

# LinkedIn Implementation Guide

## Table of Contents

|  |          |
|--|----------|
| <b>Introduction</b>                                    | <b>1</b> |
| <b>Connecting Social Profiles Pages and Groups</b>     | <b>1</b> |
| Supported Channels                                     | 2        |
| How to Add a New Social Profile to Oktopost            | 2        |
| LinkedIn Company Pages                                 | 4        |
| Profile Settings                                       | 4        |
| Team Assignments                                       | 5        |
| Required Permissions                                   | 5        |
| <b>Troubleshooting</b>                                 | <b>6</b> |
| Why do I need to reconnect my page or profile?         | 6        |
| How to Re-connect Your Social Profile                  | 7        |
| How to Handle Permission Changes on The Social Network | 7        |

## Introduction

LinkedIn connects the world's professionals to make them more productive and successful as the largest professional network. Using LinkedIn via Oktopost makes it incredibly easy for users to schedule content at scale, measure the results, and help amplify the brand reach by way of advocates.

## Connecting Social Profiles Pages and Groups

The very first step to getting started with Oktopost is to connect your social profiles. Oktopost allows you to add personal social profiles, company pages, and group pages that you manage, as well as those of colleagues, to post on their behalf.

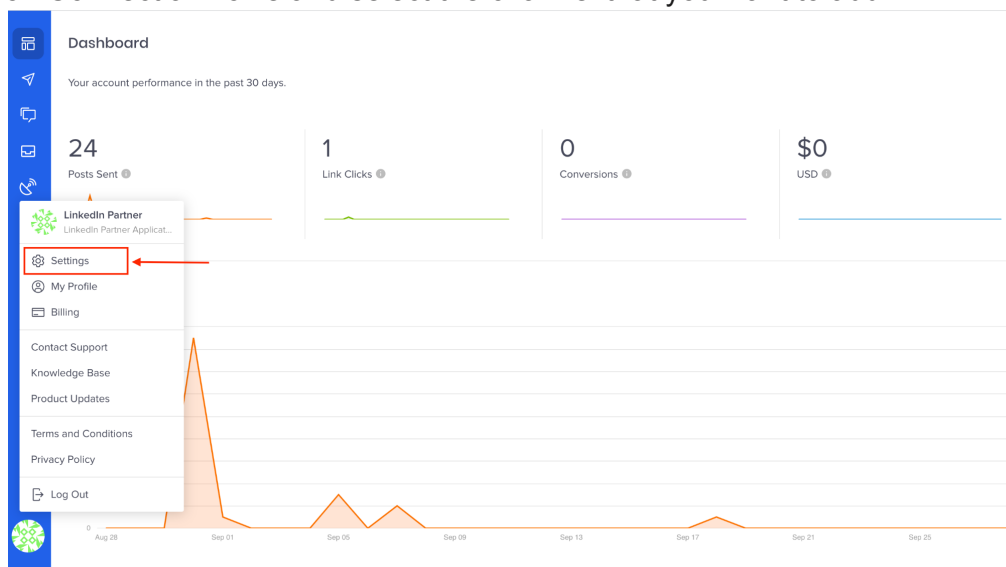
# Supported Channels

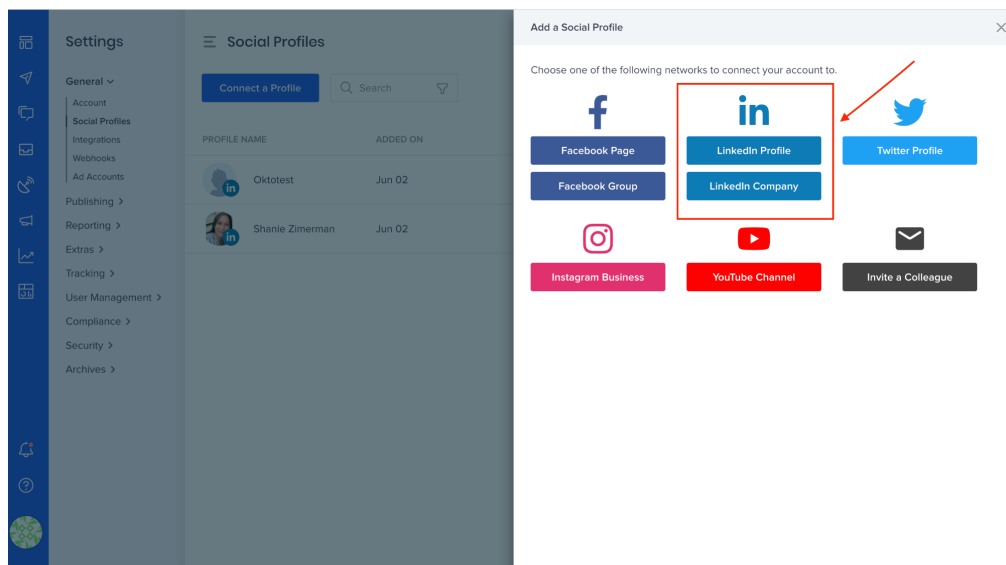
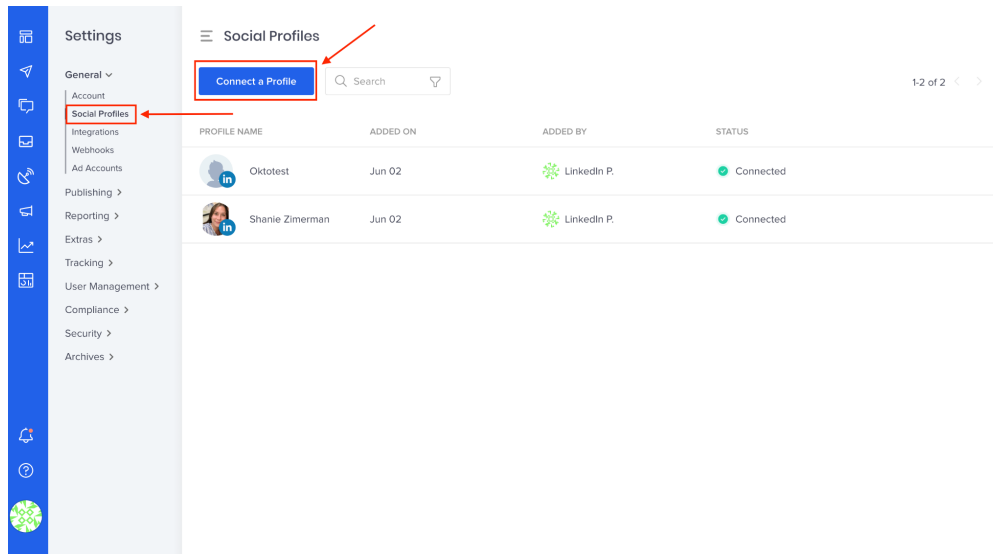
Oktopost allows you to manage the following channels:

| Network   | Channels                                       |
|-----------|--|
| LinkedIn  | Personal Profiles, Company, and Showcase Pages |
| Facebook  | Business Pages and Groups                      |
| Instagram | <a href="#">Business Profiles</a>              |
| Twitter   | Twitter Handles                                |
| YouTube   | YouTube Channels                               |
| WeChat    | <a href="#">WeChat Profiles</a>                |

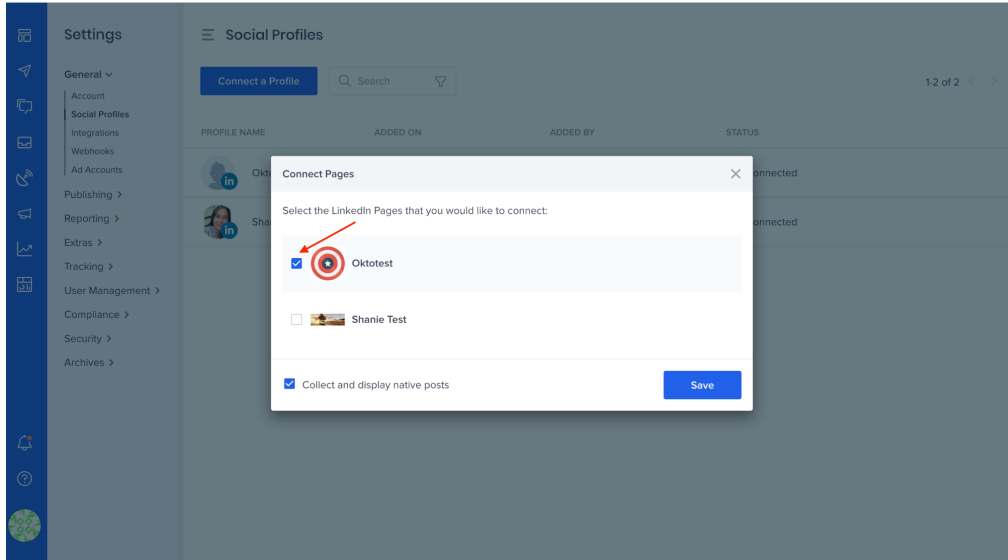
## How to Add a New Social Profile to Oktopost

To add a new social profile to Oktopost, go to the Social Profiles tab in your account, click on Connect a Profile and select the channel that you want to add.





