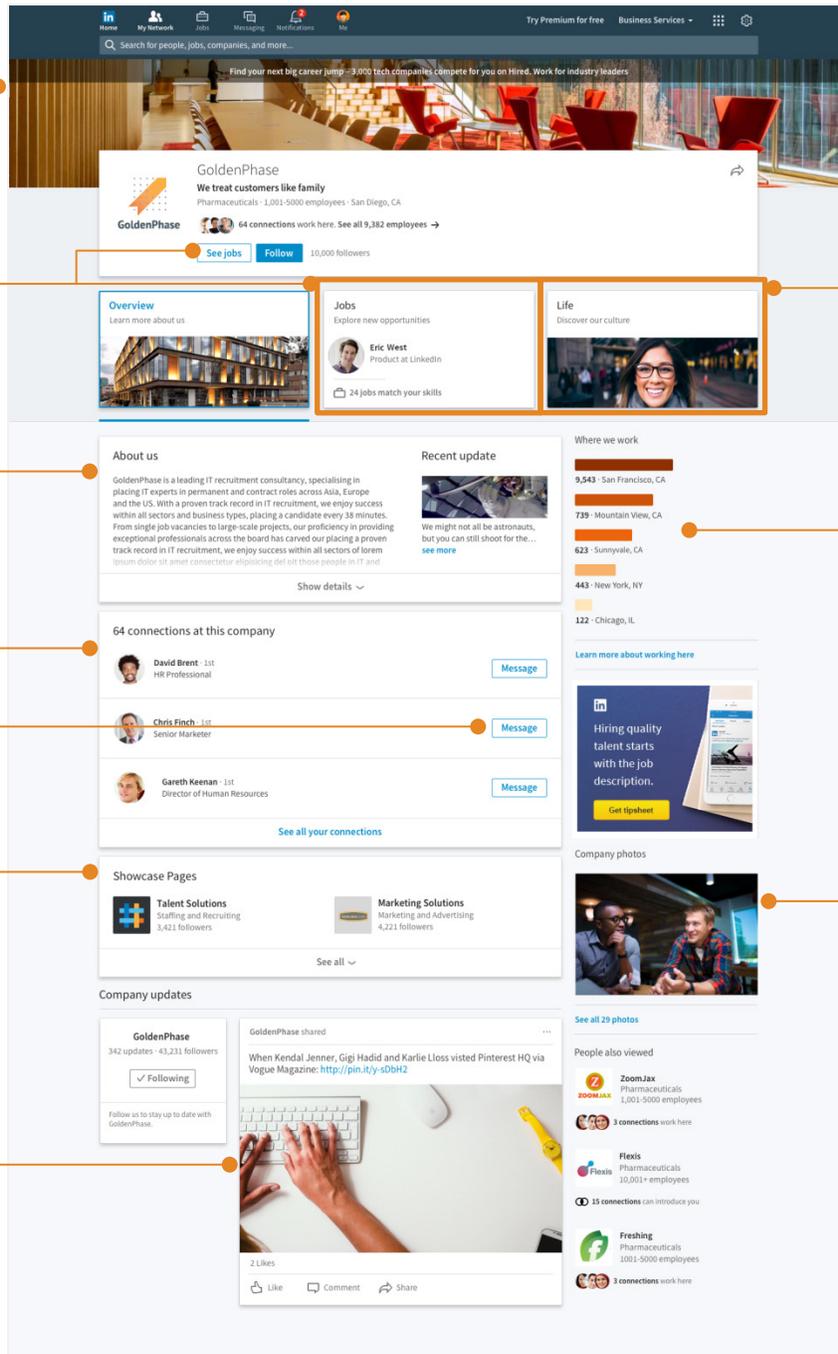


Meet LinkedIn Company Pages

LinkedIn Company Pages give you the ability to reach the right talent with an authentic personalized tour of your company, its unique culture, and targeted insight to jobs that match their skills and experience. This tip sheet will introduce you to the experience LinkedIn members will have when exploring LinkedIn Company Pages.

Company Page Anatomy: Overview Tab

The **Overview** page is a high level introduction to your company.



