LinkedIn is the world’s largest professional online network. As of summer 2014, over 250 million people had registered to use LinkedIn worldwide.

Typically, nonprofit and educational organizations have used LinkedIn much less often than private companies and individuals. However, nonprofits are more often coming to realize that LinkedIn can be a useful resource for marketing their services and furthering their cause.

Once you have set up your organization’s Company Page on LinkedIn (to learn how, see our LinkedIn 101 module) you can start to use LinkedIn for a variety of reasons, including:

- Raising awareness of literacy
- Promoting programs and services
- Selling products and services
- Recruiting volunteers
- Promoting fundraising and special events
- Linking with other service providers, government, donors, and corporate sponsors
- Engaging with other organizations and individuals who have common interests
- Promoting training events, professional development opportunities, and conferences
- Holding contests
- Offering promotional items
- Promoting resources

You can learn more about how to use LinkedIn for marketing via LinkedIn for Nonprofits.
Promoting Your LinkedIn Account

Here are some practical ways to promote your LinkedIn page:

- Post relevant and engaging content on a regular basis so that people will have a reason to follow you.

- Ask your staff, volunteers, board members, members, friends, family and other supporters who have personal LinkedIn accounts to “Follow” your page. And, ask them to “like”, share, and comment on your posts so that your LinkedIn page and its content gain a wider following.

- Announce your new LinkedIn page in your newsletter and on Twitter, Facebook and any other of your organization’s social media accounts.

Community Literacy @Love4Literacy · 1m
We’ve joined other nonprofit world changers: CLO is now on @LinkedIn! Follow us at linkedin.com/company/commun...

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- Make it easy for people to find and follow you by adding a LinkedIn “Follow” button to your website. LinkedIn tells you how in this article.

- Share a link to your LinkedIn page in your email signature, business card, brochures, newsletters, and in other promotional material sent out by your organization.

- Monitor your posts and stats to see which updates your followers like and share. Based on this information, tailor your content to enhance follower engagement. You can easily access the statistics from your LinkedIn page by clicking on “Analytics”.

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- Create a Showcase Page to market an important component of your organization. For example, Community Literacy of Ontario has set up a Showcase Page for our social enterprise, Practika Learning. In LinkedIn 101, we teach you how to set-up a Showcase Page. This 2-minute video from LinkedIn also provides an excellent overview: Extend your Company Page presence with a LinkedIn Showcase Page.

- If you have the budget, consider running a paid advertisement or sponsoring content to promote your LinkedIn Company Page and gain more followers. Simply click on the “Sponsor Update” button that appears below a post, and LinkedIn will walk you through the process. Or, you can read this article from LinkedIn that tells you all about Sponsored Updates.

Community Literacy of Ontario Here’s a wonderful video where the amazing students at Community Learning Alternatives in Belleville share their Love Letters to Literacy and how #literacy has impacted their lives: http://lnkd.in/dgVgbMr

Love Letters to Literacy

- Follow other organizations and businesses that have already mastered the art of marketing on LinkedIn. Watch what they do, and use the concepts and strategies that will work for you. In the next section, Community Literacy of Ontario shares examples of LinkedIn in action in a wide variety of organizations.

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Marketing Examples

Here are some examples of how diverse organizations and companies, including literacy organizations, employment services, nonprofit organizations and businesses, have used LinkedIn for marketing.

Literacy Examples

Community Literacy of Ontario

At Community Literacy of Ontario, we use LinkedIn for marketing in a variety of ways. Examples include promoting the importance of adult literacy and promoting our “For the Love of Literacy” conference.

Community Literacy of Ontario Literacy matters at work, at school, in the community and at home. Here are 20 important reasons why literacy matters: http://lnkd.in/db5T2Tp

Community Literacy of Ontario Community Literacy of Ontario is excited to announce our “For the Love of Literacy” 20th Anniversary AGM and Conference at Ryerson University's Oakham House in downtown Toronto. Plan to join us on October 21 and 22, 2014 for great workshops, networking opportunities and a celebratory dinner on October 21st! More details to be announced soon.

Community Literacy of Ontario www.communityliteracyofontario.ca/social-media-marketing
Community Literacy of Ontario also created a “Showcase Page” for our social enterprise, Practika Learning.

Via our Practika Learning Showcase Page, we use LinkedIn to:

- Market the various products and services offered by our social enterprise
- Share information and resources related to starting and running a social enterprise
- Link with other organizations and individuals interested in social entrepreneurship

Practika Learning Our popular ebook, #Playing It Safe: Cyber Risks & Internet Safety” is available as a free download on July 4! Canadian store: http://amzn.to/1uKAY0N; US store: http://amzn.to/1pPDlzB

Practika Learning Would you like to learn the basics of using Twitter and also see how other organizations are using Twitter for marketing their services, networking, selling their products, and other important activities? We’ve got a webinar for that! http://lnkd.in... more

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National Literacy Trust

- The National Literacy Trust (located in London, England) uses their Company Page on LinkedIn to share information on their organization and its various products.

- Via their “Books About Town” campaign, the National Literacy Trust provides a great example of using LinkedIn for crowdfunding and public and awareness.

Essential Skills Ontario

Essential Skills Ontario uses LinkedIn for promotion of literacy and essential skills, as well as for their projects, training opportunities and resources, such as this Bulletin.

