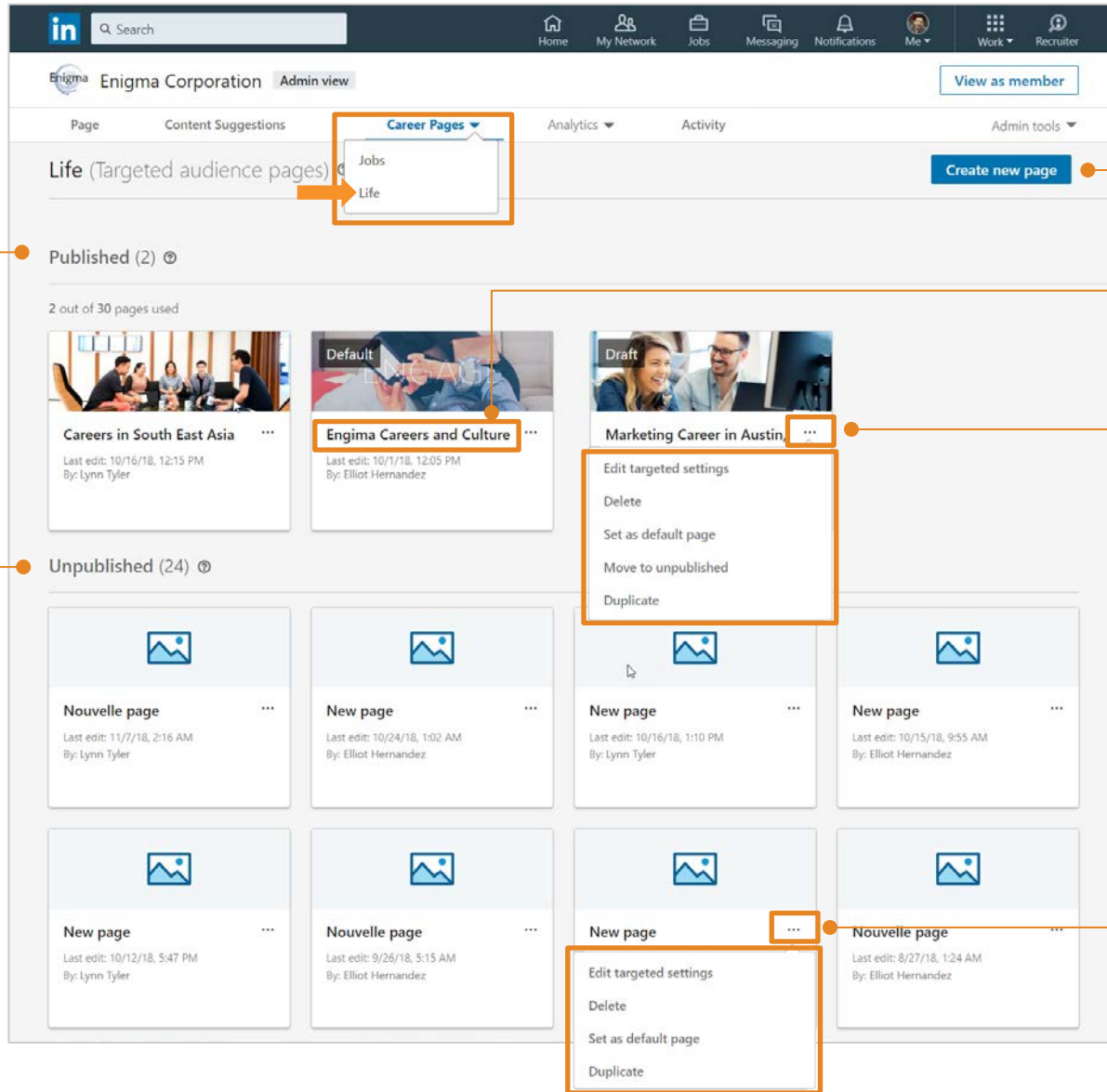


Administering LinkedIn Career Pages: Life Tab

To access the **Life** tab, click the **Career Pages** drop-down and select **Life**. The **Life** tab allows admins to convey an authentic feel for the company. Every square below represents a different *Target Audience Page*, so you can create a customized experience for each audience type, based on their LinkedIn profile. Target Audience Views can be created based on criteria such as job titles or geographic locations, and you can determine what content is displayed for each view.



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

Click any page title to edit its content

Click the ellipsis (...) of a published page to **Edit target settings**, **Delete**, **Set as default page**, **Move to unpublished**, or **Duplicate**

Click the ellipsis (...) of an unpublished page to **Edit target settings**, **Delete**, **Set as default page**, or **Duplicate**

Views are organized by state: **Targeted**, **Published** or **Unpublished**

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 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

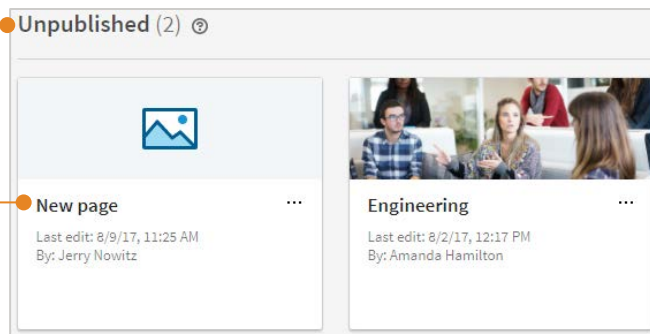
Cancel Save and create page

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

If you have an ideal candidate 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 page

Add **company leaders** 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

Company Photos (Add a minimum of 4 and a maximum of 20 pictures) Visible
 Pick photos that will help tell your company's story. What do your offices look like? Ask different teams to capture what's going on in their departments.

Click here to **upload image from computer**
 Min size: 900px (width) by 600px (height)
 Search media library

Employee Perspectives (Add a minimum of 2 and a maximum of 3 Pulse articles) Visible
 Share content that your employees publish on LinkedIn. Ask different departments to create content, so the entire company is represented.

Choose a LinkedIn article:
 Paste a LinkedIn article URL
 Browse articles

Testimonials (Add a minimum of 2 and a maximum of 4 testimonials) Visible
 Prospective talent wants to know what it's like working at your company. Share authentic company insights from employees.

+ Add employee Click here to add an employee quote...

+ Add employee Click here to add an employee quote...

By checking this box, I agree that the company information and testimonial above are authentic. Terms and conditions

Add **Company Photos** to give visitors a view from the inside of your company

Use **Employee Perspectives** to demonstrate your employees' thought leadership by linking articles they've published on LinkedIn Pulse

Use **employee testimonials** to share authentic company insights from employees