

# LinkedIn Pages Enterprise Playbook

How the world's largest enterprises  
make the most of their LinkedIn Page

With 8  
best-in-class  
content  
examples



# Why Enterprises are on LinkedIn



of B2B marketers use LinkedIn to distribute content and achieve growth objectives

Source: 2018 Content Marketing Institute Benchmark Report



With a new suite of features and tools, it's easier than ever for enterprises to leverage LinkedIn Pages to engage members and drive business impact. Whether you're in Human Resources and manage a team to advance your talent brand, or in Social Media and manage a team to promote your corporate brand, **this playbook will give you insights and guidance from industry-leaders on how to:**



Administer your Pages across multiple geographies and functions



Strategize Showcase Pages to highlight your brand portfolio



Develop a sophisticated content marketing strategy



Develop your employees into brand advocates

To curate this guidance, we interviewed marketing leaders of large, complex Enterprises that have best-in-class LinkedIn Pages and Showcase Pages, including Microsoft, Oracle, and Adobe. We even consulted our own internal experts at LinkedIn.



**Michael Ni**  
Social Media Manager



**Gabriela Head**  
Director, Social & Blog Ecosystem



**Layla Revis**  
Head of Social Media



**Lauren Friedman**  
Head of Brand Social Media & Communications



**Kavita Makdani**  
Audience Evangelism Manager



**Eric Jaffe**  
Senior Manager Employee Communications

# Checklist for success

If you're a Page administrator, here are some key elements you'll want to consider to set your Page up for success.



## Organizing internally

- Decide who will get access to your main Page.** Consider 1-2 reps from your corporate brand, talent brand, analytics team, external agency, and key regions.
- Train your Page Admins.** Create a LinkedIn Page admin playbook, with examples of best-in-class posts.
- Set up a centralized communication channel.** Slack, Teams, and Sharepoint are good tools.
- Sync regularly.** Align monthly with your regional teams on localization and campaigns. Align weekly with your social leads on cross-platform social strategy.

## Strategizing your content

- Post to your Page daily.** This will help you establish a trusted voice.
- Plan a week in advance, but schedule 24-48 hours before launch.** Use a central posting platforms like Hootsuite or Sprinklr.
- Use Content Suggestions.** This tool reveals what's trending with your target audience.
- Share your brand's best @mentions.** You can find these under the Activity tab.
- Leverage your Communities panel hashtags.** Update these weekly and interact with the feeds.
- Respond to member comments.** Do so in a timely manner using mobile admin.

## Managing Showcase Pages

- Create Showcase Pages around major product categories.** Do not make one for each of your products, services or regions.
- Grant access to your Showcase Pages.** This often goes to corporate social teams or product marketing managers.
- Create a social media intake form.** Use this to streamline content requests for all Pages.

## Turning your employees into advocates

- Encourage employees to re-share your posts with their network.** Coming April 2019, you can prompt employees to like, comment, or re-share on your behalf.
- Promote your employees' best LinkedIn articles.** Use Content Suggestions to find and share the best articles authored by your employees.
- Ask your execs to @mention your Page.** This offers critical exposure for your Page.
- Try LinkedIn Elevate.** Every enterprise needs a formal employee advocacy program.

# Organizing internally

Setting your teams up for success internally is fundamental to making the most of your LinkedIn Page. Here are our best tips for how to administer your Page across multiple geographies and functions.

## Main Page Admin access

- **Limit LinkedIn Page access.** Restrict access to a tight group of well-trained team leads. For instance, on Microsoft's brand team, only two of the four members have admin access.
- **Consider granting Talent or Analytics access.** For instance, Microsoft grants access to its talent brand team to drive talent acquisition, and Adobe gives it to its in-house analytics team to capture key metrics.
- **Consider granting agency access.** Many Enterprises leverage an external agency to help with the scheduling and community management of their LinkedIn Page.

