

FEATURES TO MAXIMIZE YOUR ORGANIZATION'S LINKEDIN PRESENCE

LinkedIn isn't just for job seekers or corporate announcements. For organizations, it's a powerful (and often underused) space to build trust, reach new audiences and highlight your impact. In this *At a Glance*, we explore new and lesser-known features that can help your organization stand out and tap into the full potential of the platform.

ENGAGE AS YOUR ORGANIZATION

What it is: You can repost, react to and comment on posts as your organization — not just as an individual.

Why it matters: Engaging as your Page boosts visibility, builds credibility and helps position your organization in sector conversations.

How to do it: To comment, react or repost as your organization, use the dropdown next to your profile name to select your organization, and engage as usual.

DEVELOP A PAGE FEED

What it is: You can follow other Pages and develop a feed oriented to your organization's interests.

Why it matters: Page feeds only show content from organizations your Page follows and posts from employees, offering more opportunities to join conversations relevant to your work.

How to do it: In the top left hand corner, search for an organization by name in the search bar. Click +Follow under the profile name. Alternatively, in your Page's super or content admin view, click "Settings" in the left menu, click "Manage following" then search for a Page.

To find your Page's feed, go to your Page's super or content admin view and click "Feed" in the left menu.

BUILT-IN POST SCHEDULING

What it is: LinkedIn now allows Pages to schedule posts directly within the platform — no third-party tool required.

Why it matters: Plan your campaigns and content in advance, avoid last-minute scrambles, and align posts with key dates or events.

How to do it: Click +Create to draft a post from your Page, then click the clock icon to choose your preferred date and time.

LINKEDIN GROUPS

What it is: A feature that lets you create or join communities based on shared interests or sectors.

Why it matters: Great for building connections with specific audiences (partners, members, volunteers, etc.) and encouraging peer-to-peer discussion.

How to do it: Visit linkedin.com/groups to create or manage your group. Add a name, description and privacy settings to get started.

LINKEDIN EVENTS

What it is: A free tool to create and promote virtual or in-person events directly on LinkedIn.

Why it matters: Boost registration for webinars, panels or campaign launches by tapping into your existing follower network. Attendees can see who else is going and receive automatic reminders.

How to do it: On your Page, click "Create an event" under the "Events" tab on the left hand dashboard.

Bonus

You can livestream the event via [LinkedIn Live](#) if eligible.

PINNED POSTS

What it is: Highlight your most important update by pinning a post to the top of your Page feed.

Why it matters: Help new visitors quickly understand what's most relevant, from campaign launches to funding announcements.

How to do it: After publishing a post, click the three dots (...) and choose "Pin to top."

SHOWCASE PAGES

What it is: Sub-Pages connected to your main LinkedIn Page that focus on specific initiatives, audiences or campaigns.

Why it matters: Perfect for spotlighting special projects or region-specific programming, and building specific audiences, without overwhelming your main Page.

How to do it: From your LinkedIn Page dashboard, go to "Admin Tools" and select Click +Create, then select "Create a Showcase Page."

Bonus

- Each Showcase Page has its own followers and analytics, allowing for targeted engagement and performance tracking.
- **Distinction from Pages to note:** Employee profiles and job postings cannot be associated with a Showcase page.



NEWSLETTER NOTIFICATIONS

What it is: LinkedIn automatically notifies followers when you publish a newsletter edition.

Why it matters: Unlike posts that may get lost in the feed, newsletters land directly in your followers' notifications and inboxes — increasing open and read rates.

How to do it: Go to +Create, then “Create a newsletter” under your Page.

Bonus

Pro tip: You can start a newsletter as your organization and invite collaborators as co-authors.

ANALYTICS DEEP DIVE

What it is: LinkedIn's native analytics go far beyond likes and shares, offering metrics like follower growth, job applicant demographics, content engagement and visitor insights.

Why it matters: Helps you learn what's working, identify your top-performing content and make evidence-informed decisions.

How to do it: From your Page, click “Analytics” and explore tabs like “Visitors,” “Followers,” “Content,” “Leads,” “Newsletters” and “Competitors”.

AI-POWERED POST SUGGESTIONS (NEW!)

What it is: A 2025 update allows LinkedIn Pages to receive post suggestions based on trends and audience interests.

Why it matters: Helpful when you're stuck on what to post or want to align with popular sector conversations.

How to do it: When drafting a post, look for “Rewrite using AI” to see content ideas generated by LinkedIn's AI. *Note: Requires a premium subscription and is only available in English.*

LEARN MORE WITH THESE ADDITIONAL TOOLS AND RESOURCES!

- [At a Glance: LinkedIn articles and newsletters](#)
- [LinkedIn Help for Nonprofits](#)
- [LinkedIn for Nonprofits Blog](#)
- [Create a LinkedIn Event](#)
- [LinkedIn Showcase Pages](#)

