Getting started with

“My Company” Tab on Pages

Updated March 2021

“My Company” Tab Features

- **Access a trusted**, employee-only community on LinkedIn
- **Celebrate one another**, with quick insight into new hires and coworker milestones
- **[NEW] Share** organic posts and content curated by your marketing and talent branding teams
- **[NEW] Filter** Recommendations by hashtags to discover relevant content
- **Interact with one another**, by engaging with trending LinkedIn posts from their coworkers
- **Connect with one another**, through dynamic suggestions based on their location, team and shared coworkers
- **[NEW] Measure** success with new employee advocacy analytics

As we transition employee advocacy functionalities to LinkedIn Pages, we will be **rebranding 'Broadcasting' content to 'Recommending' content**

Checklist for Success

Below are items to consider before launching employee advocacy on your “My Company” tab

Add Curators
Add **Curators** to your Page to drive your content strategy. Click here for step-by-step instructions and migration tips.

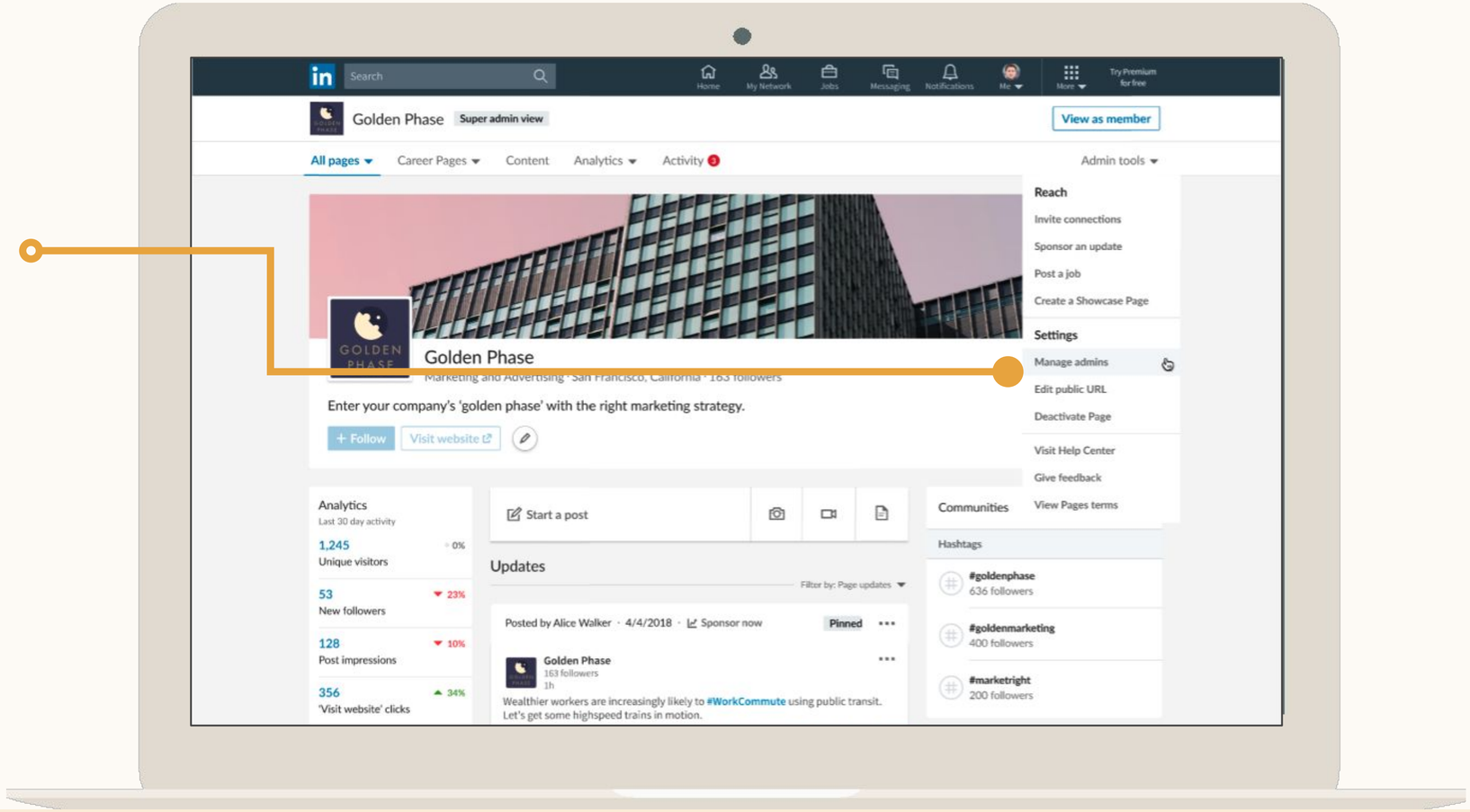
Recommend Content
Click here for step-by-step instructions and migration tips.

Measure Analytics
Understand what metrics are available to help you measure success. Click here for an overview.

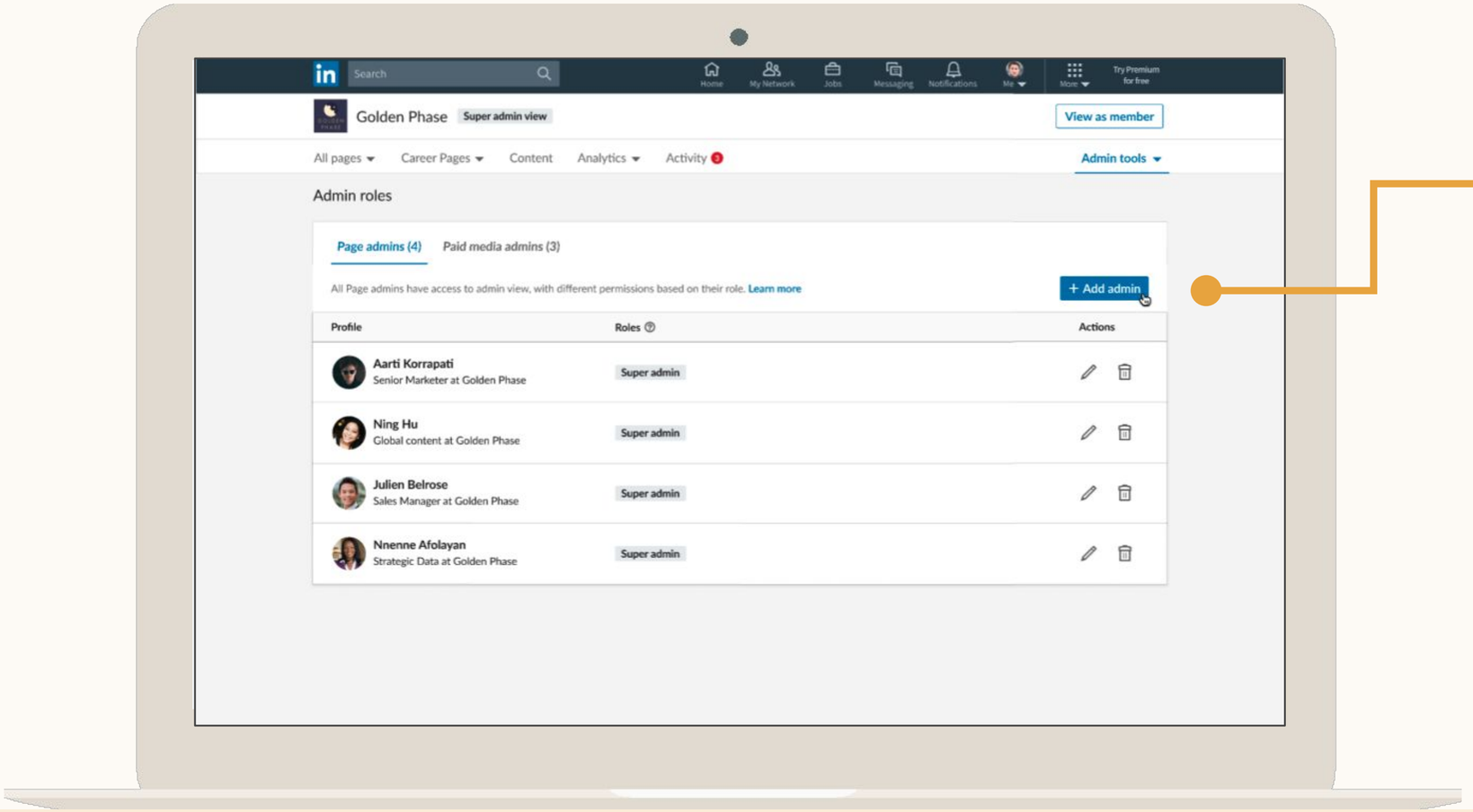
Understand hashtags and content
Click here for information on hashtags and tips for content best practices

1. Adding a Curator
2. Recommending Content
3. Employee Advocacy Analytics
4. Hashtags & Content
5. Support + FAQs

To start, visit the ‘Admin tools’ dropdown and click on ‘Manage admins’



Elevate Migration Support: Download the **‘seats report’ from Elevate** to view current program Curators and use this list to add them into the Pages experience