## Regional Page Admin access

- **Limit regional access.** Similar to your main Page, consider limiting admin access to one to two leads per region.
- **Train your admins.** Prior to granting regional access, set expectations and train admins on best practices. More on that below.
- **Localize content.** Have each regional lead produce localized content. Microsoft even asks leads in Australia, Canada and the U.K. to localize their U.S.-based English content, so that the spelling, grammar and topics are more resonant.

**Tip:** If your organization is going through a merger or acquisition, contact your Customer Success Manager for help with migrating followers and re-branding your LinkedIn Page.

## Training & support

Training and supporting your Admins is important, and it doesn't always require a ton of resources. Consider these ideas from Microsoft, Oracle and Adobe:

**Create a new admin playbook.** To quickly equip new admins with best practices, create a playbook that outlines your voice and tone, brand guidelines, legal considerations, KPIs and strong examples of how you want your brand to show up on LinkedIn.

**Institute regular check-ins.** To ensure you're extending best practices globally, align monthly with regional leads on localization best practices and the content pipeline. To ensure you're not operating in a silo, align bi-weekly with your other social media leads on cross-platform strategy and platform-specific messaging.

**Centralize your communication.** To increase your team's organization and efficiency, create a dedicated channel for all of your LinkedIn conversations to live, as well as a centralized repository for all of your creative assets. Your inbox will shrink and cross-functional partners will thank you.

# Strategizing your content

Below you'll find Microsoft, Oracle, Adobe, and LinkedIn's best posting practices, grouped by how frequently we recommend you use each tactic.



Every  
day

- **Post daily.** Establish a trusted, consistent voice with your audience by posting 1-2 times per day.
- **Schedule posts 24-48 hours before launch** by using central posting platforms like Hootsuite or Sprinklr.
- **Leverage the Content Suggestions tool** to discover topics and articles trending with your target audiences, based on location, industry, job function, and seniority.
- **Add hashtags** that are top-of-mind for your organization to your posts.
- **Respond to comments and questions from Page followers.** Have a team and process in place. You can now reply on the mobile app.
- **Consider an agency for your scheduling and community management,** so you can focus more on strategy.

- **Build out your social calendar a week in advance,** but leave room for flexibility for last-minute changes.
- **Share your best @mentions.** To authentically showcase your brand, share your best @mentions from supportive customers, employees, or executives.
- **Update and engage with your Communities hashtags.** Not only can you track the number of members following your hashtags, you can also click into the feed and interact with members.



Every  
week

- **Analyze competitors' strategies.** Your peers can be a great source of inspiration. Make a point to regularly review and reflect on your top competitors' LinkedIn strategy.
- **Review your Page analytics.** To grow followers and optimize content, do a monthly deep-dive to un-cover strengths and opportunities.
- **Consider paid add-ons,** such as these popular options favored by enterprises to complement their organic content:
  - Pair LinkedIn Sponsored Content with our Matched Audience feature to reach a proven target audience.
  - Pair with Website Retargeting, Contact Targeting, or Lookalike Targeting.
  - Boost your most popular updates to a wider, targeted audience.



Every  
month

# Best-in-class examples

On LinkedIn, we see enterprises leveraging Pages in multiple ways. Whether it's amplifying the employee voice to enhance talent brand, or sharing behind-the-scenes stories to influence brand perception, these tactics all ladder up to common objectives. You'll find the best examples of each on the following pages.



## Build brand love

Associate your brand with feel-good content and humanizing stories about your employees and customers.



## Showcase innovation

Build thought leadership by highlighting your brand's technology.

