

## LINKEDIN COMPANY PAGE CHECKLIST

Below are some suggestions to help guide you through the process of creating a LinkedIn company page for your agency. A company page is different than a personal profile, which is an individual's account on LinkedIn and allows the user to create a network, join groups, and follow companies. A company page is also different from a LinkedIn group, which provides a forum for discussion, networking, and collaboration. To learn more about LinkedIn, there is a companion fact sheet available in the Resources section of the IACP Center for Social Media ([www.iacpsocialmedia.org](http://www.iacpsocialmedia.org)).

- Select an administrator
- Set a strong password
- Add a brief description of your agency
- Add a logo
- Include specialties such as crime prevention
- Link your blog or other social media sites
- Enter your products and services such as volunteer programs. Be sure to include a contact person and other content such as images and video.
- Create audience specific pages such as pages for potential recruits and other pages for community members
- Place a link, badge, or widget for your LinkedIn account on your agency's Web site

*You may contact IACP Center for Social Media staff for additional assistance. See contact information below.*