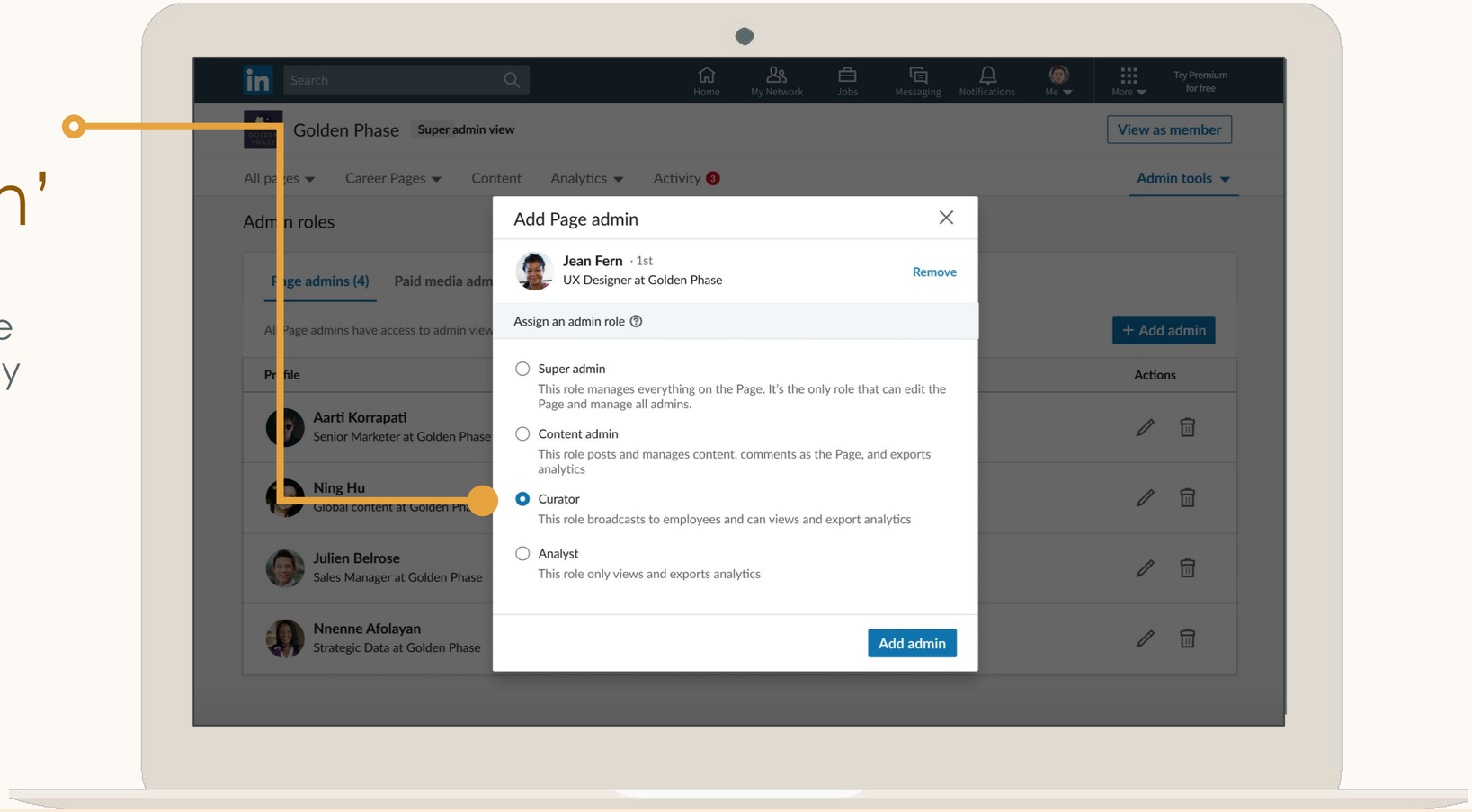


Next, click ‘Add admin’ and search for a member

Tip: Only **Super Admins** can add, delete and edit roles and permissions on their Page. Additionally, Admins are no longer limited to adding only 1st degree connections.

Then, select ‘Curator’ and click ‘Add admin’

- **Super Admins** can manage everything on the company Page and Admins of all categories (i.e. Curators)
- **Curators** can recommend exclusively to the “My Company” tab



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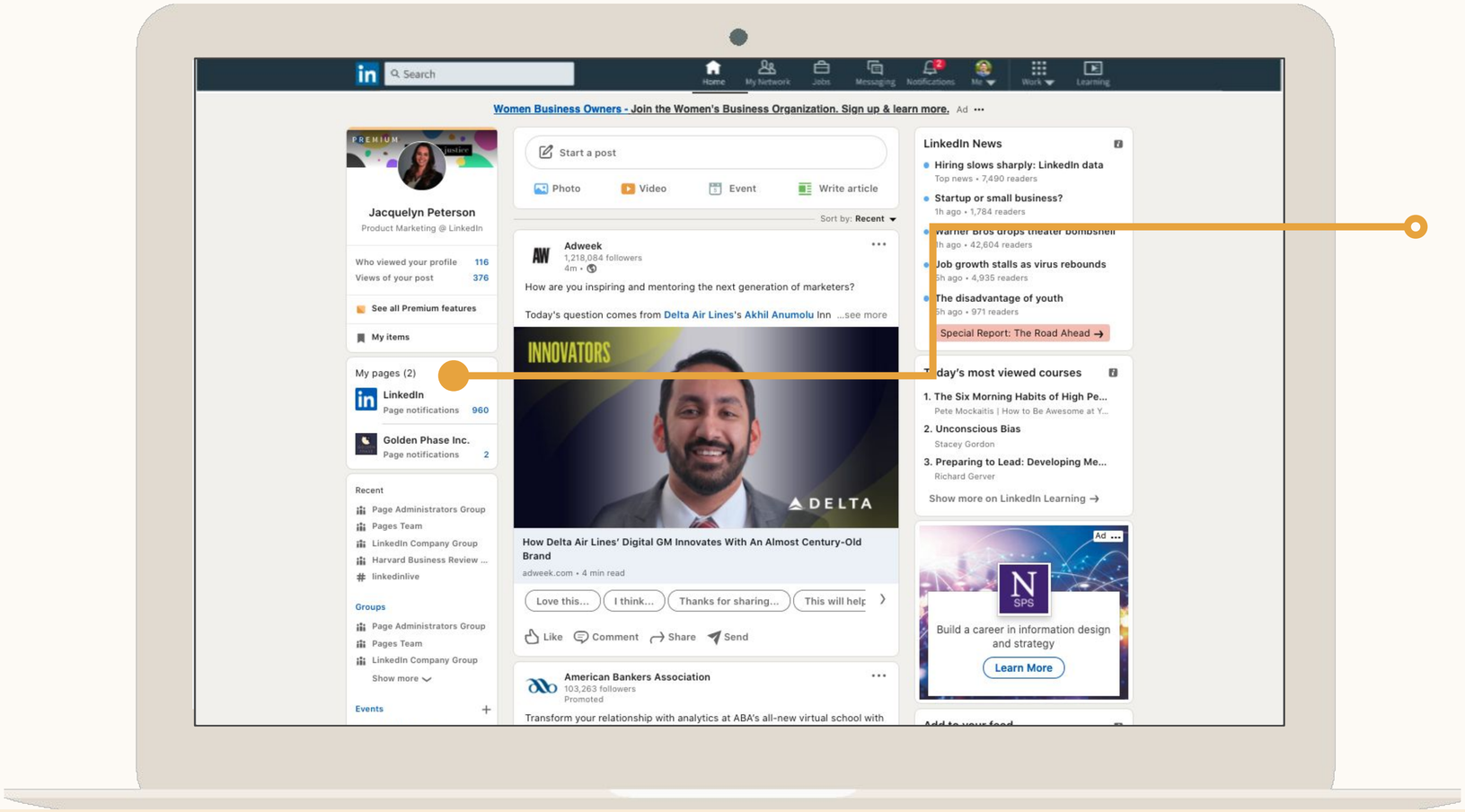
Recommend Tips & Tricks

On Pages, ‘Broadcasting’ will be **rebranded to ‘Recommending’**

- Recommend **at least 3 curated posts** before launching
- Push **5-10 new curated posts a week** to keep content fresh
- Leverage the ‘Content suggestions’ tab to **easily recommend trending content** to your employees