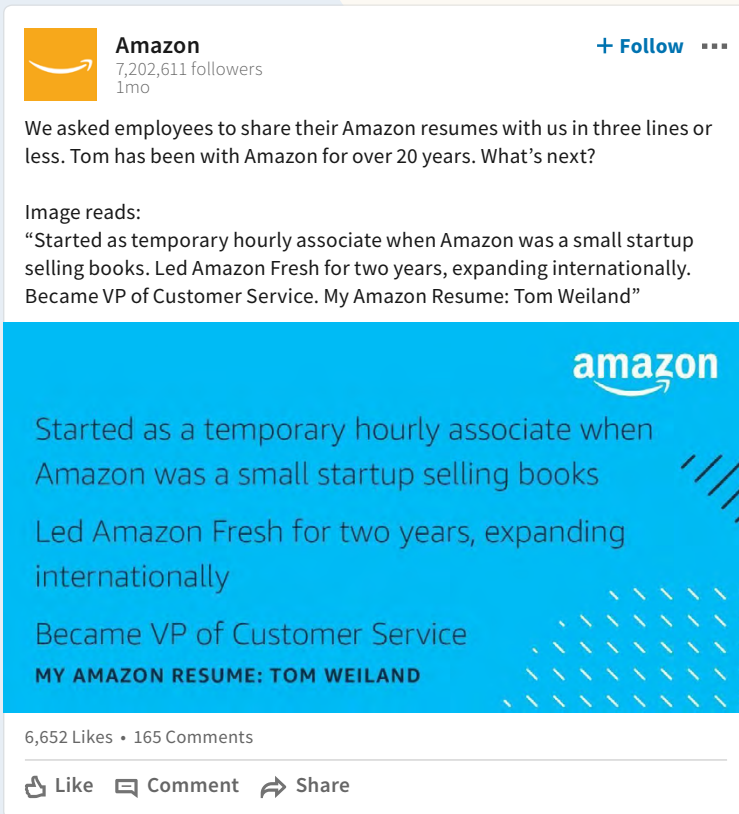


## Enhance talent brand

Attract top talent by showing off your culture and values.



# Best-in-class examples Enhance talent brand



**Amazon**  
7,202,611 followers  
1mo

+ Follow ...

We asked employees to share their Amazon resumes with us in three lines or less. Tom has been with Amazon for over 20 years. What's next?

Image reads:  
"Started as temporary hourly associate when Amazon was a small startup selling books. Led Amazon Fresh for two years, expanding internationally. Became VP of Customer Service. My Amazon Resume: Tom Weiland"

Started as a temporary hourly associate when Amazon was a small startup selling books

Led Amazon Fresh for two years, expanding internationally

Became VP of Customer Service

**MY AMAZON RESUME: TOM WEILAND**

6,652 Likes • 165 Comments

Like Comment Share

## Background

Toyota shot a low-cost video on a mobile phone of their employees volunteering at the company's annual Holiday Gift Drive.

## What made the post so effective

### Behind-the-scenes look.

By sharing a peek at what employees do when they're not in front of a computer, Toyota revealed the emphasis they place on teamwork, altruism, and joy in the workplace.

### Use of video.

Video is highly effective at showing off your talent brand. It also has far more potential to "go viral." LinkedIn data shows that video is 5x more likely other media types to spark a conversation.

[See the post](#) ▶

## Background

Amazon asked their employees to describe their roles in three lines or less, and drew in quality employee engagement.

