



LinkedIn Pages

Action plan for Nonprofits

With 10 best-in-class content examples

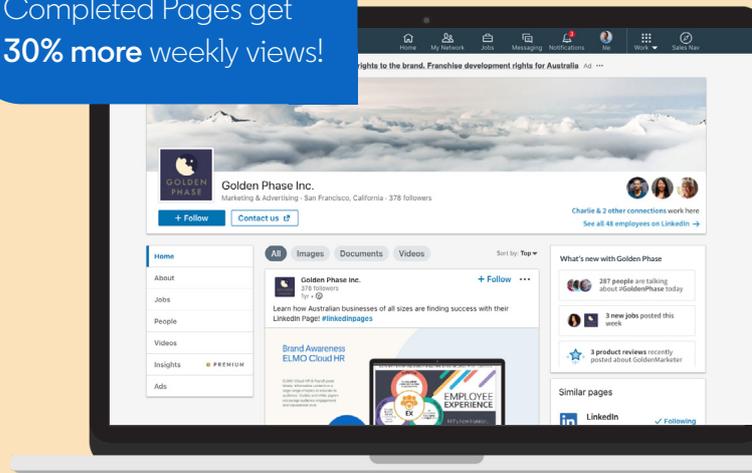
LinkedIn for Nonprofits

Your LinkedIn Page is the first place members go to learn about your organization, mission, and activations.

More than any other social media platform, members leverage LinkedIn to find community because of the trusted, professional nature of the platform.

By maintaining an active and updated Page that showcases your story, members will be able to search, learn, and refer your organization to their broader network. We put this guide together to help you get set up quickly so you can grow with LinkedIn.

Completed Pages get
30% more weekly views!



Complete your Page

First, you'll need to set up your Page and fill out the "About" tab. This step is crucial, because it establishes your organization's credibility and makes your Page more searchable on and off LinkedIn. You can edit your Page details from desktop or mobile.

1 Fill out your description.

Ask yourself these key questions when writing your organization's description:

- **Origin Story:** Where did our idea and passion come from?
- **Vision:** What are we solving for?
- **Values:** What core values support our vision and decision making processes?
- **Positioning:** Who are our advocates and where do we fit?

2 Add your logo and cover image.

If you don't have a logo or cover image, create a free one at [Canva.com](https://www.canva.com). Logos should be sized at 300x300, cover images at 1536x768.

3 Input your organization's details.

This includes your **website, city/country, industry, and size.**

4 Consider a custom CTA button.

Choose from different call-to-action buttons to drive the right action from your Page visitors. The Give and Volunteer button options were created especially for nonprofits.



Grow your followers

Follow these best practices and you'll be on your way toward more followers, engagement and off-platform activity.

One time

Add the LinkedIn “Follow” button to your website. You may need to ask your web developer to [implement the plugin](#), but we promise it's easy and worth your while.

Link to your Page in all of your marketing templates. Consider adding a link to your email signature, business cards, newsletters, and blogs.

Once a day

Post content daily. We recommend once per day. Post during peak times, Monday through Friday, between 9 a.m. - 5 p.m., as members are most active during the work week.

React and comment on hashtag feeds. By associating your Page with relevant hashtags in your Communities panel, you can enter the feed and participate in conversations from the perspective of your organization, thus increasing your brand exposure.

Once a week

Cross promote your Page on other social platforms to reach different audiences.

“Notify Employees” of important posts. Your employee's networks are typically 10x the size of Page followers. You can prompt your employees to react, comment on, and share your top posts, extending the reach of your content.

Once a month

Switch up the hashtags in your Communities panel. Based on your current initiatives, consider broad, niche, and talent branding hashtags. Also consider current events-related hashtags that are relevant to your organization.

Tap into your community. Think of your top advocates who'd recommend your organization and ask them to post on their network with an @mention of your Page. Re-share posts on your Page with a thank you.

Review your Page analytics.

