LinkedIn

Total LinkedIn account creation and optimization

May 2020
Introduction

Like a “viral” post, social media has exploded in popularity, becoming a must-have component of any marketing strategy aimed at Millennials. This e-book is part of a series we created to help community banks and credit unions take advantage of the opportunities at your fingertips.

In this guide, you’ll find a checklist that will help you optimize your financial institution’s LinkedIn page and increase your chances of being discovered by local consumers. Here are some recommendations for using the guide and social media:

1. Start with the checklist. If you need a refresher or hit a snag, the corresponding section contains a complete walk-through.
2. Be consistent in how you spell your name, address, and phone number across all sites. For example, don’t list your address as 111 Banking Drive on one site, and 111 Banking Dr. on another.
3. List the branch’s actual phone number, not 800 numbers.

Why should LinkedIn matter to you?

There are various social media platforms widely used throughout the world, but none are as business-focused as LinkedIn. This platform exists purely to advertise your business, find potential employees, and connect with others in the industry. It is essential that companies have a LinkedIn presence that accurately represents their business. To do that, it’s important that companies put thought and strategy into setting up their LinkedIn pages. This guide acts as an instruction manual to create a LinkedIn page designed to impress.
LinkedIn checklist

- Create a business page
- Update or merge existing pages
- Add a logo and cover image
- Fill in company details
- Complete your “About” section
- Connect with others in your industry
- Optimize your “Career” page
- Optimize job listings
- Create a content strategy
LinkedIn how-tos

Create a business page

2. Click “Join now” and register under your business email address.
3. In the top right corner of your LinkedIn home page, click “Work.”
4. Click “Create a Company Page.”
5. Choose from one of four company page options:
   - Small business (fewer than 200 employees)
   - Medium to large business (more than 200 employees)
   - Showcase page (Sub-pages associated with an existing page)
   - Educational institution (Schools and universities)
6. Enter the following:
   - Page identity (name, LinkedIn public URL, website)
   - Company details (industry, company size, company type)
   - Profile details (logo, tagline)
7. Click “Create page.”
8. Click “Start building your page!”
LinkedIn how-tos

Update or merge existing pages

If your company already has a LinkedIn page, you’ll most likely get a red error message when you try to create your page from scratch. To continue working on your company’s page, you’ll need to get the login information for the existing page. From there, follow the steps you would take after setting up a new LinkedIn page, such as updating the “About” section, updating your company’s logo, or adding a new background image.

Merge existing pages

If you create a new company LinkedIn page, but later find out that a page already exists and you weren’t aware of it, you have the option to merge the two pages. You can only do this by contacting LinkedIn’s Customer Support team. However, there are some important things to keep in mind when it comes to merging existing company pages:

- After you’ve merged pages, the action cannot be reversed.
- Data from the merged page, such as text and image content and analytics, will not be available after merging.
- Employees and followers of the company page will be rerouted to the retained page. However, you must have 100 employees associated with the merged page for it to move over.
- Job postings under the page to be merged will stay active, but they won’t move over to the retained page.
- The merged page won’t be visible or searchable.
- Admins of the merged page won’t automatically become admins of the retained page. You will have to add them yourself later.
- Any ads associated with the page to be merged cannot be moved to the retained page.
LinkedIn how-tos

Add a logo and cover image

Cover image
- Your cover image should represent the general tone of your business.
- For best quality, the image should be 1536 x 768 pixels.

Logo
- This will be your “profile picture,” and will help people better identify your brand.
- For best quality, the square image should be 300 x 300 pixels.

Fill in company details

This information can help readers easily associate this page with your actual business, so long as the information is up to date and accurate. When setting up your company’s LinkedIn page, no fields should be left blank. Include as much information as possible so no sections are missing, and none of the readers’ questions are left unanswered. Readers turn to LinkedIn to find out all types of information about businesses, including:
- The URL of your business’ website.
- Address and phone number.
- Your industry.
- Size of company (number of employees).
- Type of company (public, nonprofit, etc.).
- The year your company was founded.
- The services or products you offer.
Complete your “About” section

Your “About” section is where readers will go to learn more about your company, so it’s where you should focus a significant amount of attention. Be succinct and focus on the quality of your information. While readers are there to learn more about your company, they’re not likely to stick around to read an essay. A well-written “About” section is a tight one or two paragraphs and will center around your company’s mission statement.

