



Growing together, with integrity and respect

How to Support Your Company on LinkedIn

A simple, practical step-by-step guide for employees

1. How to ask your connections to follow the company page

Step 1: Go to your company's LinkedIn page

1. Log in to LinkedIn.
2. Search for your company name.
3. Click onto the official company page.

Step 2: Invite your connections (if you have access)

If you see the **"Invite connections"** button:

1. Click **Invite connections**.
2. Select the contacts you'd like to invite.
3. Click **Send**.

If you don't see the button, you can still help by sending a short personal message.

Step 3: Share the page directly

Example message:

"Hi [Name], hope you're well. I'm helping support our LinkedIn page at [Company Name]. We're sharing useful updates on [topics]. If it's relevant, I'd really appreciate a follow: [link]. Thanks very much."

Keep it friendly. No pressure, just an invitation.

2. How to like and share company posts

Step 1: Find the post

Either look for it in your feed or go directly to the company page.

Step 2: Like the post

Click **Like**.

A small action, but it boosts visibility straight away.

Step 3: Share without a comment

1. Click **Repost**.
2. Select **Repost** (no comment).

Step 4: Share with a comment

1. Click **Repost**.
2. Choose **Repost with your thoughts**.
3. Add a short, genuine message.

Examples:

- “A great update from the team.”
 - “Worth a look if you’re thinking about retirement planning.”
 - “Proud of the work we’re doing here.”
4. Click **Post**.

3. When you meet someone, invite them to connect on LinkedIn

This is one of the simplest but most effective habits to build.

Step 1: After meeting someone, search for their profile

1. Open LinkedIn.
2. Use the search bar to type their name.
3. When their profile appears, click it.

Step 2: Send a connection request

1. Click **Connect**.
2. Always add a **short, personal note**.

Example message:

“Great to meet you today, [Name]. I’d love to stay connected here on LinkedIn.”
Quick, friendly, and professional.

Step 3: Keep building your network

Doing this after meetings, events, calls, seminars, conferences, or introductions steadily builds a high-quality LinkedIn network — which directly helps the company.

Why these steps matter

These three small actions — inviting people to follow the company page, engaging with posts, and connecting with people you meet — genuinely make a meaningful difference.

1. You help increase visibility

Every like, share, and new connection increases the number of people who see the company’s updates.

This is one of the most effective ways to grow brand awareness without spending money on ads.

2. You help build trust

People trust content more when it’s shared by real individuals rather than a company page.

Your involvement adds a personal touch and reinforces credibility.

3. You help create warm, natural opportunities

When you connect with someone after meeting them, they start to see updates from the firm automatically.

Over time, this keeps the company front-of-mind — and this often leads to conversations, introductions, and potential new clients.

4. You strengthen the firm's reputation

A business with active employees on LinkedIn appears professional, modern, and engaged.

This helps with client perception, recruitment, and partnerships.

5. It all compounds over time

The more people follow and interact with the page, the more LinkedIn pushes the content to wider audiences.

A little effort from everyone creates a big result collectively.