## What made the post so effective

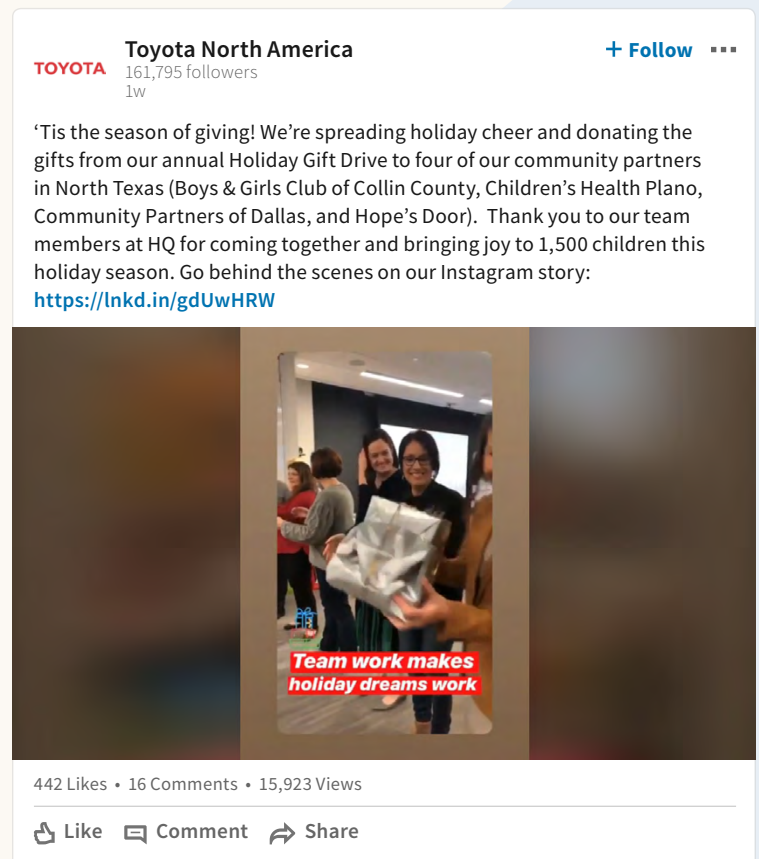
### Leveraged employee voices.

Employees are credible voices within their professional communities and can authentically promote your talent brand.

### Spotlighted employees.

Employees were given a chance to share their career journey, and members were inspired to apply.

[See the post](#) ▶



**TOYOTA** Toyota North America  
161,795 followers  
1w

+ Follow ...

'Tis the season of giving! We're spreading holiday cheer and donating the gifts from our annual Holiday Gift Drive to four of our community partners in North Texas (Boys & Girls Club of Collin County, Children's Health Plano, Community Partners of Dallas, and Hope's Door). Thank you to our team members at HQ for coming together and bringing joy to 1,500 children this holiday season. Go behind the scenes on our Instagram story: <https://lnkd.in/gdUwHRW>

