



How the
world's leading
universities make
the most of their
LinkedIn Page

LinkedIn Pages

Higher Education Playbook

Why universities and institutions are on LinkedIn

With 90k schools along with 64M+ students and recent college graduates, LinkedIn is the most relevant and important platform for the Higher Ed industry



With a new suite of features and tools, it's **easier than ever** for universities and institutions to leverage LinkedIn Pages to engage members and drive impact.

Whether you're in recruitment and manage a team to advance your pool of students, or in Social Media and manage a team to promote your university, this playbook will give you insights and guidance from industry leaders on how to:

- Administer your Pages across multiple geographies and functions
- Develop a sophisticated content marketing strategy
- Strategize Showcase Pages to highlight your programs
- Develop your faculty, students, and alumni into brand advocates

To curate this guidance, we interviewed the marketing leaders of top educational institutions that have best-in-class LinkedIn Pages and Showcase Pages such as Northwestern's Kellogg School of Management and the University of Phoenix. We even consulted our own internal experts at LinkedIn.



Checklist for success

If you're a Page administrator, here are some key elements you'll want to consider in order to set your Page up for success.

Organizing internally

Decide who will get access to your main page. Consider 1-2 reps from different academic and administrative departments, analytics teams, external agencies, and key regions.

Train your Page Admins. Create a LinkedIn Page Admin playbook, with examples of best-in-class posts.

Set up a centralized communication channel. Slack, Teams, and Sharepoint are good tools.

Sync regularly. Align monthly with your regional teams on localization and campaigns. Align weekly with your social leads on cross-platform social strategy.

Strategizing your content

Post to your Page daily. This will help you establish a trusted voice.

Plan a week in advance, but schedule 24-48 hours before launch. Use a central posting platform like Hootsuite or Sprinklr.

Use Content Suggestions. This tool reveals what's trending with your target audience.

Share your university's best @mentions. You can find these under the Activity tab.

Leverage your Communities panel hashtags. Update these weekly and interact with the feeds.

Respond to member comments. Do so in a timely manner using mobile admin.

Managing Showcase Pages

Create Showcase Pages around major program categories. Do not make one for each of your programs or regions.

Grant access to your Showcase Pages. This often goes to corporate social teams or university program marketing managers.

Create a social media intake form. Use this to streamline content requests for all Pages.

Turning your faculty, students, and alumni into advocates

Encourage faculty, students, and alumni to re-share your posts with their network. You can prompt employees to like, comment, or re-share on your behalf.

Promote your faculty, students and alumni's best LinkedIn articles. Use Content Suggestions to find and share the best articles authored by your faculty, students and alumni.

Ask your university leaders to @mention your Page. This offers critical exposure for your Page.

Try LinkedIn Elevate. Every university needs a formal employee advocacy program.

Increase engagement with Employee Notifications. This alerts all faculty whenever important content is posted to your Page, helping to promote key brand messages on LinkedIn.



Organizing internally

Setting your teams up for success internally is fundamental to making the most of your LinkedIn Page. Here are our best tips for how to administer your Page across multiple geographies and functions.

Main Page Admin access

- Limit LinkedIn Page access. Restrict access to a tight group of well-trained team leads.
- Consider granting department leaders access. For instance, a university might grant access to its recruitment team to drive student acquisition, but only give access to its in-house analytics team to capture key recruitment metrics.
- Consider granting agency access. Many universities and institutions leverage an external agency to help with the scheduling and community management of their LinkedIn Page.

Regional Page Admin access

- Limit regional access. Similar to your main Page, consider limiting admin access to one to two leads per region.
- Train your Page Admins. Prior to granting regional access, set expectations and train Page Admins on best practices. More on that below.
- Localize content. If applicable, have each regional lead produce localized content.

