



Welcome to 'LinkedIn for Marketing', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project. This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

Using LinkedIn for Marketing

[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

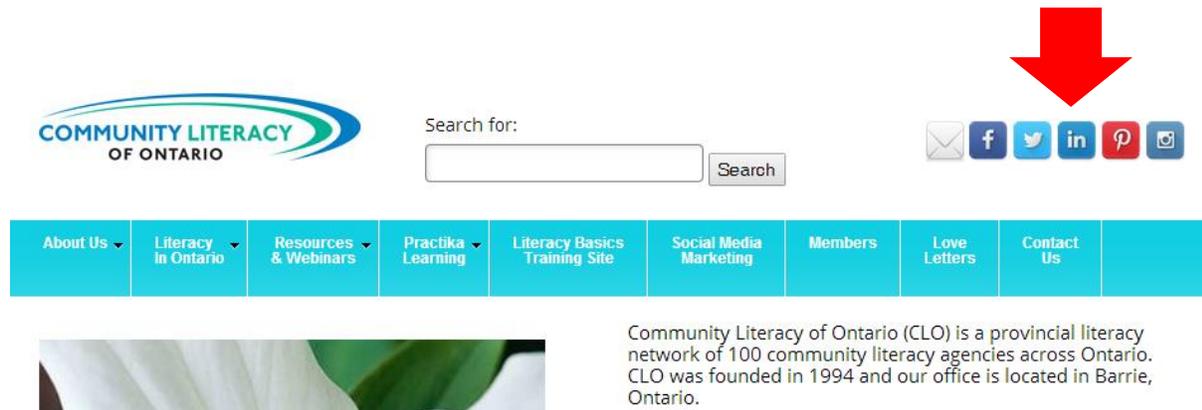
We've joined other nonprofit world changers: CLO is now on @LinkedIn! Follow us at [linkedin.com/company/commun...](https://www.linkedin.com/company/community-literacy-ontario)



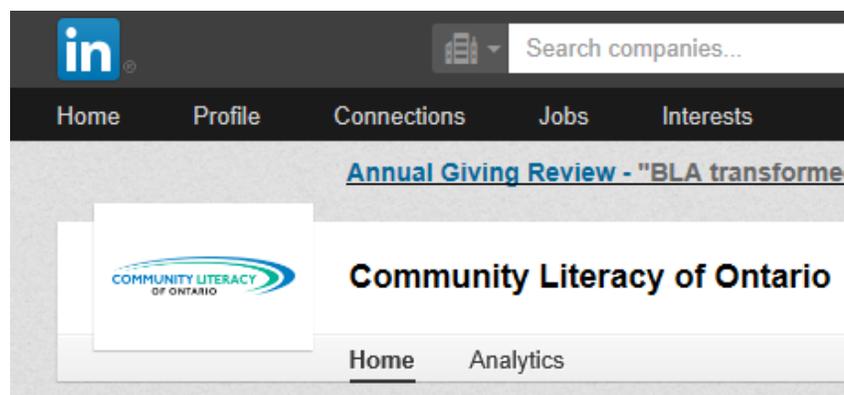
LinkedIn for Marketing



- 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”.



LinkedIn for Marketing



- 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

youtube.com • Community Learning Alternatives students share their experiences and accomplishments since enrolling in CLA's literacy programs.



Sponsor update

- 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.

TIPS



Marketing Examples

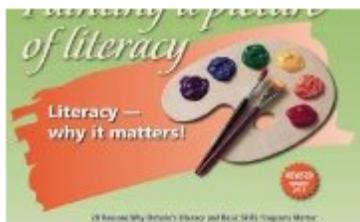
Here are some examples of how diverse organizations and companies, including literacy organizations, employment services, nonprofit organizations and businesses, have used LinkedIn for marketing.

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>



Literacy: Why It Matters

communityliteracyofontario.ca • Community Literacy of Ontario is a network of over 100 community-based Literacy and Basic Skills agencies located in communities large and small across the province. You can download “Literacy: Why It Matters” here. “Literacy: Why It...

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. [less](#)



LinkedIn for 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>



Playing it Safe: Cyber Risks & Internet Safety

amzn.to · Amazon.com: Playing it Safe: Cyber Risks & Internet Safety eBook: Vicki Trottier, Joanne Kaattari, Community Literacy of Ontario: Kindle...

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



Community Literacy of Ontario

www.communityliteracyofontario.ca/social-media-marketing



LinkedIn for Marketing



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.



Words for life

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

National Literacy Trust Would you like to be part of a major public art event in London this summer and have your name on one of our exclusive BookBenches? For a limited time, there is the opportunity for the public to crowdfund the Charles Dickens BookBench, a fantastic ... more



Books About Town

crowdfunder.co.uk • Books about Town is a public art event celebrating London's literary heritage and reading for...

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.



Essential Skills Ontario We have just released our 3rd PIAAC Bulletin - Do Skills Actually Matter When it Comes to Employment and Earnings? Download the bulletin here --- <http://bit.ly/1ISRtM1>



bit.ly
bit.ly • bit.ly

Community Literacy of Ontario

www.communityliteracyofontario.ca/social-media-marketing



LinkedIn for Marketing



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.



Good Learning Anywhere
Sioux Hudson Literacy Council

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...



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.