Note that if you chose to connect a Page, a popup window would appear, allowing you to select from the pages you manage.

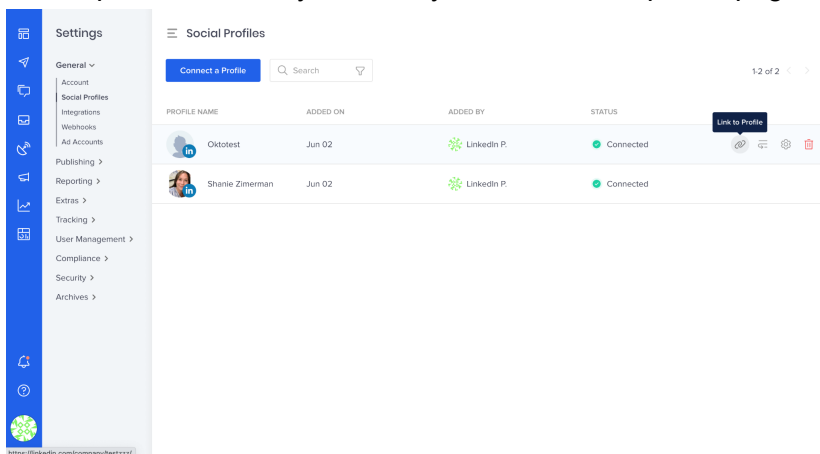


## LinkedIn Company Pages

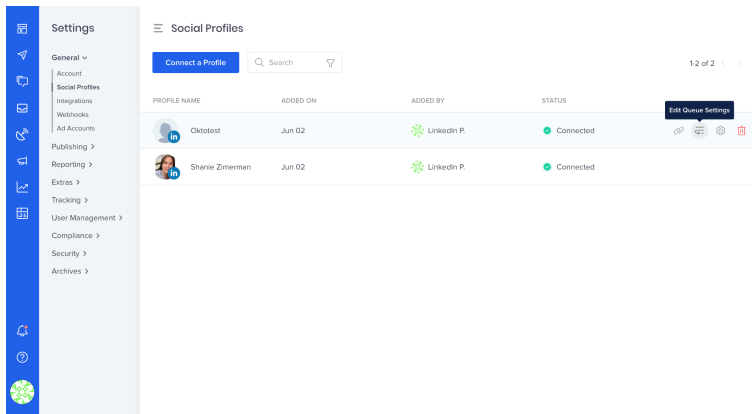
To connect your LinkedIn Company Page to Oktopost, you must be a Super Admin User for that Company Page.

## Profile Settings

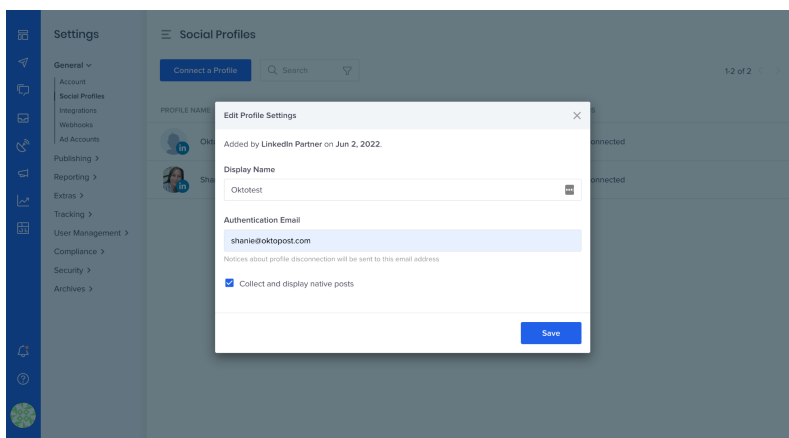
Link to profile will take you directly to the relevant profile page:



The Queue is a method of selecting a posting date/time based on presets for each Social Profile that is connected in Oktopost. It allows you to define how often and during which time period you would like posts to publish:

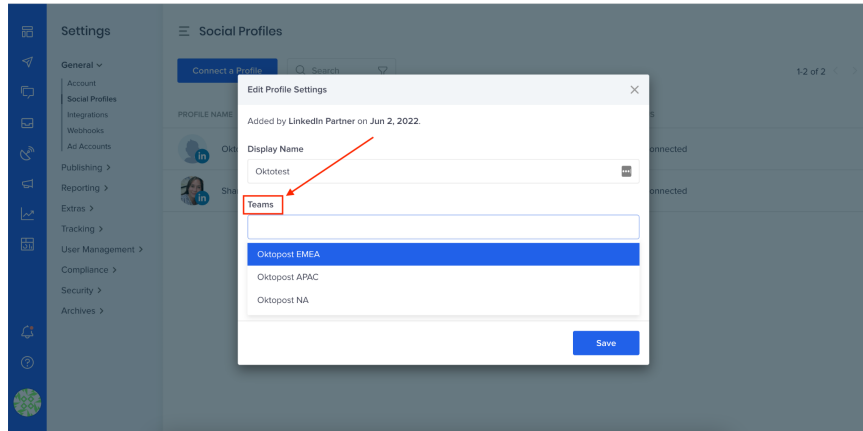


Through the profiles settings, you can update the display name, send the authentication email to an additional address other than the individual who connected the profile, and select the option to collect and display native posts:



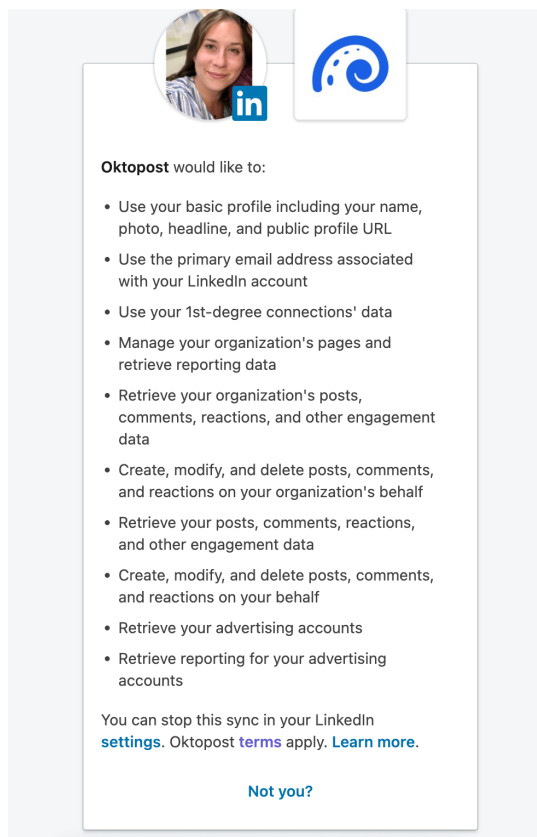
## Team Assignments

The Teams feature in Oktopost gives you the ability to define groups of users with common access to specific social profiles, campaigns and advocacy boards while preventing access to others.



## Required Permissions

To connect a page, you will need to authorize using the personal profile of the page admin. Please note that all the permissions are used to operate your account, we do not use the permissions for anything outside of this scope. Once the process is complete, the social network will send you back to the Social Profiles tab in Oktopost.



# Troubleshooting

## Why do I need to reconnect my page or profile?

Every so often, you may be required to re-connect your profiles and pages to Oktopost. This can happen due to several reasons:

- A periodical requirement by the social network.
- A posting error occurred that caused the need for revalidation.
- The user, who connected the profile, revoked, or changed Oktopost's access permissions on the social network.
- The user never completed the authorization process (a step may have been skipped).

## How to Re-connect Your Social Profile

To re-connect your profile or page to Oktopost, click on the *Re-connect* link inside the notification you see inside the platform or the email that you received.

Note that to re-connect your profile or page, you have to be the person who initially added it to Oktopost. If you're not it but still have admin access to the social account, you will need to re-add it. Re-adding means that you can skip the Reconnect button, click on the Connect a Profile button from inside the platform and add it from scratch.

## How to Handle Permission Changes on The Social Network

To provide the service, Oktopost needs programmatic access permissions to your social account. If you, or the user who connected the profile, decides to change the requested permissions, you will not be able to use the system and need to re-connect the profile. In this case, you will need first to revoke Oktopost's permissions from the social network, and then re-add it from scratch.