

INSTRUCTIONS: Paste this into your email. Adjust details as needed.

To: Company Employees

Subject: Introducing [your company]’s “My Company” tab on LinkedIn Pages

Hi team,

In today’s connected world, a strong professional brand is key to building relationships within the industry and our own organization.

To help you connect with coworkers and build your online brand, we’re rolling out a new community for all of our employees. You’ll notice a new internal tab called “My Company” on our LinkedIn Page [\[insert link\]](#) where you can:

- Connect with coworkers and new team members
- Celebrate coworker milestones
- Engage with top content shared by our team members

Don’t see the “My Company” tab on our Page? Make sure you have listed [your company] as your current employer under “Experiences” on your LinkedIn profile.

To get started, visit our new employee community on LinkedIn Pages [\[insert link\]](#)!

Three additional ways to activate employees throughout your organization:

1. **Include in new hire training:** Encourage new team members to connect with coworkers from the start
2. **Identify champions:** Ask leaders to encourage their teams to stay active on your organization’s LinkedIn Page
3. **Tap into internal comms:** Remind employees through newsletters, communication channels (e.g., Teams), and all-hands meetings