Overview
Kasasa is the innovative leader in branded, community-powered banking products proven to drive profit and growth for community financial institutions. With nearly 900 clients, Kasasa is helping community institutions thrive even as the industry landscape presents new challenges and competitors. The Kasasa® suite provides a comprehensive strategy that integrates breakthrough products with world-class marketing and unprecedented access to training, compliance, research, support resources, and customized consulting. Kasasa complements an institution’s existing brand, enhancing their unique identity and local service advantage.

Research consistently shows Americans would prefer to bank locally but choose megabanks believing only megabanks have the resources to deliver the innovative products they desire. The full-circle Kasasa approach enables local institutions to leverage the power of a national brand and gives consumers the reason to believe a local institution has the resources to deliver megabank-caliber products. Learn more at Kasasa.com

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Connect with others in your industry

An important part of LinkedIn is the ability to connect with other companies in your industry. There are some valuable benefits to this, including the following:

- You can follow each other and drive traffic to each other’s content.
- You can ask for and give endorsements.
- You can network and eventually create brand partnerships.
Optimize your “Career” page

Job seekers come to LinkedIn to get a taste of your company and, if impressed, they may want to apply to open positions. Your “Career” page will encourage this. It’s a place to showcase your company’s culture. This can be highly appealing to job seekers who want to know what it’s really like to work at your company.

Include on your “Career” page:

- A “meet the team” section displaying current employee LinkedIn profiles.
- Employee testimonials.
- Internal blog posts and articles about company culture.
- Causes your employees care about.
- Languages spoken at your company.
To keep your “Career” page as detailed and realistic as possible, encourage employees to list themselves as employees of your company. Be sure to update your “Career” page often, as this will show that you take company culture seriously and are actively looking for new team members.

Optimize job listings

Job seekers encounter hundreds of job listings on LinkedIn, so how can you make yours stand out? When posting a job on LinkedIn, you’ll see several dropdown options and long answer fields that you need to fill out. Be sure to put some thought into each of these fields, and don’t leave any blank:

• Company
• Company description
• Industry
• Job title
• Experience
• Job function
• Employment type
• Job description
• Desired skills and experience
LinkedIn how-tos

You can also specify how you want candidates to apply — whether that’s through LinkedIn or through an external site, such as the “Careers” page on your website.

Post regularly

- This content should be shared 1–2 times per week.
- The best times to post are 7 a.m.–8 a.m. and 5 p.m.–6 p.m.

Once you’ve filled out all the above sections, ensure your job listing stands out from the crowd. Optimizing the following can help ensure your post gets in front of the right audience:

- Build out your “Company” page (see above).
- Build out your “Career” page (see above).
- Optimize the job title for search terms. Match the language job seekers will likely type into the search bar and avoid creativity. This will help the LinkedIn algorithm display your job postings accurately.
- Collect testimonials from employees and clients.
Create a content strategy

A business’s LinkedIn presence can vary from their presence on Facebook, Instagram, Twitter, and Pinterest. That’s because the platform serves a different purpose than other social media websites. Readers come to a company’s LinkedIn page to learn about the business itself, rather than the product or service the company provides. It’s important to keep this in mind not just when setting up your company page, but also when deciding what content to share.

Your content strategy should focus on quality over quantity. This includes the original content you create, and the content you share from other LinkedIn accounts. Include the following topics in your LinkedIn content strategy to get the most engagement and organic interest in your business:

- Company culture
- Benefits
- Activities
- Community involvement
- Charitable initiatives
- Company mission
- Growth strategies

It’s important to remember that content should be visual. This helps catch readers’ eyes when they’re scrolling their LinkedIn feed. Always include a corresponding image with the text and utilize video as much as possible.
In closing

By following the steps in this guide, you can optimize your company’s presence on LinkedIn and attract experienced talent to your workforce. A well-crafted and carefully thought-out page can turn LinkedIn into so much more than a social media platform. It becomes a place to share company highlights, connect with like-minded businesses, and draw the best minds to your business.

Contact Kasasa to learn more about optimizing your company’s online presence and overall banking operations.