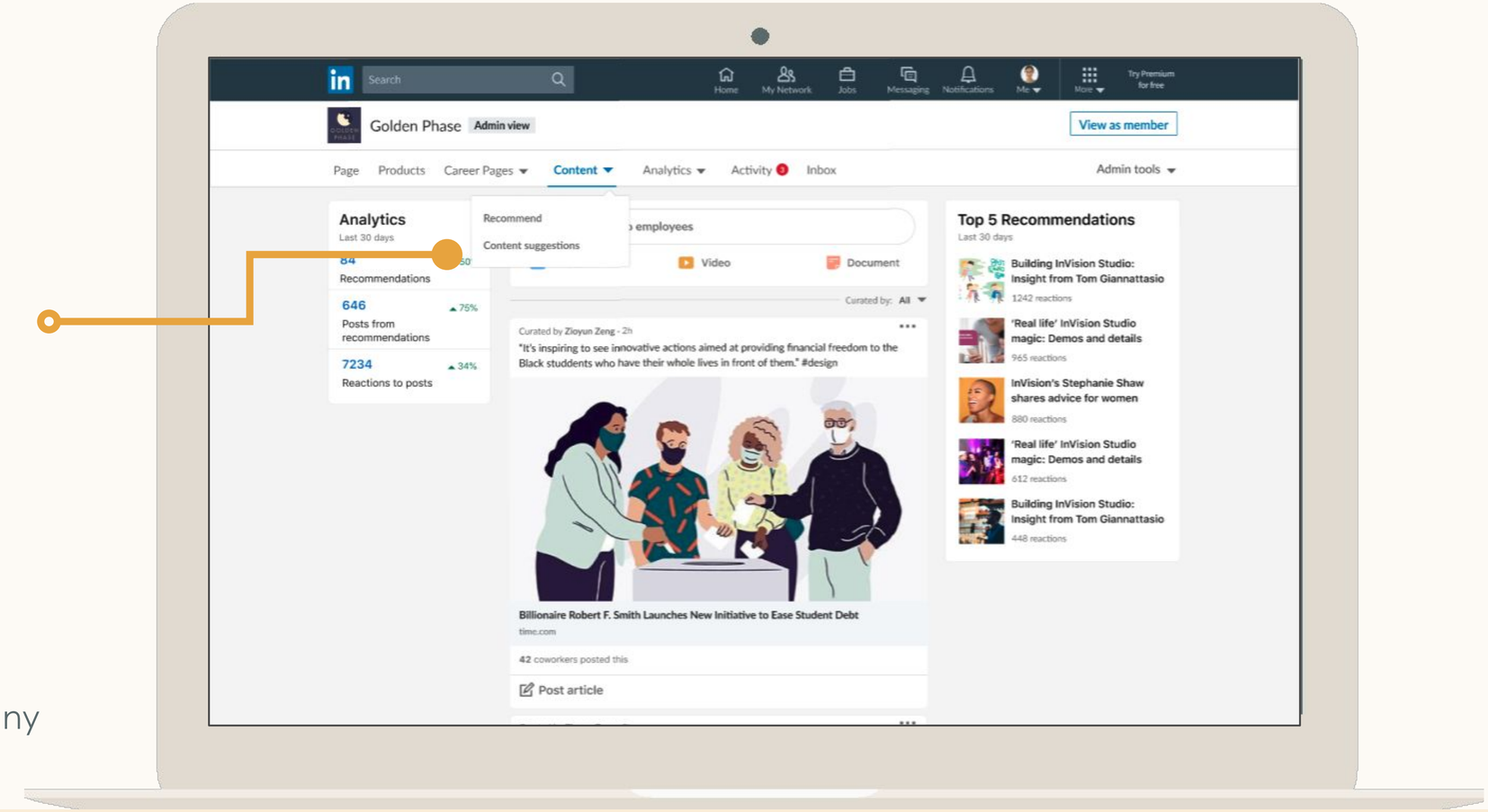


To begin, access your Page on the left-hand side of your home feed under 'My pages'

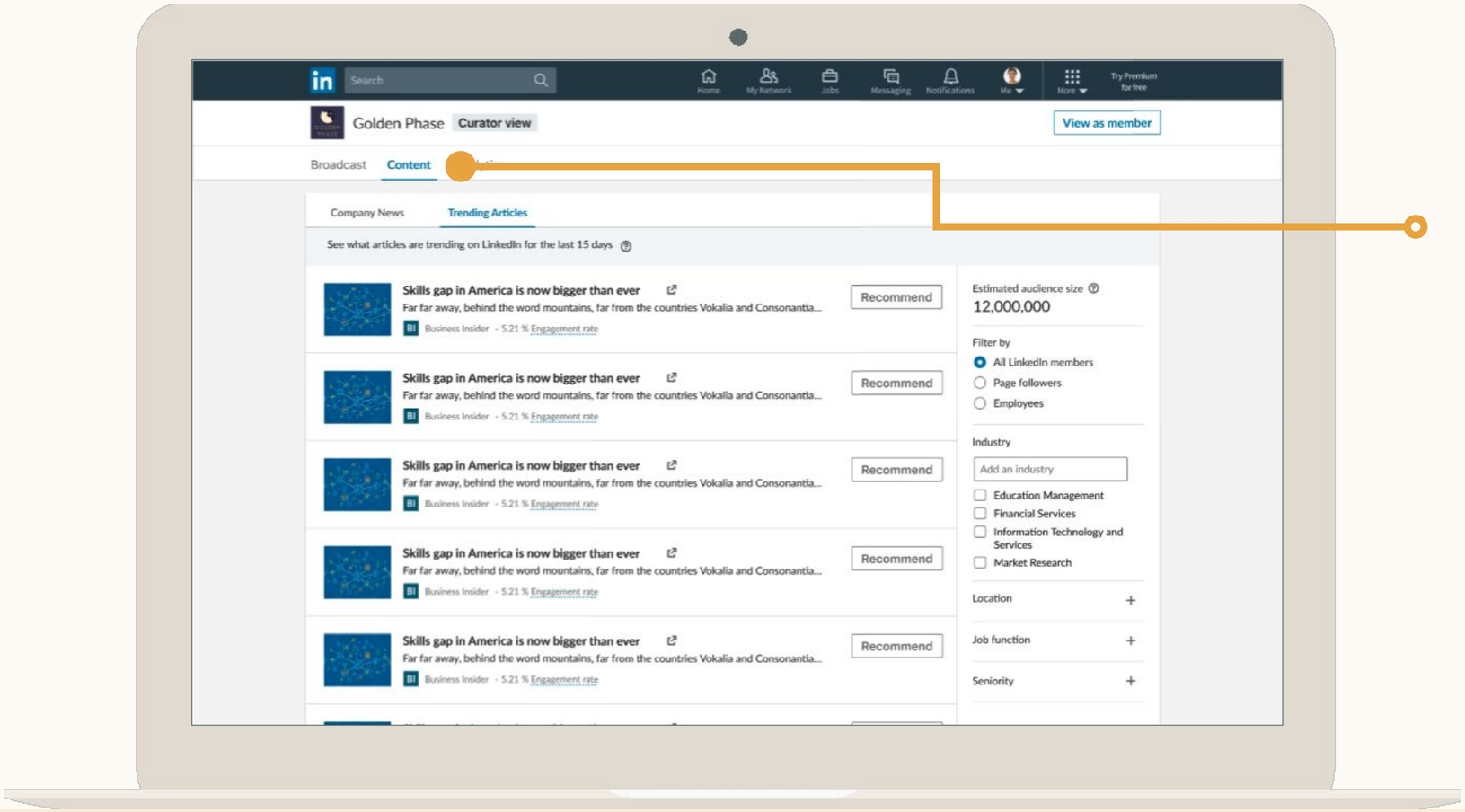
Tip: If you don't see your Page listed under 'My pages', reach out to your Admin for assistance

Elevate Migration Support: To help inform your Pages content strategy, download the '**broadcast report' from Elevate** to view the types of content receiving high engagement today

Admins can access trending content under the ‘Content’ dropdown, then ‘Content suggestions’

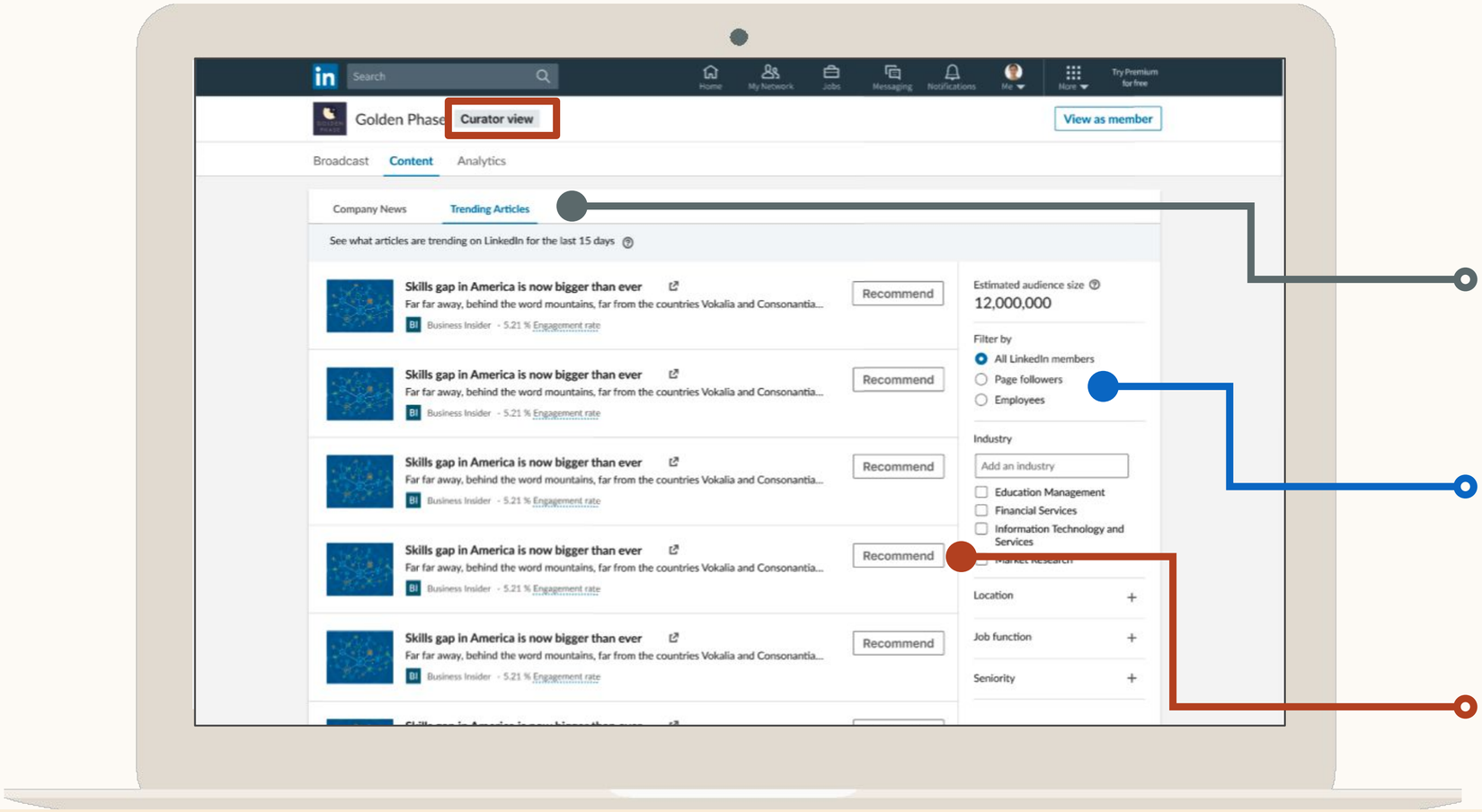


Tip: Skip to slide 16 to recommend unique company content



Curators can access trending content by clicking ‘Content’ on the top navigation bar

Content suggestions for **‘Curator view’**



Trending Articles
View the top content members are engaging with on Linkedin today