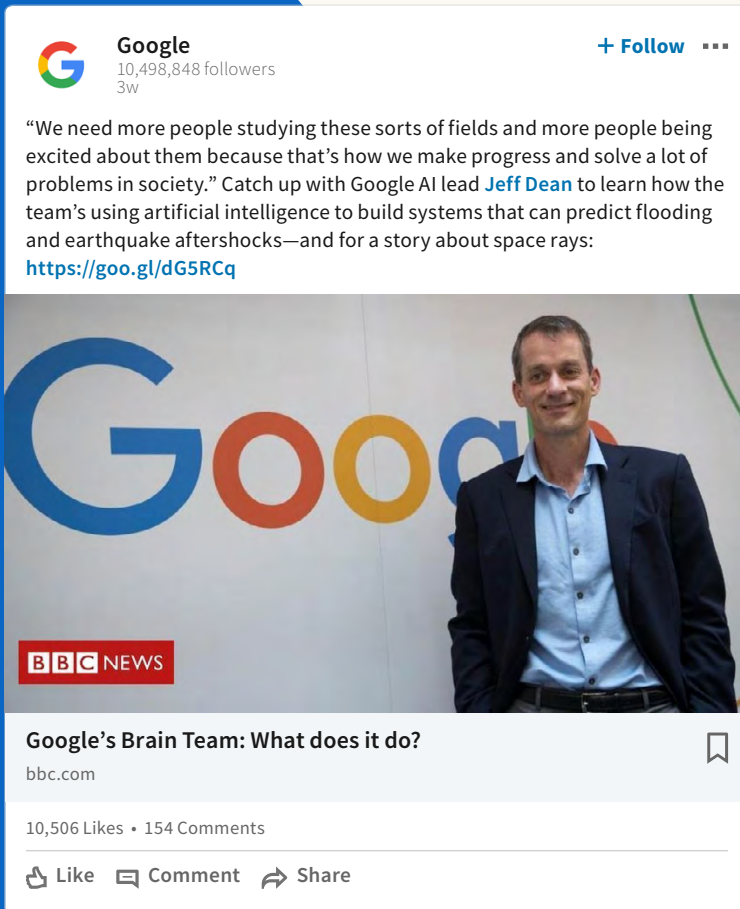
Team work makes holiday dreams work

442 Likes • 16 Comments • 15,923 Views

Like Comment Share

# Best-in-class examples

## Showcase innovation



**Google** 10,498,848 followers 3w [+ Follow](#) ⋮

“We need more people studying these sorts of fields and more people being excited about them because that’s how we make progress and solve a lot of problems in society.” Catch up with Google AI lead [Jeff Dean](#) to learn how the team’s using artificial intelligence to build systems that can predict flooding and earthquake aftershocks—and for a story about space rays: <https://goo.gl/dG5RCq>

**Google’s Brain Team: What does it do?** 🔖  
bbc.com

10,506 Likes • 154 Comments

👍 Like    💬 Comment    ➦ Share

### Background

In this post, Google’s Artificial Intelligence lead promotes technology that helps predict dangerous weather events like earthquakes and floods.

### What made the post so effective

#### Taps into a global conversation.

With climate change frequently in the news, Google joined the conversation by showcasing how their technology can potentially mitigate a global concern.

#### Leverages executive credibility.

By highlighting favorable press coverage of top execs, Google demonstrated external validation of their ideas in the AI space.

[See the post](#) ▶

### Background

P&G used a video to walk members through their futuristic “Life Lab” activation at CES 2019.

### What made the post so effective

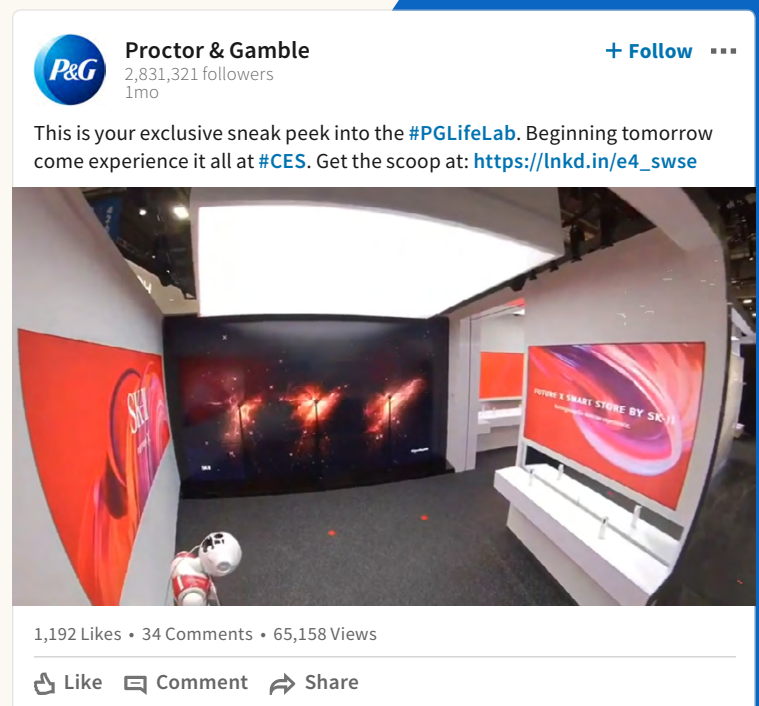
#### Moves the brand into the future.

P&G is a brand with a long and rich history, and with this video, the company invited the world inside their high-tech CES experience to show how the brand has modernized.

#### Provided real value to their community.

Most people don’t get the opportunity to attend CES in person, so P&G virtually brought the CES experience to their followers.

[See the post](#) ▶



**P&G Procter & Gamble** 2,831,321 followers 1mo [+ Follow](#) ⋮

This is your exclusive sneak peek into the [#PGLifeLab](#). Beginning tomorrow come experience it all at [#CES](#). Get the scoop at: [https://lnkd.in/e4\\_swse](https://lnkd.in/e4_swse)

1,192 Likes • 34 Comments • 65,158 Views

👍 Like    💬 Comment    ➦ Share



# Best-in-class examples

## Build brand love

### Background

Best Buy featured a story about Donald Grabski, a 76 year-old Air Force veteran, former DJ and chef who came out of retirement to work at Best Buy because of his passion for the brand.

