

OnWrd&UpWrd

MARKETING AND COMMUNICATIONS

UNLOCKING THE POWER OF LINKEDIN:

HOW TRADE ASSOCIATIONS CAN IMPROVE THEIR COMPANY PAGES

TIP SHEET





WHY YOUR ASSOCIATION SHOULD HAVE AN ACTIVE LINKEDIN COMPANY PAGE

An active LinkedIn company page provides an opportunity for associations to connect with their members, industry professionals, media, and other key stakeholders. Here are three reasons why your association needs an active LinkedIn page:

1. Increased Visibility:

LinkedIn is a popular social media platform for professionals, so having an active company page can help you reach a wider audience. By sharing valuable content, you can increase visibility, potentially attracting new members or sponsors.

2. Thought Leadership:

An active LinkedIn company page can also position trade associations as thought leaders in your industry. By sharing insights, research, and other relevant content, you can establish your association as an expert and thought leader. This can help to build credibility and influence within your industry.

3. Recruitment and Retention:

LinkedIn is also a valuable recruitment and retention tool. By showcasing the benefits of membership and the work you do, you can attract new members and volunteers who share your values and goals while driving renewed interest from current members.





THREE WAYS TO IMPROVE YOUR LINKEDIN COMPANY PAGE

1. Optimize Your Page:

Make sure your association page is complete, informative, and visually appealing. Add a professional profile picture and cover image that reflects your brand. Write a compelling summary that highlights your association's mission and values, and ensure that your contact information is up-to-date.

2. Share Engaging Content:

Make sure your association page is complete, informative, and visually appealing. Add a professional profile picture and cover image that reflects your brand. Write a compelling summary that highlights your association's mission and values, and ensure that your contact information is up-to-date.

3. Actively Engage With Your Audience:

One of the key benefits of LinkedIn is the ability to connect and engage with your audience. Respond promptly to comments, messages, and questions, and use LinkedIn's built-in analytics to track your page's performance. Consider starting conversations by asking questions or conducting polls to get feedback and insights. Engaging with your audience can help to build trust and increase brand awareness for your association.





5 KPIS TO MEASURE THE SUCCESS OF YOUR LINKEDIN COMPANY PAGE

1. Follower Growth:

This is a good indicator of reach and influence, and increasing followers can help to expand your network and increase engagement.

2. Engagement Metrics:

Tracking metrics such as likes, comments, and shares can help measure the effectiveness of your content strategy.

3. Website Traffic:

You can include a link to your association's website allowing you to track traffic from LinkedIn, measuring the effectiveness of your efforts in driving website traffic and conversions.

4. Website Content Performance:

By tracking the performance of individual posts, you can see what types of content and topics generate the most engagement and interest from your audience.

5. Industry Benchmarking:

You can compare your company page performance to other similar associations or industry organizations giving you insights into where you stand and areas for improvement.

