

Company Pages: Admin > Career Pages > What We Do Tab

To access the **What We Do** page, click the **Career Pages** drop-down and select **What We Do**. The **What We Do** tab allows admins to offer an engaging peek into your firm, its people, and its areas of expertise. Every square below represents a different *Target Audience View*, so you can create a customized experience for each audience type, based on their LinkedIn profile. Target Audience Views can be created for specific segments of your candidate audience (ex. people with a particular job function or level of experience) as well as segments of your client audience (ex. a specific geographic region or industry). You can determine what content is displayed for each view.

The screenshot shows the LinkedIn Admin Center interface for the 'What We Do' tab. At the top, there's a navigation bar with 'Updates', 'Overview', 'Career Pages', 'Analytics', and 'Notifications'. The 'Career Pages' dropdown is open, showing 'Jobs' and 'What We Do'. A 'Create new page' button is in the top right. Below the header is a search bar for views. The main content is organized into two sections: 'Published (4)' and 'Unpublished (8)'. Each section contains a grid of view cards. The 'Published' section shows four cards: 'Engineering', 'Engineering at GoldenPhase Canada', 'User Experience Design at GoldenPhase', and 'Careers at GoldenPhase'. The 'Unpublished' section shows eight cards: 'Engineering - North America', 'Recent Grads - Engineering at GoldenPhase', 'Recent Grads - Finance GoldenPhase', 'Recent Graduate Rotation Program', 'Product Management at GoldenPhase', 'Marketing at GoldenPhase', 'GoldenPhase en Mexico', and 'Finance at GoldenPhase'. Each card has a title, last edit date, author, and an ellipsis menu for actions like 'Edit targeting', 'Unpublish view', 'Duplicate', and 'Delete'. A 'Recently published' dropdown menu is also visible over the 'Recent Grads - Finance GoldenPhase' card.

Use the **Create new page** button to create a new *Targeting View*

Search and sorting functions make finding content easier

Click the ellipsis (...) to choose to edit, unpublish, duplicate or delete each view

Views are organized by state:
Published or
Unpublished

Company Pages: Admin > Career Pages > What We Do Tab > Create New Page

When you click **Create new page**, the system displays a new, **Target audience settings** page. Start by selecting the criteria for your target audience.

First choose whether you want to create a page for a **targeted** or **general** audience

Next decide if you want your targeted page visible to all Company Page visitors or only those who meet the selected criteria

Use the **Language, Geography, Job function, Industry, Company size, and Seniority level** fields to define your target audience

Target audience settings

Required *

Create a non-targeted page? *
Non-targeted pages are recommended for general interest content.

Yes
 No

Allow non-targeted user to see page? *
By selecting yes, you allow all members to have access to this page.

Yes
 No

Language

✓ English + Add language

Geography | Browse

✓ San Francisco Bay Area + Add geography

Job function

✓ Sales + Add job function

Industry | Browse

✓ Telecommunications ✓ Internet + Add industry

Company size

Self employed 51-200 1,001-5,000
 1-10 201-500 5,001-10,000
 11-50 501-1,000 10,001+

Seniority level

✓ Manager ✓ Senior + Add seniority level

Hide advanced targeting settings ^

Estimated target audience

4,500

Number of potential LinkedIn visitors who can see this.

[Learn more](#) about page targeting.

Confirm your targeting

Look up profiles of ideal candidates to make sure your target audience settings are targeting the right candidates.

Search by name...

Targeted (2) Not targeted (1)

Max Lotz · 1st Account Manager ×

Alex Handris · 2nd Relationship Manager ×

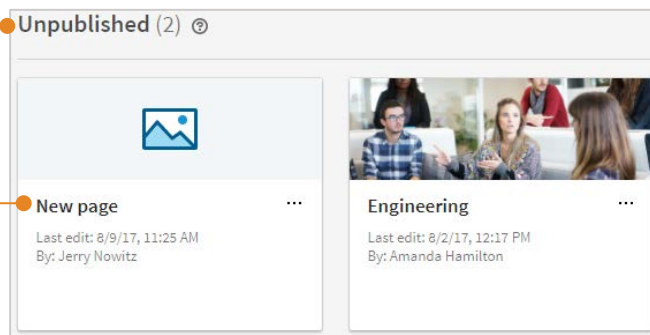
Cancel Save and create page

The total **Estimated target audience** automatically updates as you adjust your audience targeting criteria

If you have an ideal candidate or client in mind, you can add them here and the system will let you know if you are entering the right criteria to target a similar audience

Your new page will be added to the **Unpublished** section

Click your **New page** to start adding content



Click **Save and create page** to save this audience targeting and create a new page

Add content to your new page. Use the **Visible** button to show or hide content for each section. **Preview** your page at any time to see the visitor's view. When you are done adding content, **Save** or **Publish** your page.

Enter a meaningful **View name** to appear on your Company Page

Add **company leaders** or featured recruiters to showcase who visitors might work with

Use **Spotlights** to engage visitors with photos, YouTube videos, and Slideshare presentations

Preview, Save, or Publish the page

Add an engaging and high-quality image or YouTube video to grab visitors' attention

The **Visible** button will toggle visibility of a section on or off on the published page

in COMPANY PROFILE

Untitled (Edit mode) Cancel More Preview Save Publish

Default view - Status: Unpublished - Last edit: 06/16/2016, 10:36am - By: Jerry Nowitz

Page settings Required information*

View name * Go

Pixel tracker URL

Main Image/Video Go

Click here to **upload image from computer**
Minimum size: 1120px (width) by 370px (height)

Embedded YouTube video Search media library

Image URL link (optional)

Company Leaders (Add a minimum of 2 and a maximum of 4 leaders) Give candidates an insider's look into the leadership team so they see who they'd be working with. Visible

Add a headline
Click here to start writing content...

+ Add company leader

Spotlight (Add a minimum of 2 and a maximum of 3 modules)
Give candidates a snapshot of what it's like to work at your company. Highlight your culture, benefits, philanthropic work, team activities, and more.

Custom module 1 Visible

Click here to **upload image from computer**
Minimum size: 504px (width) by 252px (height)

YouTube video Slideshare Search media library

Optional: Add caption

Add a subtitle
This is your chance to give candidates a "behind-the-scenes" look at your company - write about a fun company event, highlight a nonprofit your company supports, or showcase ways your company gives back to its employees.

Add URL link

Custom module 2 Visible

Add a subtitle
This is your chance to give candidates a "behind-the-scenes" look at your company - write about a fun company event, highlight a nonprofit your company supports, or showcase ways your company gives back to its employees.

Click here to **upload image from computer**
Minimum size: 504px (width) by 252px (height)

YouTube video Slideshare Search media library

Optional: Add caption

+ Add another module

Contact us Go Visible

Generate leads with member profiles and specialty. Leads will be sent to your email.

Contact form Tip: add solution by using %FirstName% or %FullName%

100 Go

Add description e.g. What job function you are hiring for? Select function Submit