### What made the post so effective

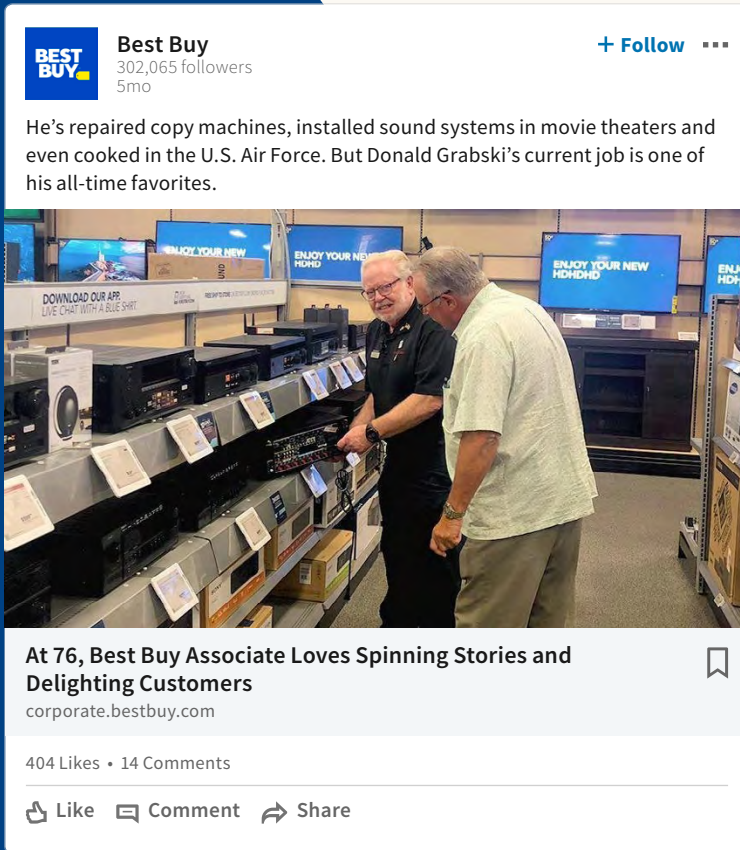
#### Differentiated the brand.

By highlighting their employees' unique stories and the communities they foster, we see that Best Buy is not just a place to buy new tech gadgets; it's a place that cares about its employees.

#### Told a unique human interest story.

By focusing on a senior citizen employee, Best Buy spotlighted a niche community.

[See the post ▶](#)



**Best Buy** 302,065 followers 5mo

+ Follow ...

He's repaired copy machines, installed sound systems in movie theaters and even cooked in the U.S. Air Force. But Donald Grabski's current job is one of his all-time favorites.

At 76, Best Buy Associate Loves Spinning Stories and Delighting Customers  
corporate.bestbuy.com

404 Likes • 14 Comments

Like Comment Share

### Background

Accenture's CEO Pierre Nanterme passed away after being with the company for over 35 years. Their LinkedIn Page released a short but powerful post in remembrance.