Training & support

- Training and supporting your Page Admins is important, and it doesn't always require a ton of resources. Consider these ideas from the Kellogg School of Management and the University of Phoenix.
- Create a new admin playbook. To quickly equip new Page Admins with best practices, create a playbook that outlines your voice and tone, university brand guidelines, legal considerations, KPIs and strong examples of how you want your university to show up on LinkedIn.
- Institute regular check-ins. To ensure you're extending best practices globally, align monthly with regional leads on localization best practices and the content pipeline. To ensure you're not operating in a silo, align bi-weekly with your other social media leads on cross-platform strategy and platform-specific messaging.
- Centralize your communication. To increase your team's organization and efficiency, create a dedicated channel for all of your LinkedIn conversations to live, as well as a centralized repository for all of your creative assets. Your inbox will shrink smaller and cross-functional partners will thank you.

Strategizing your content

Below you'll find Kellogg's, University of Phoenix's, and LinkedIn's best posting practices, grouped by how frequently we recommend you use each tactic.



Every
day

- **Post daily.** Establish a trusted, consistent voice with your audience by posting 1-2 times per day.
- **Schedule posts 24-48 hours before launch** by using central posting platforms like Hootsuite or Sprinklr.
- **Leverage the Content Suggestions tool** to discover topics and articles trending with prospective students based on things like location, interests, and educational focus.
- **Add hashtags that are top-of-mind** for your organization to your posts.
- **Respond to comments and questions** from Page followers. Have a team and process in place. You can now reply on the mobile app.
- **Consider an agency** for your scheduling and community management, so you can focus more on strategy.

Every
week

- **Build out your social calendar** a week in advance but leave room for flexibility for last-minute changes.
- **Share your best @mentions.** To authentically showcase your university, share your best @mentions from supportive students, faculty, and alumni.
- **Update and engage with your Communities hashtags.** Not only can you track the number of members following your hashtags, but you can also click into the feed and interact with members.

Every
month

- **Analyze competitors' strategies.** Your peers can be a great source of inspiration. Make a point to regularly review and reflect on your top competitors' LinkedIn strategy.
- **Review your Page analytics.** To grow followers and optimize content, do a monthly deep dive to uncover strengths and opportunities.
- **Consider paid add-ons,** such as these popular options favored by universities and institutions to complement their organic content.

Best-in-class examples

On LinkedIn, we see universities and institutions leveraging Pages in multiple ways. Whether it's amplifying the faculty, students and alumni voice to enhance talent brand, or sharing behind-the-scenes stories to influence the institution's brand perception, these tactics all ladder up to common objectives. You'll find the best examples of each on the following pages.

Build brand love

Associate your university with feel-good content and humanizing stories about your faculty, students and alumni.

Showcase innovation

Build thought leadership by highlighting your university or institutions' innovation and new offerings.

Enhance talent brand

Attract top prospective students to enroll and enhance your image by showing off your culture and values.

Showcase innovation

Background

Here, Kellogg School of Management does an annual Super Bowl ad review where marketing faculty and marketing students get together to review Super Bowl ads in real-time.

What made this event so effective

Demonstrates what makes an effective ad.

Besides being a fun discussion, the audience gets insight into what makes an ad effective and engaging and, just as importantly, why it doesn't work.

Leverages thought leadership around a popular event.

By facilitating an informed discussion around a popular event with industry experts, Kellogg School of Management is showing that they are a leading voice in education.

[See the event](#) ▶

Build brand love

Background

University of Phoenix ran a campaign called "Discover Your Wings" that included successful video content as well as a children's book.

What made this event so effective

Differentiates the brand.

This demonstrates the connection University of Phoenix had with its audience while highlighting its unique voice in the education marketplace.

Showcases unique content.

By showing inspiring stories through engaging original content, University of Phoenix generated over 11 million views on social media and garnered a successful organic audience reaction.

Knows their audience.

University of Phoenix knew how to speak to their audience of 30-somethings who are already in their careers or changing careers. This campaign spoke to these prospective students who were scared of failure and skeptical of success.

[See the campaign](#) ▶

Enhance talent brand

Background

Kellogg School of Management is dedicated to building long-term relationships with their audience and alumni through engaging content and thought leadership.

What made this event so effective

Developing content custom-made for their audience.

By developing content that's customer-tailored to their audience, they can connect with them more deeply through articles, videos, and other content they'll be interested in seeing.