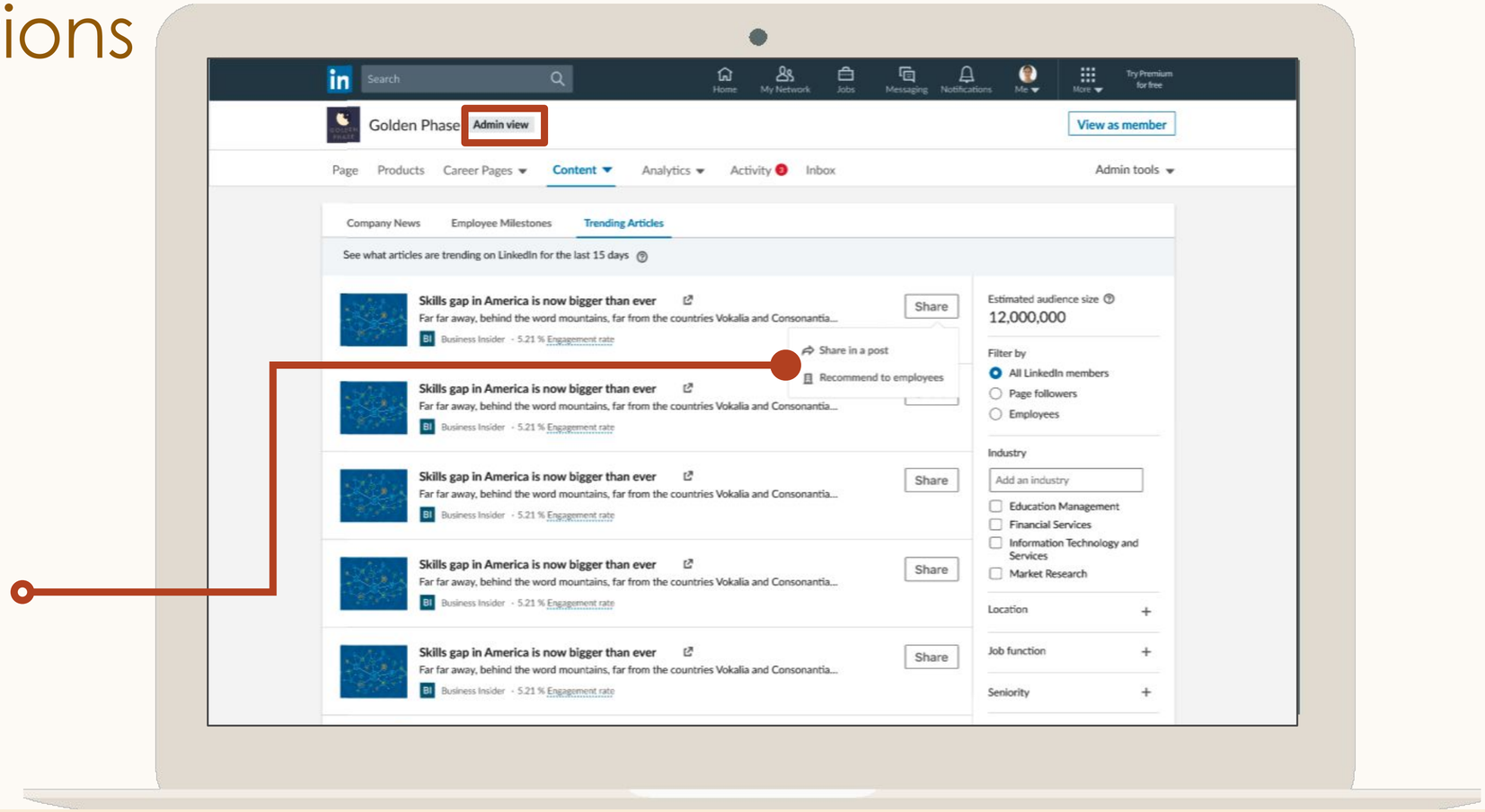
Filter content suggestions
Filter content by audience, industry, location, job function and seniority

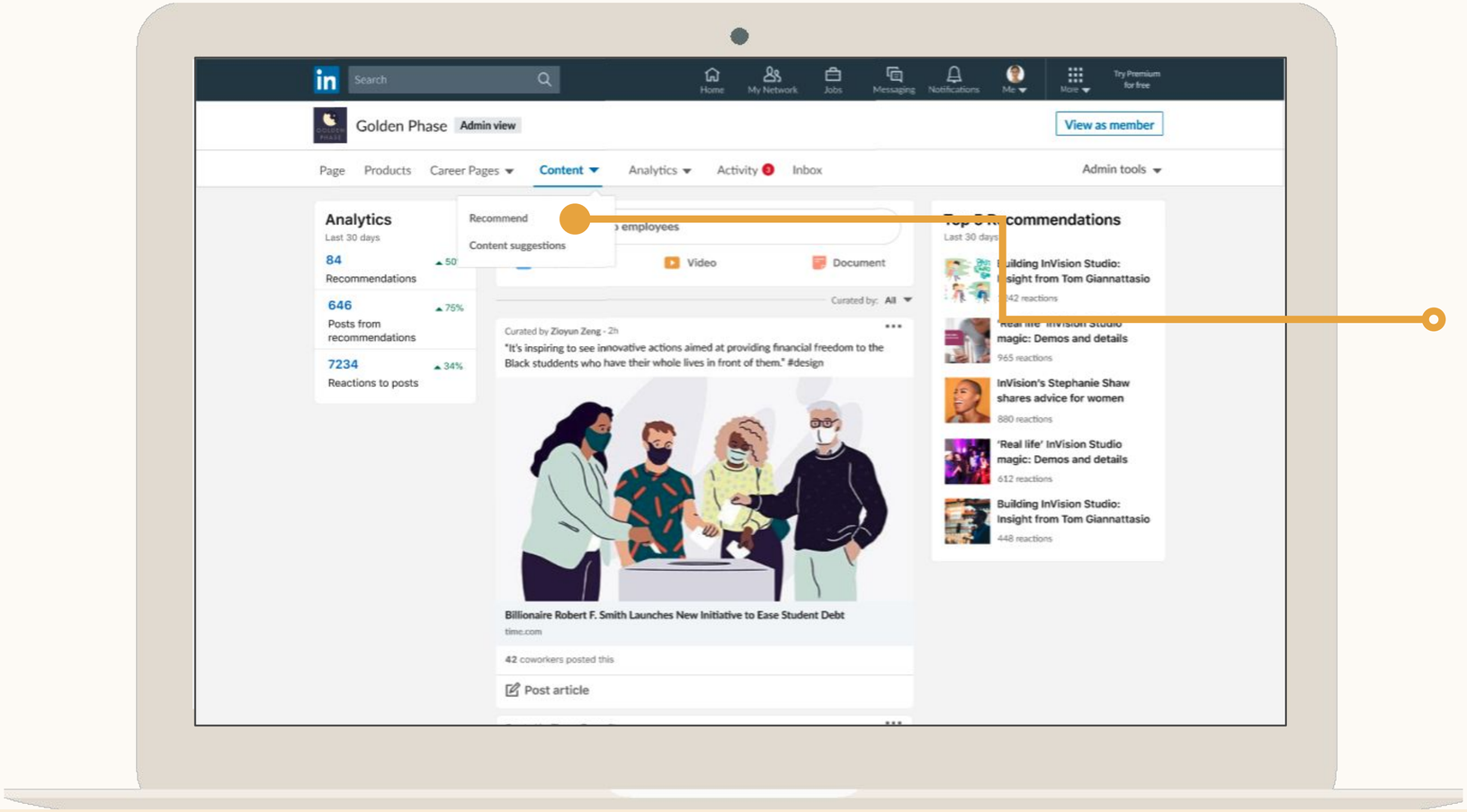
Recommend to employees
Select an article and click ‘Recommend’

Content suggestions for ‘**Admin view**’

Recommend to My Company
Super Admins will have additional options when sharing a trending article. Super Admins can:

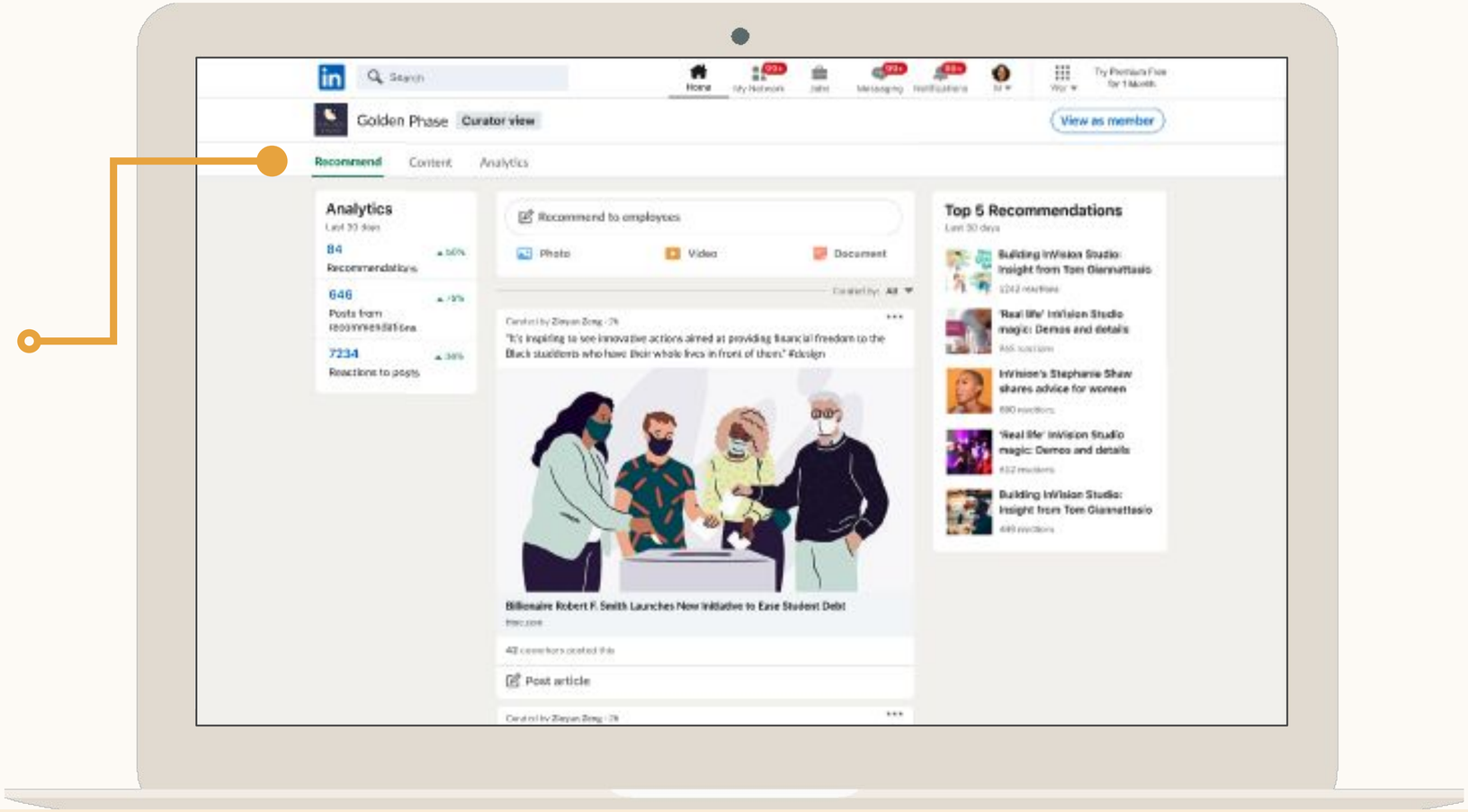
- **Share in a post** to the main company Page
- **Recommend to employees** on the “My Company” tab