Banner Image

Jobs tab drives quality applicants to your open jobs

About Us + Recent Updates

Connections at this company with Message buttons so candidates can easily reach out

Showcase Pages let you highlight products or features on their own mini-page. Displays top 2 or click See all to expand

Feed of Company updates

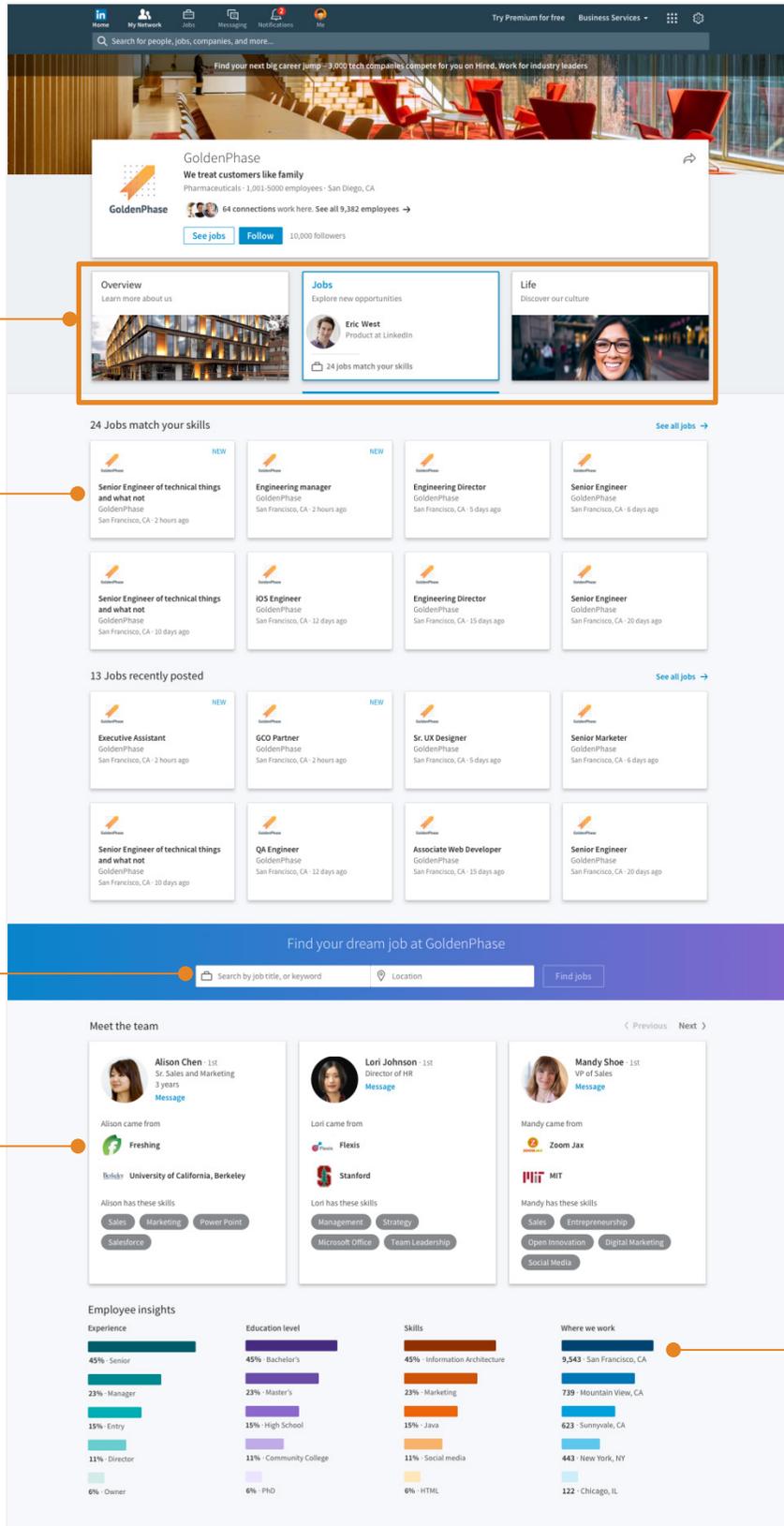
Life tab is where candidates discover what life is like at your company and what makes your company unique

Where we work gives insights into the locations where your employees work

Company photos give insight into company life through photos

Company Page Anatomy: Jobs tab

The **Jobs** tab drives quality applicants by giving candidates personalized recommendations and company insights. It is automatically personalized to every page viewer, based on their profile, helping candidates better assess fit for open roles.



