

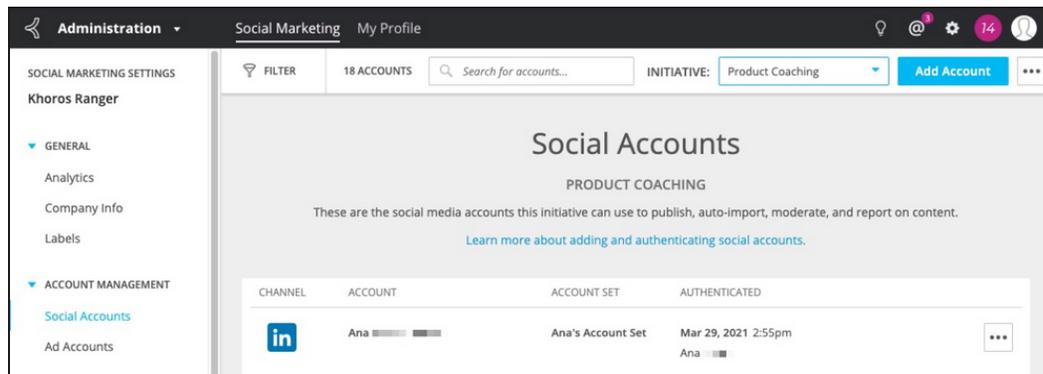


## Integrating Khoros Marketing with LinkedIn

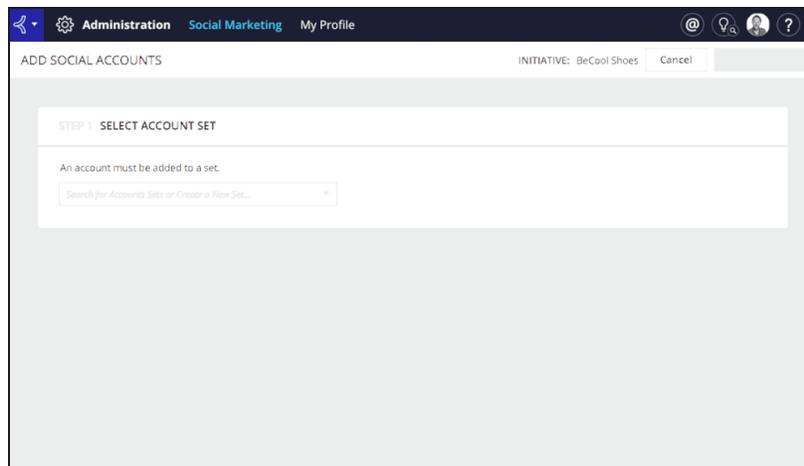
(Existing Khoros customers can visit the most up-to-date version of this integration guide [here](#))

### To set up your LinkedIn integration

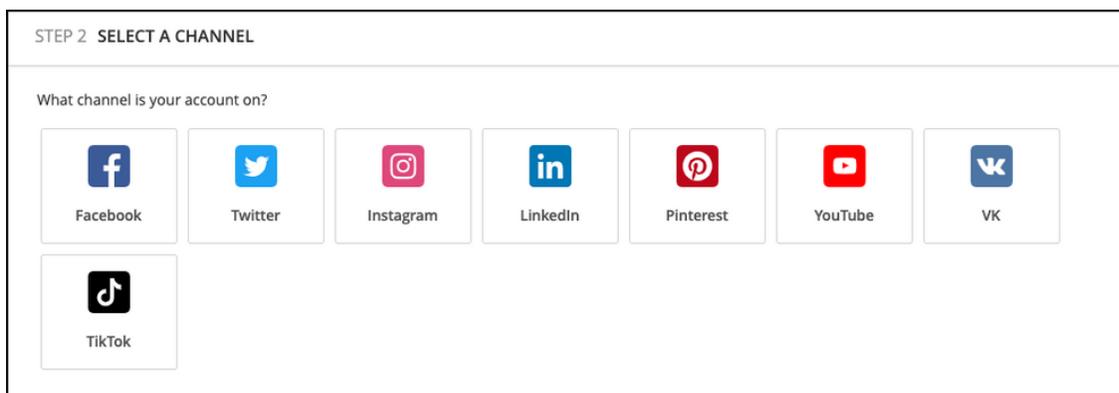
1. Log in to your account and select the correct initiative
2. Got to Social Marketing Settings → Account Management → **Social Accounts**
3. Click blue **Add Account** button



4. Select or create **Account Set**



5. Select LinkedIn and click '**Authenticate**'



## LinkedIn Ads Authentication in Khoros Marketing

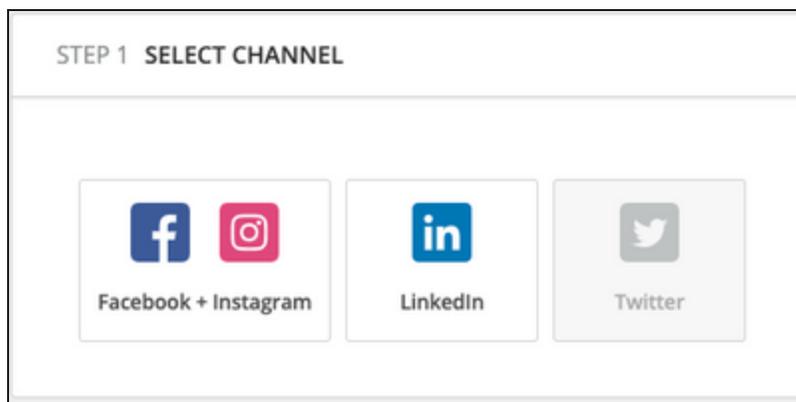
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When authenticating a LinkedIn ads account, first ensure that:

- You are either a Khoros Marketing Company Admin or Manager, or have a Custom Role which includes the Ads Management permission.
- You have access to the LinkedIn Ads account you are authenticating (at least a Viewer role).

