

Our LinkedIn Page: A Guide for the Marketing Team

Our Vision:

EDCUTah's LinkedIn Company Page is a professional online platform used to engage with our current and potential clients, investors, employees and advocates to help grow the visibility and credibility of our company.

Our Goals:

- Support EDCUtah's social media goal of establishing EDCUtah as the premiere place for Economic Development in the State.
- Lead followers to our website.
- Receive more opinions, voices, perspectives and endorsements via comments and recommendations.
- Support and advance EDCUtah's goal to bring jobs and capital investment to the state of Utah.

Our Checklist:

Post Often – Posting one to two times per week is a good amount for EDCUtah's page. Without any postings, people may doubt the page's legitimacy and not follow it and too many may be annoying to some.

Post Smart – It is essential that the content of each post is interesting, meaningful and relevant to the audience while still being cohesive with the LinkedIn environment. The Weekly Economic Review, project wins and quality media placements are all examples of good content. Use good judgment to determine what fits the professional feel of LinkedIn. Reverting to Facebook and/or Twitter is an option when dealing with a good story that may not quite be professional quality.

Post Catchy – A good tagline will lead to a click and a click will lead to a like or share. Using the most interesting piece of a post and making it into a quick and easy-to-read one liner will draw readers in.

Post Rich – Including photos, videos, articles and/or links will make posts more enticing.

Tips:

Ask Questions – Not only do questions provide good feedback, they lead to more loyalty and exposure. Use caution however as “fishing” for comments may turn followers off to future posts.

Ask for Recommendations – Use the “ask for recommendations” link on the “products and services” page to ask people to recommend and even review EDCUtah’s services. Not only does recommending something validate products, the act of recommending appears in the newsfeed, furthering exposure (more info for involving staff on page 3).

Post in Groups to Start Discussions – Group pages are essentially purpose or interest-centered discussions anyone can join (though some require permission). Each post is emailed to all group members, making it an easy way to expose a page to a large group of people who are already interested in a certain subject. Some notable groups are the Utah Alliance for Economic Development, Utah Technology Council and Economic Development Professionals.

The Future:

Ads – LinkedIn offers side-bar ads for as little as \$10/day. They are targetable, easy to create and can be customized to what is needed, whether that be adding more followers to the page or promoting a specific event.

Group – A group is different from a company page because it updates all subscribers of new activity via email rather than through the newsfeed or notifications. This constant contact may lead to higher visibility than simply posting as a company. A group should be well planned however, with consideration to who would be in it and what its purpose would be, making sure it doesn’t interfere with existing EDCUtah communications.

Jobs – LinkedIn is enticing to users because it can lead them to a job opportunity. Posting EDCUtah job offerings may attract more followers.

Post more often – Popular LinkedIn pages post at least once and even up to four times per day. As an audience grows, posts should occur more often.

How to Involve the Staff:

Follow the Company – Having the staff following the company is a non-obtrusive way to give them an opportunity to like, comment and share content if they would like.

Share Statuses – Employees can share a project win they worked on or other newsworthy item with a link to the EDCUtah profile allow their followers to find our page.

Post about It in Groups – When employees post in groups they're involved in, they can mention and link to the company profile.

Ask for Recommendations – Employees can ask their connections to recommend EDCUtah's services. If appropriate they can ask those connections who have used our services to recommend the specific service they used. For example, an EDCUtah Economic Researcher could ask his or her client who used an EDCUtah report to recommend our "Data Analysis Tools" service. They can even include a written review if they wish.