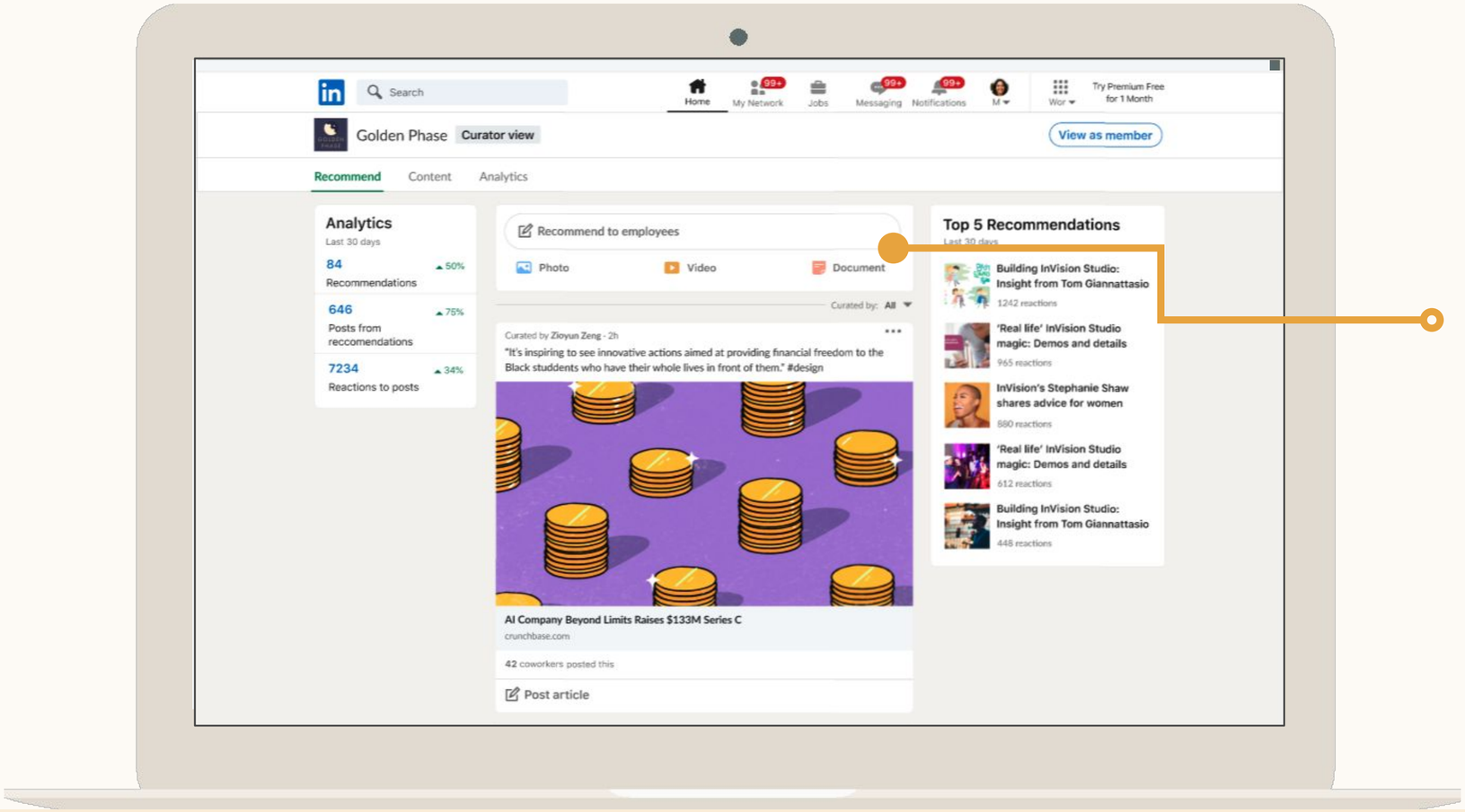




Admins can curate content under the ‘Content’ dropdown and then ‘Recommend’

Curators can curate unique content by clicking ‘Recommend’ on the top navigation bar





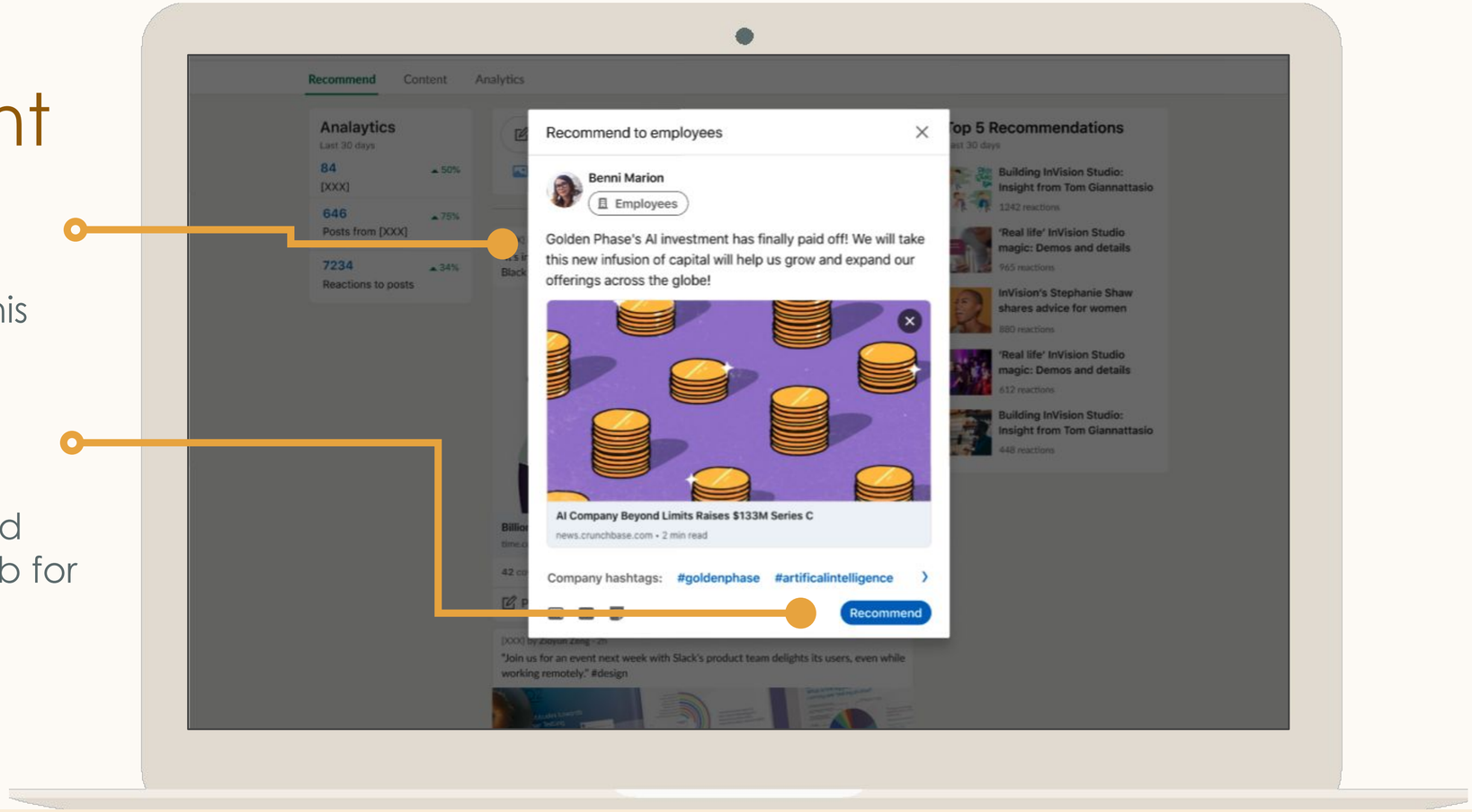
To start curating, click 'Recommend to employees' and input content such as:

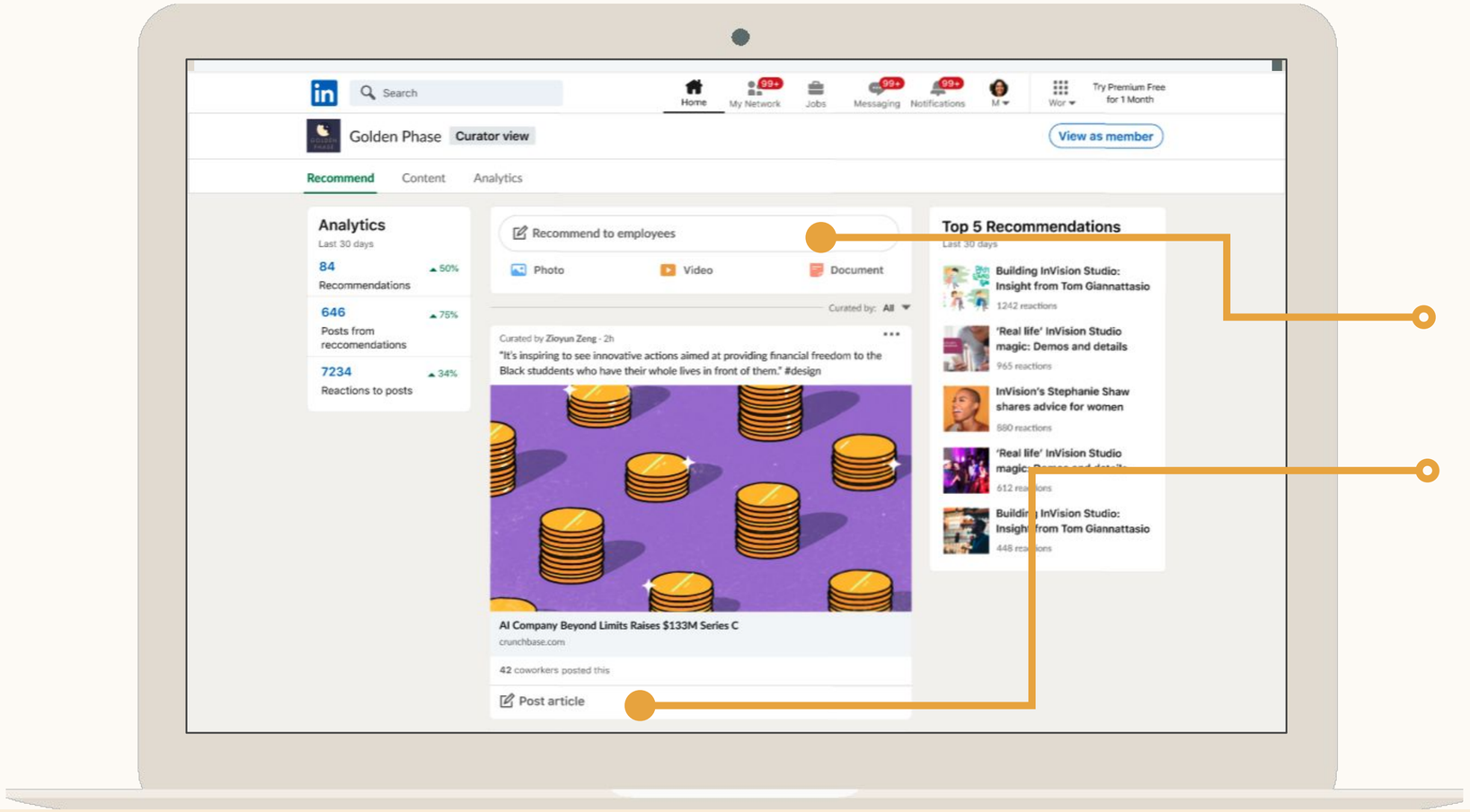
- Video
- Image
- Document
- Third-party URL

Personalize company content

Add perspective text
Offer recommended copy for employees to use when sharing this post organically to their networks

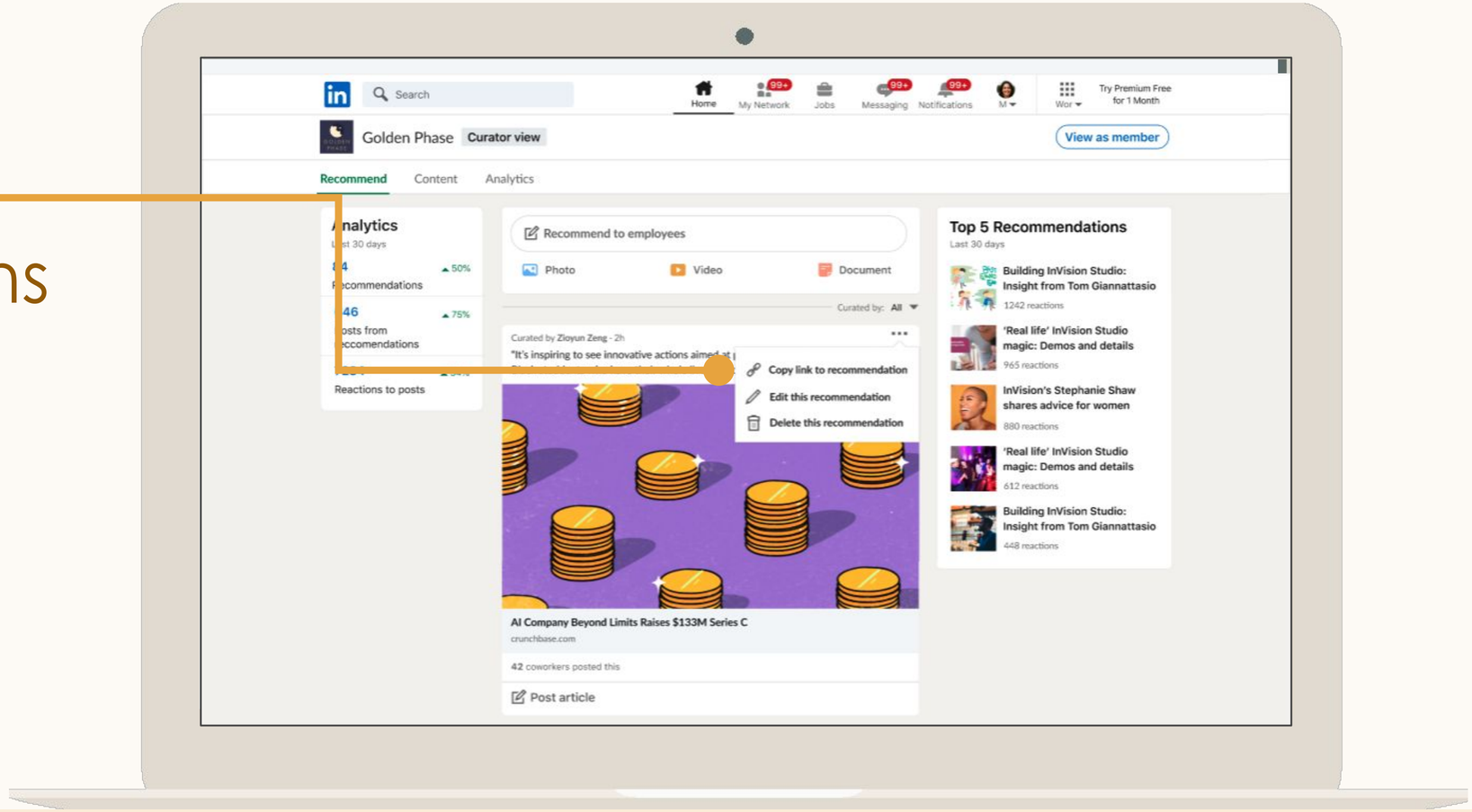
Recommend to My Company
Once the post is complete, hit ‘Recommend’ to push this curated content to the “My Company” tab for employees to discover and share





Curators and Admins will then land back on the main view to **curate** additional content or **share curated posts with their own networks** via 'Post article'

Curators and Admins can manage their recommendations by sharing direct links, editing or deleting



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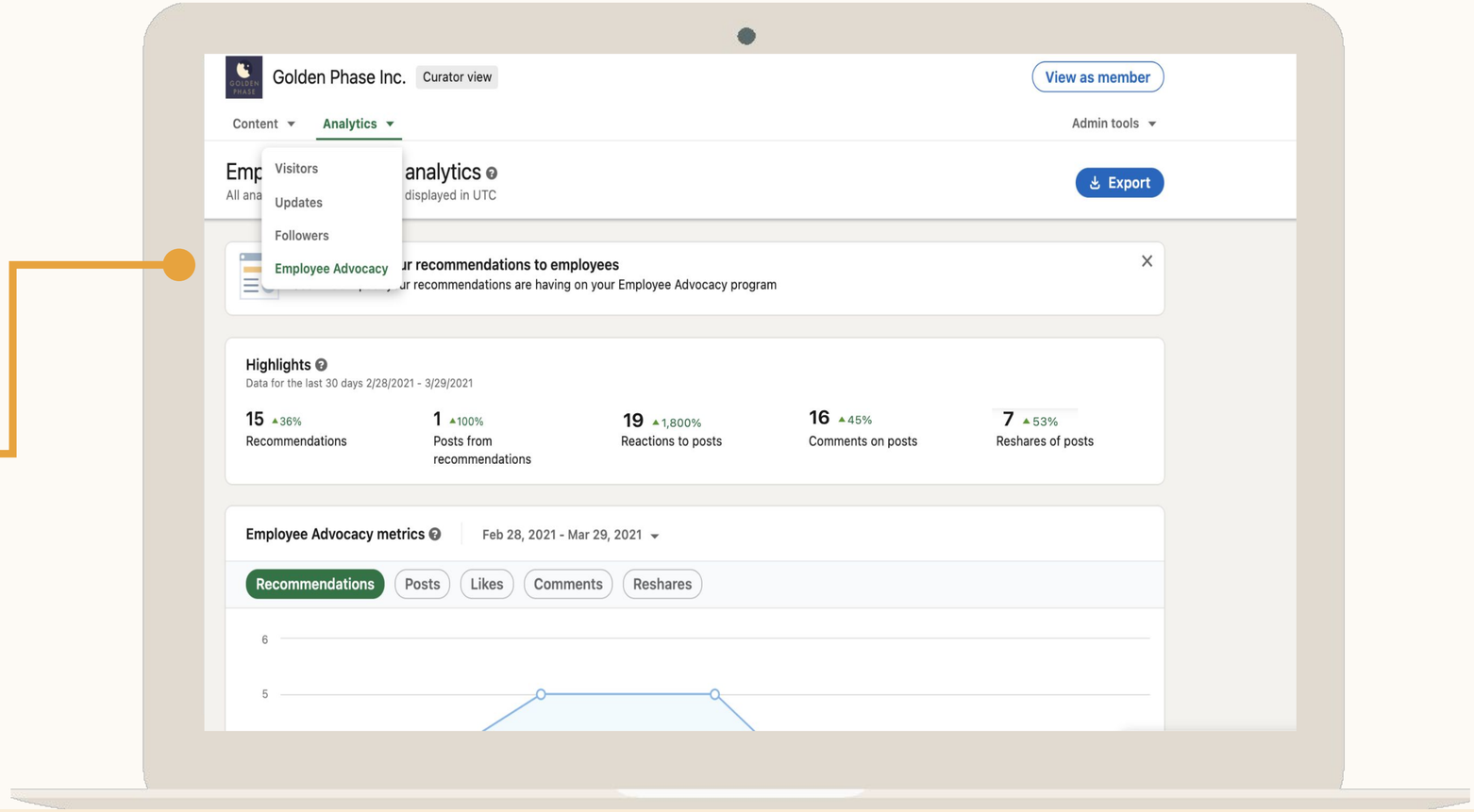
Access Employee Advocacy Analytics