Tabs to navigate to **Overview** or **Life** screens.

Personalized job recommendations: Each visitor sees a customized set of jobs based on their LinkedIn profile

Job search bar: If none of the recommended jobs appeal, viewers can search by job title, keyword or location

Meet the team: Populated with people at your company whose profiles are similar to the viewer's

Automated Employee Insights: Displays broad company demographics such as education level, skills, seniority level and locations

Company Page Anatomy: Life tab

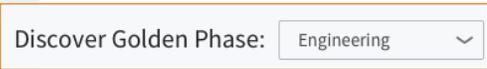
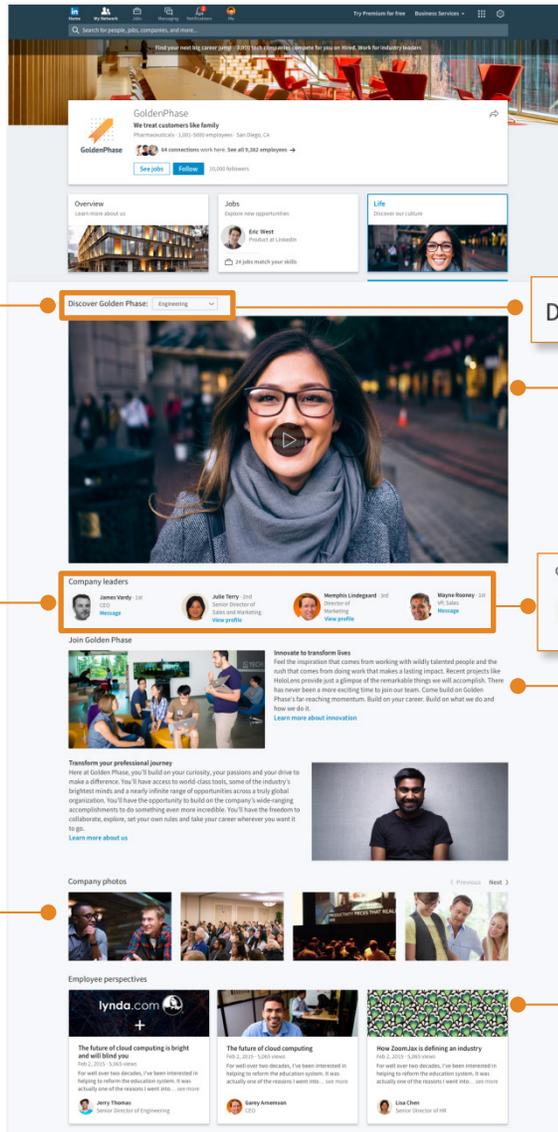
The **Life** tab provides a rich canvas for companies to tell an authentic story. Admins can control what appears on the page, and they can create a variety of customized views, referred to as *Target Audience Views*. By default, visitors see content relevant to them based on their LinkedIn profile. For example, an Engineer will be presented with content relevant to an Engineer. However, visitors can select a different Target Audience View, such as Marketing or Accounting, to see what those target audiences would see.

Visitors can select **Target Audience Views** from a dropdown menu. The Admin creates different views and sets defaults

Company leaders: Displays featured leaders. Viewers can click to view profiles

Company photos: Allows visitors to engage with your company

Employee perspectives: Curated pulse posts written by your employees give candidates unique insight into your company



A video or high-res image at the top of the Life tab will capture visitor's attention



Employee Spotlights: Highlights specific cultural events or interactions to give more insight into the company

Employee perspectives: Curated pulse posts written by your employees give candidates unique insight into your company