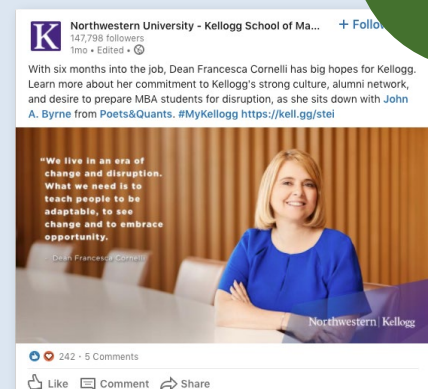
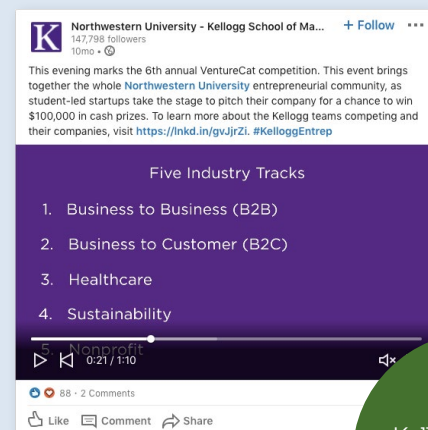
Offering access to education.

Kellogg's LinkedIn demonstrates their dedication to lifelong learning by sharing knowledge and insight through content.

Connecting with alumni.

Here, alumni can stay in touch with Kellogg, updating them on current events, reunion dates, and generally keeping them in touch with the Kellogg community.

[See examples](#) ▶



Kellogg School
LinkedIn Content

Managing Showcase Pages

Showcase Pages are an extension of your brand. They are a unique way to highlight different degrees, certifications, and programs within your university or institution. Here are our best tips for managing these valuable assets.

Limit access to subject-matter experts.

Showcase Pages are most often owned by university's social media teams but can also be owned by program heads and program managers who are equipped with messaging best practices.

Do audience research on existing Pages.

Prior to creating new Showcase Pages, Kellogg and Northwestern University conduct audience research to ensure they're not fragmenting their existing communities and losing out on brand consistency.

Do not use a Showcase Page to feature a specific country or region.

The best approach is to post geographically targeted content on your main LinkedIn Page.

Turning your faculty, students and alumni into advocates

To drive trusted and authentic brand perception at scale, consider your institution's most valued asset: your faculty, students and alumni. Here are our best tips for engaging them through your Page.



10X

LinkedIn data shows that faculty and alumni typically have 10x the number of connections as a Page has followers.

Utilize Employee Notifications to promote key brand messages.

With the Employee Notifications feature, it's easy to keep your faculty informed and engaged. This alerts staff whenever your organization posts important Page content such as leadership updates or major company announcements.

Encourage faculty to share your content.

You can adjust the Notify faculty setting on any post to prompt employees to like, comment on, and share your Page posts. This can be done from either desktop or mobile.

Re-share your faculty's, students' and alumni's best LinkedIn articles.

Through Content Suggestions, you can discover articles authored by your faculty, students and alumni and re-share the best ones to demonstrate the caliber of your organization.

Ask your executive team to @mention your Page.

To drive press and broader engagement, ask your institution top leaders to mention your Page in their posts.

Leverage LinkedIn Elevate to unlock the full power of your employees' networks.

Elevate is a full-suite faculty advocacy platform that connects universities and faculty members to achieve program, revenue, and student recruitment goals. Elevate makes it intuitive and easy for Page Admins to share quality content with their community, raise visibility with a broader audience, and measure progress with unparalleled insights. [Learn more.](#)

LinkedIn Marketing Solutions

About LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 600 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter

With LinkedIn Marketing Solutions, universities build relationships with potential students and alumni by using accurate targeting to deliver relevant content and communications. As today's connected students seek out ideas and insights from the people and institutions they trust, marketers use LinkedIn to target advertising and publish relevant content in a higher education-related context. Universities extend reach through the social sharing that occurs naturally on LinkedIn.

To learn more about how to optimize your enterprise's LinkedIn Page, visit: lnkd.in/pagesbp

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