

Checklist

Grow Your Page Followers

While your invitations are pending, continue growing your Page with these tips



To grow Page followers on LinkedIn, you'll need to drive awareness of your Page and post great content. Use these tips to accomplish both:

One time

Add the **LinkedIn “Follow” button** to your website.

Link to your Page in your email signatures, newsletters, and blogs.

Every week

Post consistently throughout the week to provide value to your followers. Here are some ideas:

- **Share posts from Content Suggestions:** Discover and share trending content with your target audience.
- **Ask questions in your post:** Questions will help to spark conversation, which lead to more views.
- **Include video in your posts:** Keep videos short, raw, and authentic to get the most engagement.
- **Share PowerPoints and PDFs:** Documents help position your brand as a thought leader.
- **Re-share your Page’s best @mentions:** Showcase the voice of employees, key leaders, and customers.

React and comment on your Communities Hashtag feeds to get your Page in front of new audiences.

Every month

Promote your LinkedIn Page by linking to it on other social channels.

Tag other Pages or members with @mentions in your posts to engage your community.

Switch up the hashtags in your Communities panel to reach new audiences.

Review your Page analytics to see what content resonates most with your audience.