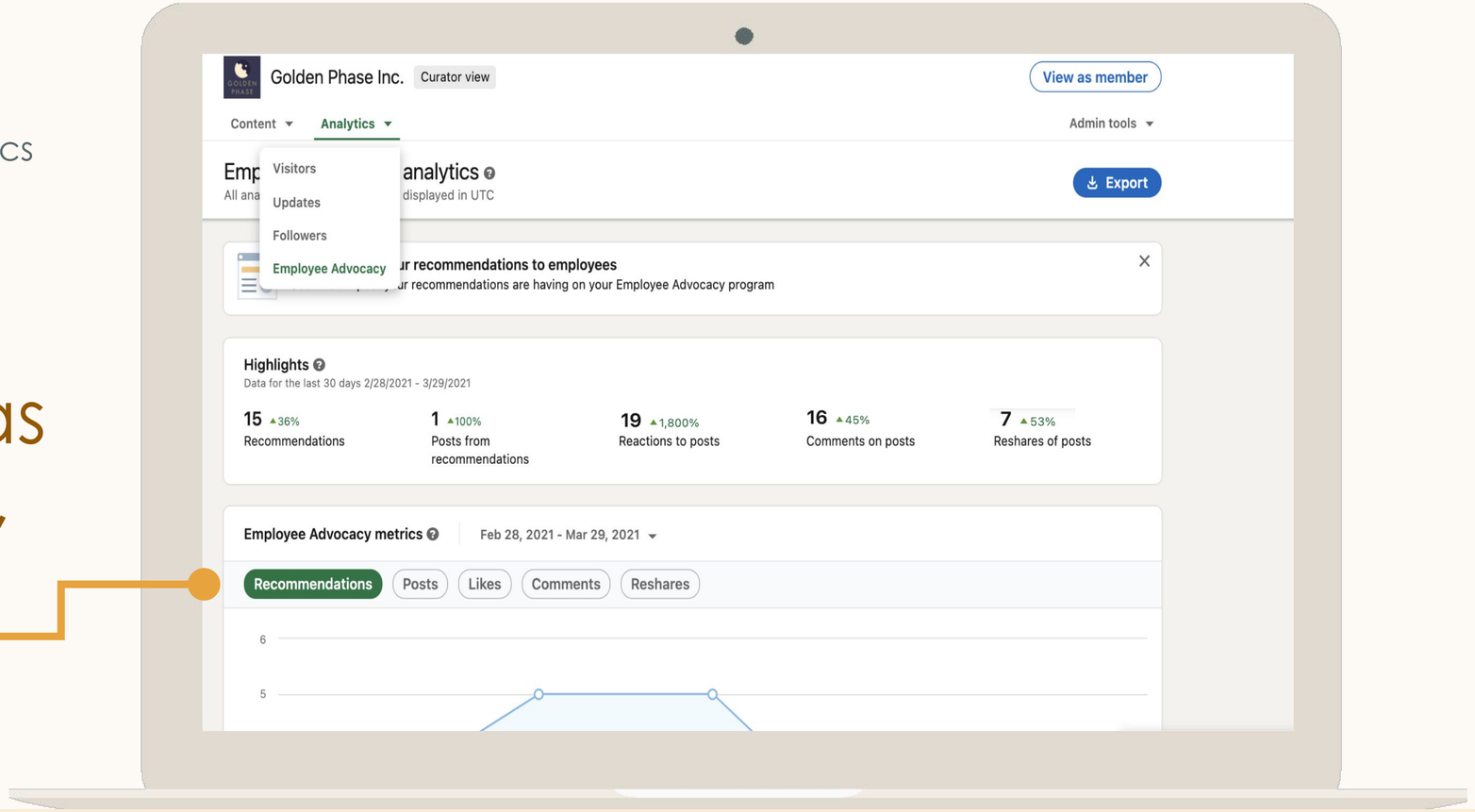
Navigate to the ‘Analytics’ drop down and select Employee Advocacy



Access Employee Advocacy Analytics

Tip: Export analytics to manually sort and filter your data by specific metrics

View metrics such as Recommendations, Post, Likes, Comments and Reshares



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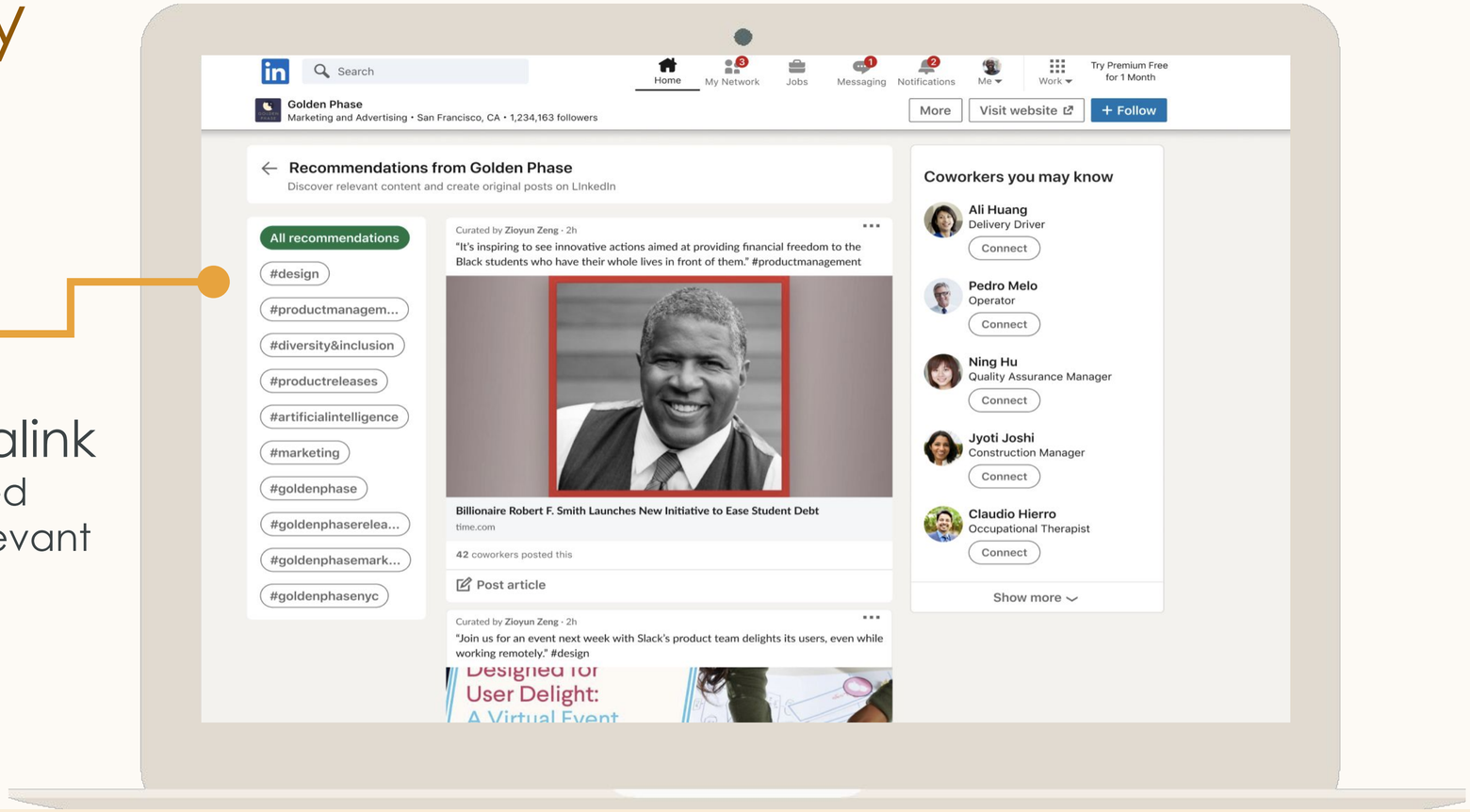
Hashtag Functionality

