

Top reasons education performance marketers should use LinkedIn Pages



LinkedIn Pages are a free online tool that enable institutions to establish a presence on LinkedIn and form connections with students, employees, and alumni by:

- Posting regular industry and school updates
- Building a community of students and alumni followers
- Allowing your current students and alumni to identify and interact with each other via the alumni tools feature
- Connecting with your followers in real-time by hosting live events

Comprehensive and Engaging- how and why education performance marketers are using LinkedIn Pages

LinkedIn Pages act as a voice for your institution and allow you to create a community online for staff, students, and alumni to network and engage. You can share content that provides prospective students and employees with a glimpse into school culture or deep-dive into topics that are trending with your audience using LinkedIn Articles. From there you can interact with your followers by reacting and commenting or re-sharing posts.

- 1. Engage -**
stay active by posting content and interacting with your followers and prospects daily
- 2. Analyze -**
monitor follower growth, activity, and engagement with robust analytics
- 3. Grow -**
discover content that is trending and drive specific actions with customizable call-to-action buttons

“Companies that post weekly see a **2x lift** in engagement with their content”

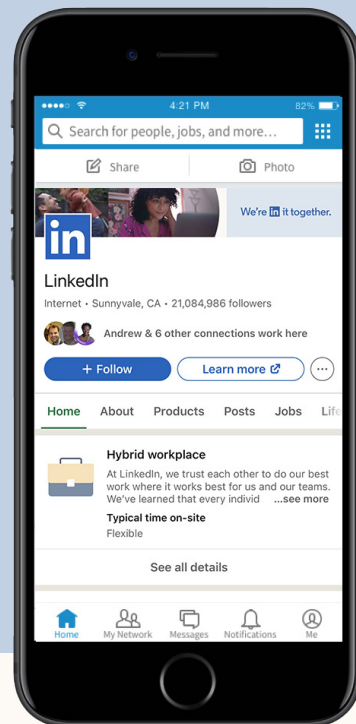


Start the conversation with LinkedIn Pages

When setting up your LinkedIn Page make sure you have complete information including your logo, company overview, and information about your organization. From there you can invite connections from your network to join your Page and expand the reach of your community through your employees and alumni. Once you've mastered the basics, you can incorporate additional features like hashtags, articles, and live events.

Showcase the best of your school

Connect with your community, build an invaluable network, and entice prospective students and staff, all in one place. Continue building out your LinkedIn School page, today!



An Education Performance Marketers' not-so-secret weapon

You're in good company on LinkedIn with Pages that help you engage with prospective students, staff, and alumni.

[Learn More](#)