### What made the post so effective

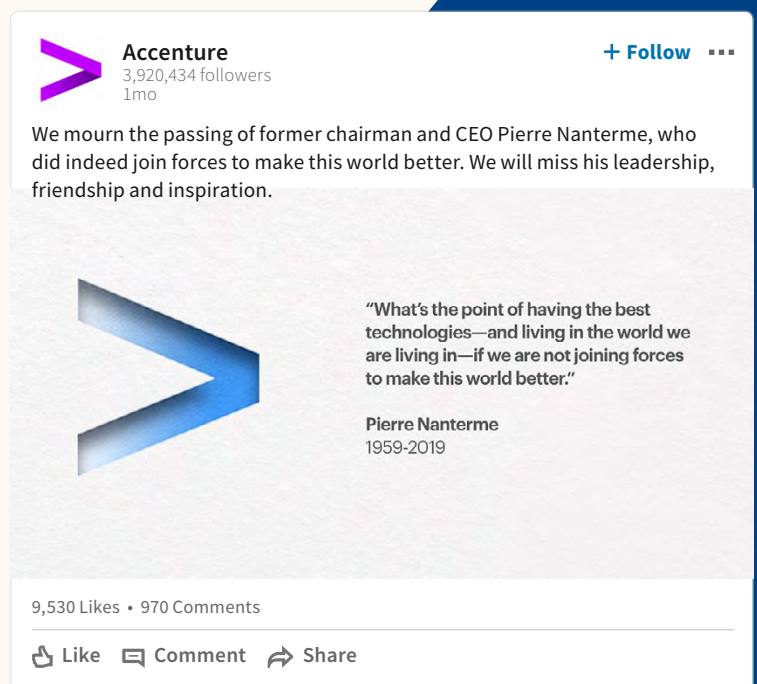
#### Compassion for humanity.

"What's the point of great technology if it's not making the world a better place?" The quote from Nanterme, a long-time leader of Accenture, positions the brand as one that cares about people above all else.

#### Tragedy is a shared experience.

Rather than backing away from a sad story, Accenture created an emotional moment in an eloquent way, unifying members in remembering its esteemed leader and brand.

[See the post ▶](#)



**Accenture** 3,920,434 followers 1mo

+ Follow ...

We mourn the passing of former chairman and CEO Pierre Nanterme, who did indeed join forces to make this world better. We will miss his leadership, friendship and inspiration.

"What's the point of having the best technologies—and living in the world we are living in—if we are not joining forces to make this world better."

Pierre Nanterme  
1959-2019

9,530 Likes • 970 Comments

Like Comment Share

# Best-in-class examples

## Build brand love

### Background

With this two-minute video, Microsoft shifted the perception of gaming and showed how it can be an uplifting, educational, and social-building tool for children with limited mobility and their families and friends.

### What made the post so effective

#### **Relied on real people to do the storytelling.**

Sharing a real person's journey with your brand, in their own words, creates a memorable and emotional connection to your brand.

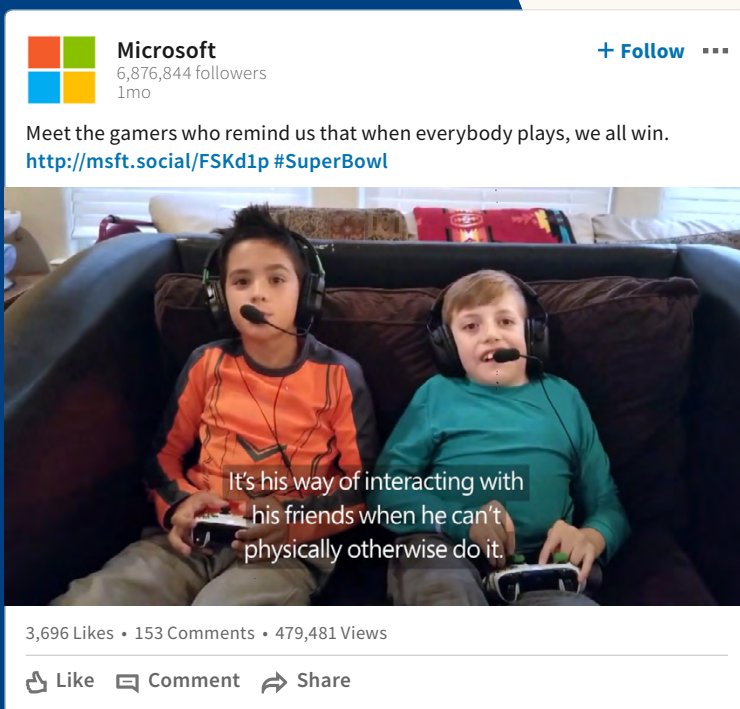
#### **Approached a sensitive topic with openness.**

Microsoft featured young gamers with limited mobility front and center, and showcased their journey in a truthful yet empowering light.