Top Recommended Hashtags
Will be displayed on the left page rail

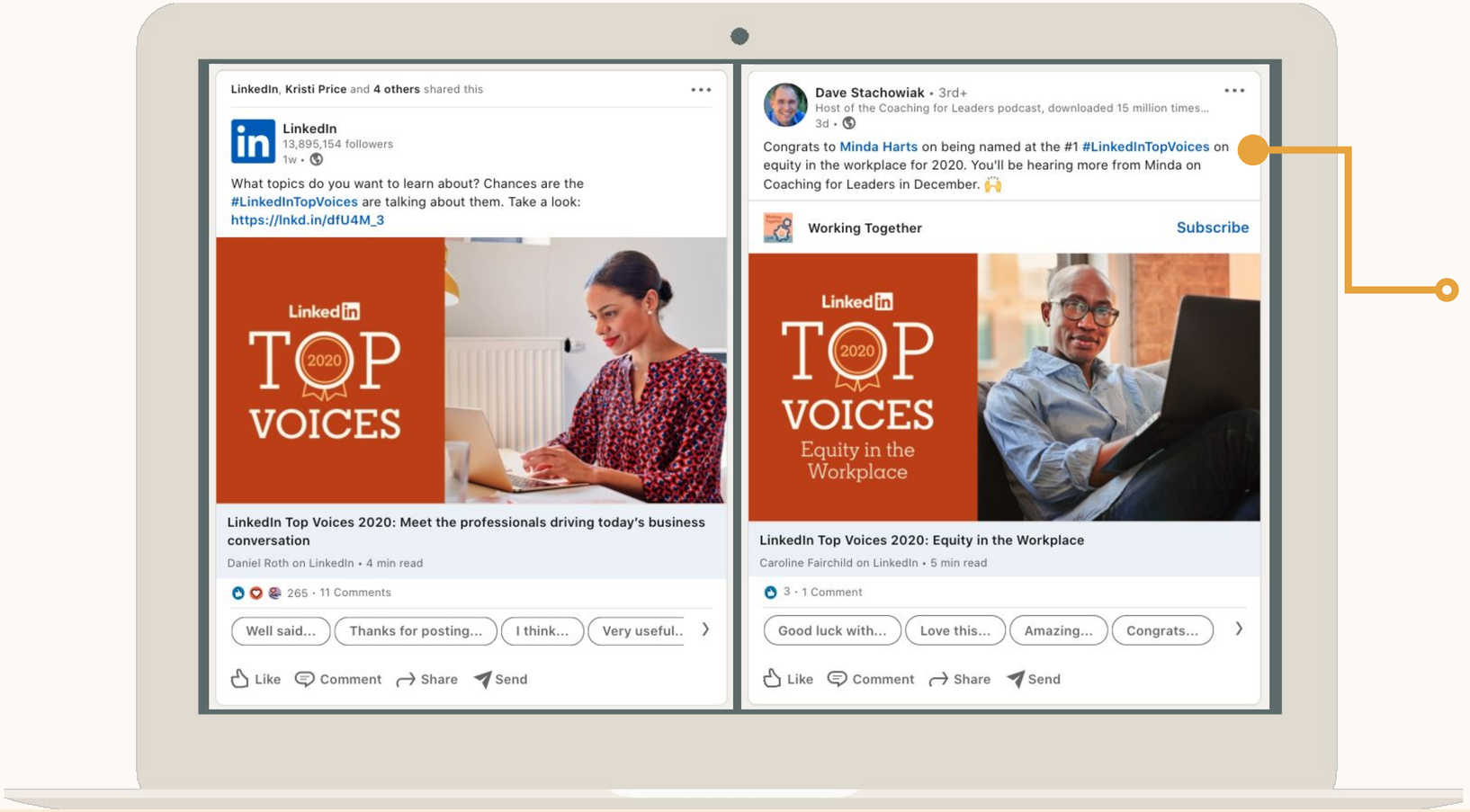
Unfilter Recommend Feed
by selecting “All recommendations”

Each hashtag will have a permalink
Use permalinks to land employees in filtered Recommendation feeds that are most relevant to them



Tip: Hashtags used in Recommend copy will also be used for content structure. Click here for hashtag best practices

Hashtag Best Practices



Expose your brand to a wider audience
Encourage Curators to use your Page's community hashtags (i.e. #linkedintopvoices) when curating content for employees to share. **The hashtag will also be used for content structure on My Company tab.**

Content Best Practices

See a few content examples below that are driving strong engagement across LinkedIn today. **Video is also now available on Pages!**

1

Thought Leadership

Industry news, market trends, career tips

2

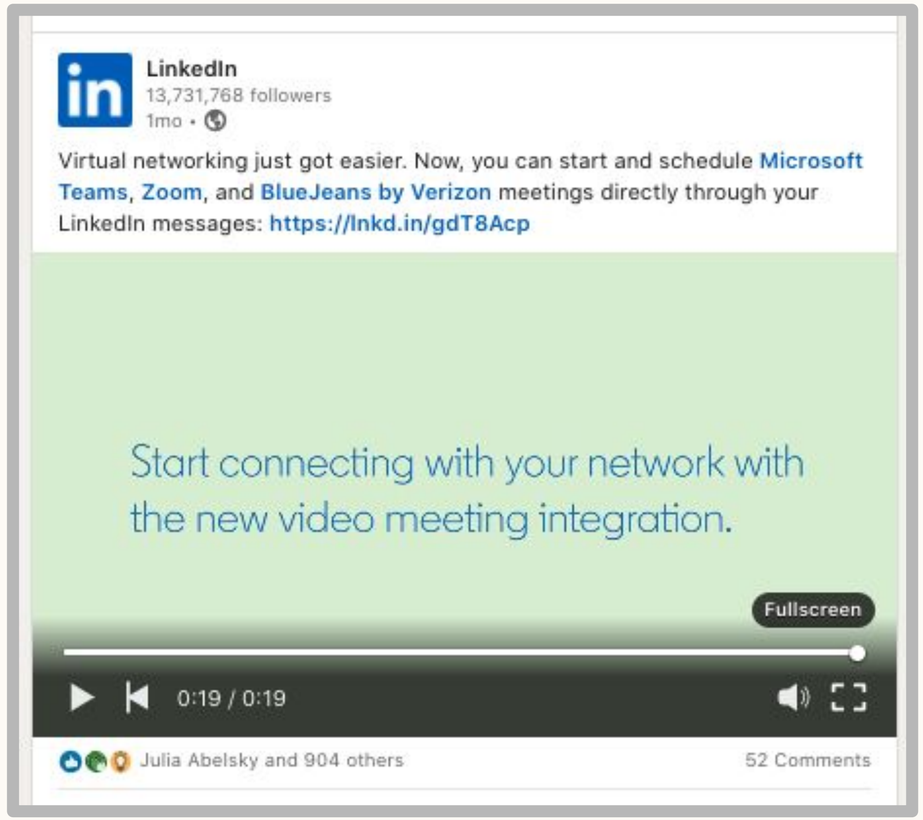
Company Pride

Philanthropic initiatives, employee stories, team events

3

Company News + Events

Webinars, product launches, leadership news



Media Best Practices

Videos

Sizing

Videos must meet height and width specifications, as well as aspect ratio specifications.

- Width: Between 640 and 1920 pixels
- Height: Between 360 and 1920 pixels
- Aspect ratio: Between 1.778 and 0.5652

More info

- Audio format: AAC or MPEG4
- Audio size: Less than 64KHz
- Video captions: must be in SRT format
- Video thumbnail (optional):
  - File format: JPG or PNG
  - Maximum file size: 2 MB

Images

Sizing

Upload a JPG, GIF, or PNG file **5MB or smaller**

- The maximum image size is 7680 x 7680 pixels
- Images less than 400 pixels wide will display as a thumbnail image

More info

- Animated GIF images are converted to static GIF images when uploaded

Tip: Check out these resources for more specifications on using videos and images.

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Get Help

Click here to contact Pages support

Email Templates

1. Notifying your curators on your Elevate to Pages migration?
   Click here for email template

2. Launching your employee advocacy program to employees?
   Click here for email template

Will I be able to access Elevate data after April 30th, 2021?

- **After April 30th, Elevate and Elevate related data will no longer be accessible.** Be sure to download necessary data before April 30th.
- Available in-product CSV exports are Seats, Shares, Topics and Broadcasts reports.

How can I access the My Company Dashboard?

Follow these steps:

1. Visit your company’s Page
2. Under Admin view, click ‘All Pages’ then ‘My Company’
3. Then toggle on/off the content sections per your needs and click ‘Save’

Is there a limit to how many Curators I can add?

- No. Admins can add as many Curators to their Page as they wish.

Why can employees not see **‘Recommendations from [your company]’** on our tab?

- In order for employees to view this content section on your “My Company” tab, Admins and Curators will first need to post **at least one curated piece** of content

Can I toggle off **‘Recommendations from [your company]’** in the Admin dashboard?

- No. If you choose to not launch an employee advocacy program at this time, you **have the ability to not push any curated content** to your tab.

- The ‘Recommendations from [your company]’ **will not show on your tab without at least one** piece of curated content

Will employees receive any in-product notifications?

- No. At this time, all adoption will be driven via internal communication channels.
- When you are ready to announce this new functionality to your employees, please do so using the email templates on the Elevate Resource Center

Can I enable a social media policy for employees to agree to?

- No. This will not be provided in-product.
- Admins can request their employees agree to social media terms and conditions via internal communication channels

Will employees be able to subscribe to Hashtags?

Will permalinks be available?

- When available in early 2021, employees will not be able to subscribe to Hashtags
- Permalinks are available

What are best practices for hashtags?

- Get our best practices guide for hashtags here

Will integrations with the “My Company” tab be available?

- Integrations will not be available in the near-term
- Integrations are being considered as a future roadmap item

Where can I learn more about Employee Verification?

- Click here to learn more about Employee Verification

Thank you