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Sioux Hudson Literacy Council

- The Sioux Hudson Literacy Council uses LinkedIn to promote their programs and services and to share information, such as this update about their Sharing Circle.

Sioux Hudson Literacy Council - Good Learning Anywhere  Mark your calendars! April Sharing Circle with professional #lacrosse player Cody Jamieson  http://ow.ly/w56Ld #literacy #Ontario

Good Learning Anywhere | Sioux Hudson Literacy Council  ow.ly  • Good Learning Anywhere provides free online distance learning opportunities for adult learners in Ontario to assist them in upgrading their reading, writing, math, computer and other essential skills.

The Literacy Centre

- The Literacy Centre (located in Omaha, Nebraska) uses LinkedIn to share updates and information about their organization and its programs and services. They also showcase fundraising events such as “Omaha Gives!”.

Literacy Center  Help furnish new classrooms for students like Bethany. Make a donation today! #GiveLiteracy #OmahaGives! http://ow.ly/x1u9c http://ow.ly/i/5Df9u

Omaha Gives!  ow.ly  • Omaha Gives is an online, 24-hour charitable challenge. Organized by the Omaha Community Foundation, it’s one day to raise as much as you can for local nonprofits. The nonprofits that get the most support will win matching money and prizes. Put May...
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Employment Services Examples

Access Employment

- Access Employment (located in Toronto) has a strong LinkedIn Company Page and posts dynamic, regular status updates. They use LinkedIn to share information related to employment, skills building, their programs and services, as well as for special events, such as their Speed Mentoring Marathon.

Employment and Education Centre

- Brockville’s Employment and Education Centre uses LinkedIn for various promotional purposes, including posting job opportunities, conducting outreach to employers, sharing job search resources, and sharing training opportunities. They have also created two Showcase Pages called “Job Development at EEC” and “Legitimate Opportunities to Work from Home Project”.

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Nonprofit Examples

**Sick Kids Foundation**

- Toronto’s Sick Kids Foundation has an eye-catching LinkedIn page. They post interesting updates and patient stories, and they use compelling pictures to promote their services and products. Sick Kids Foundation also actively uses LinkedIn for fundraising, such as promoting their Holiday Gift Giving Guide.

  ![Sick Kids Foundation](image)

**Canadian Red Cross**

The Canadian Red Cross uses their LinkedIn page to showcase the important work that they do, to share information on their training programs, safety programs and other services and campaigns, and to recruit volunteers.

  ![Canadian Red Cross](image)

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Business Examples

**Google**

Google has a dynamic LinkedIn Company Page that promotes their products and services, provides information on employment opportunities, and shares information and resources about technology and the digital world.

In order to highlight particular areas of focus, Google also has two Showcase Pages, “Think with Google” and “Google Enterprise”.

**Tim Hortons**

Tim Hortons effectively uses LinkedIn to showcase their products, highlight employment opportunities, and create brand loyalty.

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Examples from the Social Media Greats

The Nature Conservancy of Canada

The Nature Conservancy of Canada has an excellent LinkedIn Company Page. It features highly visual and engaging updates, a helpful organizational profile, and a great overview of their services. They also use LinkedIn to market to donors, engage volunteers, employers and interns, and showcase special events.

Habitat for Humanity

Engaging content, stories and pictures – what’s not to love about Habitat for Humanity’s LinkedIn page? They use their page to promote the programs, share “how-to” information, engage stakeholders in their building projects, and share success stories. They also have a Showcase Page for volunteer opportunities.

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Additional Marketing Resources

- Ten Must-Follow Nonprofits on LinkedIn (By Nonprofit Tech for Good)
  - This article showcases ten organizations which are considered by many to be exemplary users of LinkedIn. They have created effective content and interesting ways to engage stakeholders.

- Are You Effectively Using LinkedIn at Your Non-Profit? (By Joe Garecht for the Fundraising Authority)
  - Learn how LinkedIn can provide your organization with networking and marketing benefits and how you can effectively use the LinkedIn platform to increase your organization’s profile.

- Tips for Using LinkedIn for Nonprofits (By Joanne Fritz for About.com)
  - This article shows you how to build your profile on LinkedIn to reach more stakeholders and shares some creative marketing ideas.

- LinkedIn: An Essential Tool for Nonprofits (By The Canadian Marketing Association)
  - Learn how nonprofits can use LinkedIn to engage donors and volunteers.

- The KISSmetrics Guide To LinkedIn Ads – Part I: The Basics (By KISSmetrics)
  - This article overviews the basics of advertising on LinkedIn and covers topics such as who should advertise on LinkedIn, who sees the ads, costs, and tracking.

- Non-Profit Marketing
  - This is a group on LinkedIn where nonprofit organizations share ideas and best practices about nonprofit marketing. You will need a personal LinkedIn profile to join this group.

- 5 Steps to Successful LinkedIn Advertising (By the Social Media Examiner)
  - Learn the basics of LinkedIn advertising, including the importance of writing engaging text and using powerful images. You will also learn about testing your market, budgeting, and measuring impact.
Acknowledgements

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- **Facebook:** [www.facebook.com/CommunityLiteracyOntario](https://www.facebook.com/CommunityLiteracyOntario)
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- **Pinterest:** [www.pinterest.com/love4literacy/](https://www.pinterest.com/love4literacy/)
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