

Company Pages: Admin > Updates Tab

The **Updates** tab is where you manage and add new content to your company feed.

Update Analytics:

View a summary of analytics (likes, comments, shares, follows) for the last 7 days.

Past Posts:

You can access all of your company's past posts in this scrolling feed.

View **Reach** and **Engagement** metrics for each post.

The screenshot displays the LinkedIn Admin interface for the 'Updates' tab. At the top, there's a navigation bar with 'COMPANY PROFILE' and tabs for 'Updates', 'Overview', 'Career Pages', 'Analytics', and 'Notifications'. The main content area is divided into several sections:

- Update Analytics:** A summary box on the left showing engagement for the last 7 days: 110 likes, 11.2k comments, 52k shares, and 189 new follows.
- Update Creation:** A central box for creating updates with a text input and a 'Share' button. A dropdown menu for 'All followers' is open, showing options for 'All followers' and 'Targeted Audience'.
- Recent updates:** A scrolling feed of posts. Each post includes a header with the company name, a main image, and engagement metrics like '301 Likes - 82 Comments'. A 'Product Guide' pop-up menu is visible at the bottom right, containing links for help, feedback, and tutorials.

Most engaging updates: These are populated from Notifications tab.

Updates: Use this dedicated share box to type/copy/paste new content and select a **Target Audience** for the post, such as all followers, a specific region, etc.

Filter feed posts by **Type** (Sponsored or Organic) and by **Admin** (Name).

A **Product Guide** pop-up menu provides:

- A link to Help Center FAQs for Company Pages
- A way to provide feedback to the product team
- A link to the quick start video