### Authenticating LinkedIn Ads

1. Go to Social Marketing Settings in the top navigation toolbar.
2. Click on Account Management > Ad Accounts from the left-hand menu.
3. Click the blue Add Account button at the top right corner.
4. Select LinkedIn.



5. Select the Initiative you want the ads to be visible in. The initiatives the ad account can be in are determined by the connected social account (page).
6. Click Authenticate.
7. Follow the login/authentication process when prompted.

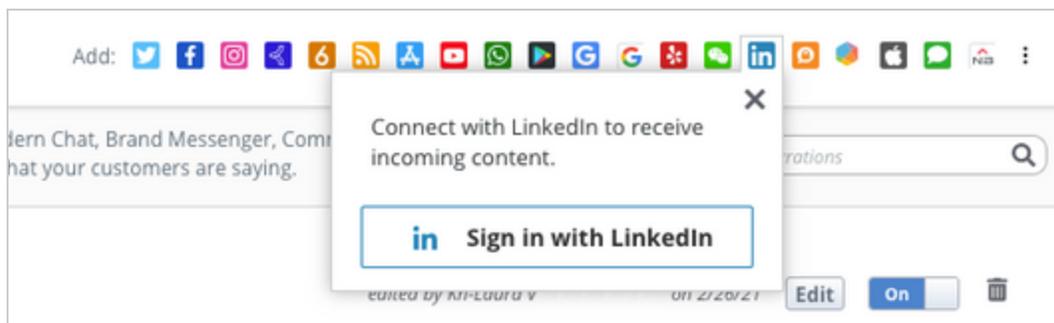
## Integrating Khoros Care with LinkedIn

For LinkedIn integrations, you can post and respond to comments on a LinkedIn Company page, a LinkedIn Showcase page, or a LinkedIn Personal Profile page.

(Existing Khoros customers can visit the most up-to-date version of this integration guide [here](#))

### To set up your LinkedIn integration:

1. Sign in to Khoros Care as an Admin and go to Care Settings → Integrations → Source Integrations.
2. Click the LinkedIn icon.

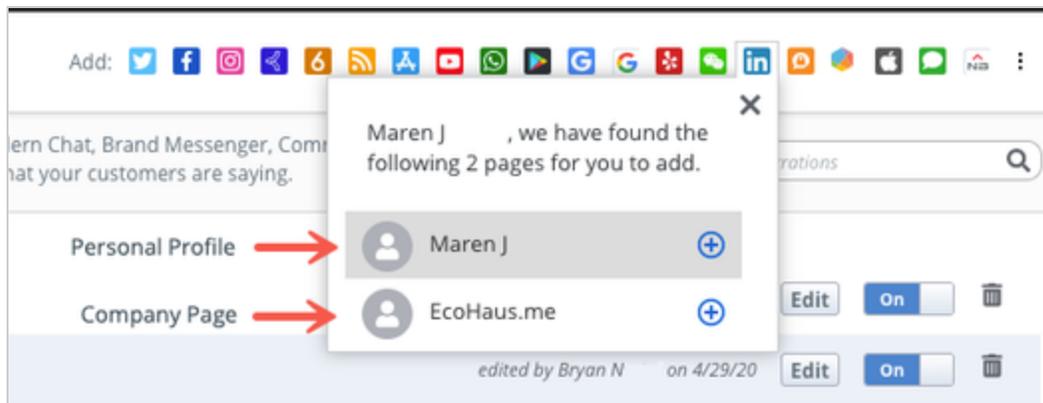


3. Click **Sign in with LinkedIn**. (Make sure your pop-up blocker is turned off.)
4. If you are already signed in, make sure you're using the correct account before continuing. Enter your username and password.

**To integrate with a Company or Showcase page**, enter the username and password for the company page. Alternatively, if your LinkedIn personal profile has been granted admin access to the company page, enter the username and password for your personal profile.

**To integrate with a Personal Profile page**, enter the username and password for the associated LinkedIn member. This option is recommended for managing personal accounts of high profile individuals within your company. It is not intended as a configuration for individual agents.

5. Follow the on-screen instructions to connect your LinkedIn account. When you see the prompt to give Khoros access, click **Allow**. After completing these steps, you are returned to the **Source Integrations** page in Khoros Care.
6. Select an integration option from the list of pages associated with the credentials you entered. The Personal Profile appears first, followed by any Company Pages for which you have admin access.



7. Select your **preferences** for the integration.
8. Make sure that the toggle to enable the integration is set to **On**.
9. Click **Done Editing**.

#### **Important note: LinkedIn tokens**

- LinkedIn tokens expire every 365 days. When this happens, posts cannot be published, and you will see a "401 unauthorized error". You may also need a new token if you update the password for your integrated LinkedIn account. To request a new token and manually reconnect the integration, go to Care Settings and click Edit next to the relevant LinkedIn integration. Click Reconnect to generate a new token.
- Additionally, only one LinkedIn token can be assigned per Care user. If you want to integrate multiple LinkedIn pages, including personal profiles, each page must be integrated by separate Care users.