



## Agencies using LinkedIn

- Philadelphia, Pennsylvania, Police Department
- Greenfield, California, Police Department
- Michigan State Police
- New York City, New York, Police Department

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## LINKEDIN FACT SHEET

### What is LinkedIn?

LinkedIn is a professional networking site that allows users to create profiles that summarize their professional expertise and accomplishments, find past and present colleagues and classmates, communicate with industry professionals, learn about companies, and look for jobs. Users can also create profiles for a company. Company pages have a slightly different format and contain tabs for such topics as overview information, products and services, analytics, and careers, where they can post job openings. There are also group pages which provide a forum for discussion, networking, and collaboration.

### How can law enforcement use LinkedIn?

Agencies can create pages to post information about their organization as well as post jobs and volunteer opportunities, making LinkedIn a valuable recruitment tool. LinkedIn can also be used to view potential candidates and create and collaborate with other agencies and organizations on projects and initiatives. Agencies can inform their community and potential job applicants about all facets of their organization through video, images, and customizable content modules. There are also options for including the feed from your agency's blog or Twitter account directly on the LinkedIn company page.

### Officers' personal use of LinkedIn

While LinkedIn is geared toward professional networking, it is important for users to realize that the information posted is still available on the Internet just like information posted on Facebook, a blog, or another website. Officers should be cognizant of what information they make available, what privacy settings they have in place, and should review their agency's policies.

### How do you get started?

To create a LinkedIn page for your agency you must have an existing LinkedIn personal account and must meet the requirements set by LinkedIn. You must be a current employee with the company and

your position must be listed on your profile; and you must have a confirmed e-mail address at the company registered to your account. If you meet these requirements, click Companies at the top of your homepage and then click Add a Company. You will then be prompted to enter your agency's official name and a work e-mail address. Click Continue and then enter your agency's information.

### LinkedIn features

- **Questions** — LinkedIn has an area where users can ask a question that is posed to other LinkedIn users. When asking a question, users have the option of sharing the question with either the entire LinkedIn network or up to 200 specific connections. Being able to ask questions of certain people or groups can be a valuable tool when developing new programs or when encountering issues specific to a particular community.
- **Audiences** — LinkedIn allows users to create customized pages for different audiences. You must have an upgraded account to access this feature. You can create customized versions of your page so that different information displays depending on the rules you define. You can customize these versions based on the viewer's title, function, industry, seniority, or geography. This allows users to see information about your agency that is specifically tailored to meet their needs.
- **Analytics** — LinkedIn provides analytic tools directly on its site, so users can track statistics such as page views, visitors, and clicks on the different types of content the site has available. Being able to analyze your statistics is helpful in determining the success of your social media strategy. The Analytics tab for a company page is visible only to the administrator of the page, not to the general LinkedIn population.