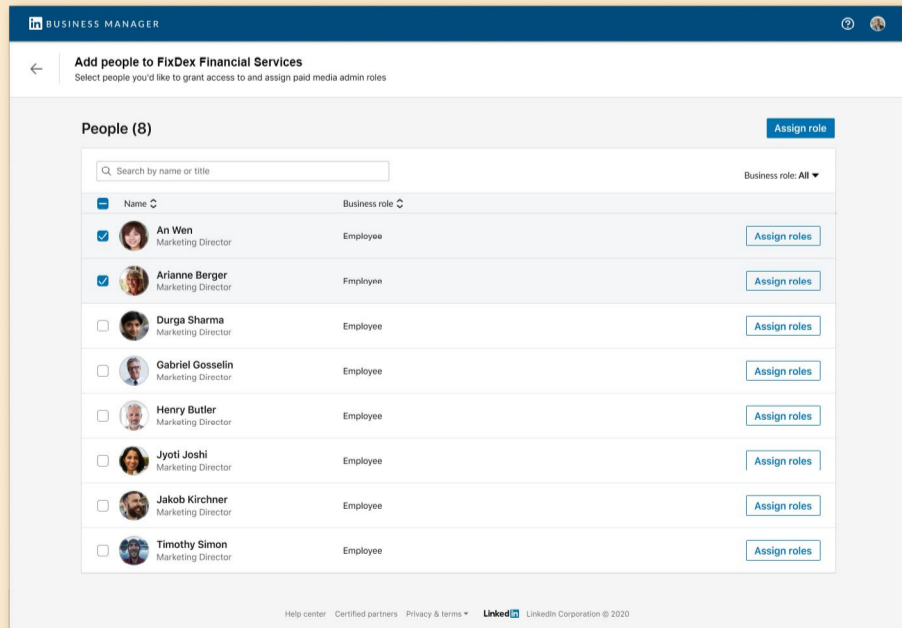
1 Jordan is invited to FixDex's Business Manager account as a **Business Manager Admin**



2 Jordan adds all of FixDex's different Pages and Showcase Pages to Business Manager. Because Jordan is already a **LinkedIn Page Super Admin**, she can immediately approve these requests.



3 With FixDex's Pages now available in Business Manager, Jordan easily invites all of her colleagues who are involved in organic marketing to Business Manager. She also shares Sponsored Content Poster access to her Pages with FixDex's agency, so they can assign their own people to run ads on FixDex's behalf.



💡 Tips

- Business Manager can help synergise your organic and paid efforts. Leverage this by having both teams discuss their onboarding to the same Business Manager account.
- Organic Social Leads should be a Business Manager Admin.
- If people from other organizations need access to your Page, share Page access to their Business Manager. You'll be able to see the organizations accessing your Page and can remove them and their people all at once if/when needed.
- All APIs will continue to work as they did before Business Manager. It's recommended that you add the person who originally set up your integration to your Business Manager account.