#### **Authentically connected their brand to doing good.**

Microsoft has been able to help those with limited mobility, through their innovation, make gaming more accessible. When aligning your brand to a cause, make sure it's relevant to your brand story and portfolio.

[See the post ▶](#)



# Managing Showcase Pages

Showcase Pages are an extension of your brand. They are a unique way to highlight the different products or services and business units or initiatives within your company. Here are our best tips for managing these valuable assets.



## Limit access to subject-matter experts.

Showcase Pages are most often owned by corporate social media teams, but can also be owned by vertical-focused sales and product marketing managers who are equipped with product messaging best practices.



## Do audience research on existing Pages.

Prior to creating new Showcase Pages, Oracle and Adobe conduct audience research to ensure they're not fragmenting their existing communities and losing out on brand consistency.



## Create Showcase Pages around major product categories.

Rather than create a Showcase Page for each product, Microsoft has eight Showcase Pages that cover 170 products and services, including Dynamics 365, Cloud, Visual Studio, Developers, Government, SQL Server, CityNext, and Health.



## Do not use a Showcase Page to feature a specific country or region.

The best approach is to post geographically-targeted content on your main LinkedIn Page.

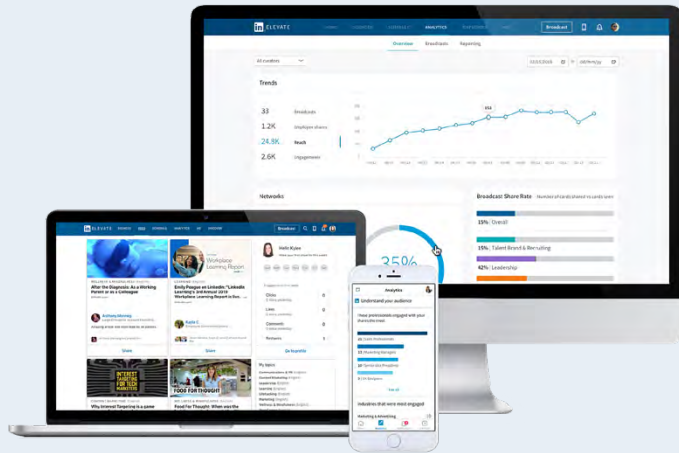


## Standardize content requests.

To prioritize content requests for each Showcase Page, the Microsoft social media team leverages a weekly intake form to capture cross-functional requests.

# Turning your employees into advocates

To drive trusted and authentic brand perception at scale, consider your organization's most valued asset: your employees. Here are our best tips for engaging employees through your Page.



# 10X

LinkedIn data shows that employees typically have 10x the number of connections as a Page has followers.



## Encourage employees to share your content.

Starting April 2019, you can adjust the Notify Employees setting on any post to prompt employees to like, comment on, and share your Page posts. This can be done from either desktop or mobile.



## Re-share your employees' best LinkedIn articles.

Through Content Suggestions, you can discover articles authored by your employees and re-share the best ones to demonstrate the caliber of your organization.



## Ask your executive team to @mention your Page.

To drive press and broader engagement, ask your top executives to mention your Page in their posts.



## Leverage LinkedIn Elevate to unlock the full power of your employees' networks.

Elevate is a full-suite employee advocacy platform that connects organizations and employees to achieve branding, sales, and hiring goals. Elevate makes it intuitive and easy for admins to share quality content with their community, raise visibility with a broader audience, and measure progress with unparalleled insights. [Learn more.](#)



## About LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 600 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

## Relationships Matter

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

To learn more about how to optimize your enterprise's LinkedIn Page, visit: [lnkd.in/pagesbp](https://lnkd.in/pagesbp)

[Learn more](#)