ACCES Employment Mark your calendars for Wednesday, May 28th, 2014. ACCES Employment is pleased to host the annual Speed Mentoring Marathon at the Toronto Region Board of Trade. Last year's event was a huge success with 125 mentors and 125 mentees spanning six... more



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](#)".

Employment and Education Centre Free Introductory Webinar: Legitimate Opportunities to Work from Home for Career Professionals <http://bit.ly/INFOWFH>



Free Intro Webinar: Legitimate Opportunities to Work from Home

[bit.ly](http://bit.ly/INFOWFH) · It's not all scams! We've done the research and want to share it with you, so that you can share it with your clients. Have your clients been asking, "Are there really legitimate opportunities to work from home?" For many of your clients, working...

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.

SickKids Foundation There is no better sound than the sound of a child laughing. Give a SickKids kid a little joy and laughter this holiday season with a visit from a therapeutic clown. Give a loved one a reason to smile. Consider giving a SickKids Get Better Gift this ... more.



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 Read how volunteer Donald Bourne transitioned from a career in the military to playing an important role in disaster responses with the Red Cross. If you're interested in volunteering, contact your local Red Cross to find out about opportunities to... more



A Hero Among Us - Canadian Red Cross Blog

redcross.ca • Sirens piercing, phones ringing, and voices shouting above the din. People rushing in and out of chaos – hyper-focused on the urgency of their tasks. Enter Donald Bourne – an emergency response senior advisor for the Red Cross – who

LinkedIn for Marketing



Business Examples

Google

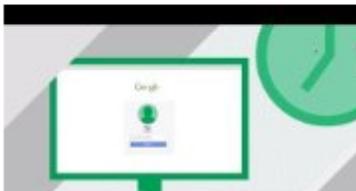
Google has a dynamic LinkedIn Company Page that promotes their products and services, provides information on employment opportunities, and shares information and resources about technology and the digital world.

In order to highlight particular areas of focus, Google also has two Showcase Pages, "[Think with Google](#)" and "[Google Enterprise](#)".

Google Showcase Pages

	Google Internet 10,001+ employees
	Think with Google 48,203 followers + Follow
	Google Enterprise 14,084 followers + Follow

Google Today more than 190 million people actively use Google Drive at home, school and work. Drive keeps all your work safe, and makes it available everywhere and easy to share. And today we launched Drive for Work, new tool for businesses that includes ... more

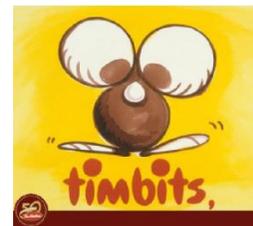


Google Drive for Work

goo.gl · Google Drive for Work comes with unlimited storage, 5TB file uploads, advanced audit, eDiscovery and more. All your work, safe, available everywhere and easy to share.

Tim Hortons

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



Tim Hortons Another innovative step towards enhancing the experience of our guests! Today marks the official launch of our CIBC and Tim Hortons Double Double Visa* Card. CIBC and Tim Hortons are the first to offer this award-winning technology to the Canadian ... more



Introducing CIBC Tim Hortons® Double Double Visa* Card

youtube.com · The CIBC Tim Hortons® Double Double Visa* Card is here! Shop to earn Tim Cash™ rewards and instantly redeem them in restaurant at the touch of a button. Apply now:...



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.

Nature Conservancy of Canada There is still time to register for our #ForestsMatter event tomorrow in Toronto. Come out for an evening of discussion about forests, their influence on society and why they matter to Canadians.



Why Forests Matter

natureconservancy.ca · We are excited to host our second Why Forests Matter event, this year in affiliation with the Green Living Show. Join us and hear from a multidisciplinary panel of speakers who will share their perspectives on the value of forests in our lives.

[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](#).

Habitat for Humanity International We’re inspired by this 82-year-old great grandmother who is dedicated to helping families by building homes in Bangladesh, Vietnam and now Nepal.
<http://bit.ly/1jzdxWF>



Gran the builder, can she fix it?

stuff.co.nz · Yes she can! 82-year-old Tuakana Wichman has proved that age is no barrier to building a house.



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.





80 Bradford Street, Suite 508, Barrie, Ontario L4N 6S7

EMAIL info@communityliteracyofontario.ca

TEL 705-733-2312 | **WEBSITE** www.communityliteracyofontario.ca

TWITTER @Love4Literacy | **FACEBOOK** www.facebook.com/CommunityLiteracyOntario

Acknowledgements

LinkedIn for Marketing was written by [Joanne Kaattari](#) as part of [Community Literacy of Ontario's Social Media Marketing](#) project. All information and websites provided in this module were accurate at the time of publication. Date of Publication: August 2014.

©Copyright Community Literacy of Ontario

CLO's Social Media Marketing project was funded by the [Ontario Trillium Foundation](#).



An agency of the Government of Ontario.
Un organisme du gouvernement de l'Ontario.

You can connect with Community Literacy of Ontario on:

- **Twitter:** [@Love4Literacy](#)
- **Facebook:** www.facebook.com/CommunityLiteracyOntario
- **LinkedIn:** www.linkedin.com/company/community-literacy-of-ontario
- **Pinterest:** www.pinterest.com/love4literacy/
- **Instagram:** [love4literacy](#)