Gain followers and grow engagement by ensuring your content is tailored to your audience. [Use analytics](#) to find out what resonates most and where there are opportunity gaps.

@mention influencers or other Pages you admire. Share why you admire or want to work with them. Try not to sound spammy; make those tagged proud to re-share your post with their broader network.

Once a quarter

Research your peers' content. Navigate to the member view of your Page and check out the "Similar Pages" section on the right-hand side to see how your Page compares to similar organizations. Review their content to identify tactics that are working and whitespace that your organization can fill.

Invite your personal connections to follow your Page. Complete a regular analysis of Page Analytics. Understand the demographic details of page visitors and followers, review historical update engagement and more. You can use the "Invite to Follow" feature to invite your first-degree profile connections to follow your Page.



Post engaging content

Posting consistent, compelling updates on your Page is key as you acquire and retain followers. Here are our best practices for sharing the right content for your audience(s).

Pages that post daily get
2x the member engagement



- **Use the Content Suggestions tool.** Here, you can discover topics and articles that are trending with your target audience.
- **Re-share your organization's best @mentions.** Highlight the best of your brand by showcasing mentions from employees, executives, and key advocates. Find them under your Activity tab on either desktop or mobile.
- **Include custom images and videos in your posts.** Video is 5x more likely to drive member engagement than other media types. Keep them short and authentic.
- **Share PowerPoints and PDFs.** Upload visually-rich documents to help your followers dive deep on your organization's offerings.
- **Stream live video content** to drive engagement with your audience. LinkedIn Live generates 7x more reactions and 24x more comments on average compared to native video posted by the same Pages.
- **Spark conversation to win engagement.** Ask questions that encourage members to respond or tag their connections, and be sure to respond to all comments. Back-and-forth conversations are key to helping your post be seen by a wider audience.
- **Create a monthly content calendar.** Review your Analytics tab prior, to see what content is performing best.
- **Use the 3-2-1 model.** Every week, aim to publish three pieces of industry-related content, two pieces of "proud" content (content that make your employees and community feel good), and just one piece of product or service-related content.
- **Schedule your posts.** Using a tool like Hootsuite or Sprinklr, you can schedule all of your content ahead of time.

What are other Nonprofits doing?

Sometimes, it's better to show than tell. Here are some of our favorite examples of nonprofits leveraging Pages to achieve their growth objectives. Use these examples as thought starters for your Page.



Giving

United Nations Foundation
68,560 followers
4d · 🌐

Every crisis has its heroes. We owe a great debt to all health workers serving on the frontlines against **#COVID19**.

Say thank you by supporting the **#COVID19Fund**: <https://lnkd.in/dy2EAqX>
#WHWW #HealthHeroes

Give Now
to support the **COVID-19 Solidarity Response Fund**

www.covid19responsefund.org

World Health Organization | UNITED NATIONS FOUNDATION | SWISS PHILANTHROPY

Supporters of the **COVID-19 Solidarity Response Fund for WHO** [View](#)
covid19responsefund.org

5 · 1 Comment

[See the post ▶](#)

Tying into current events, the United Nations Foundation looks to their advocates on LinkedIn to fundraise during an important time.

Live Video

The Jackson Laboratory
24,235 followers
3w · Edited · 🌐

Join Grace Berryhill, Ph.D. and Andrew Schile, Ph.D. as they discuss the considerations in choosing an immunodeficient mouse model. Learn more at: <https://lnkd.in/gFX-4Af>

Previously live

Natalie Hurlen, Ph.D. | Grace Berryhill, Ph.D. | Andy Schile, Ph.D.

👍❤️🗨️ 39 32 Comments · 1,215 Views

Like Comment Share Send

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Showcase innovation, promote an event, celebrate big moments, attract employees, interview a guest, demonstrate expertise, and more with LinkedIn Live! The Jackson Laboratory hosts regular discussion sessions with experts to keep their community engaged and involved.

Corporate Partnerships



[See the post ▶](#)

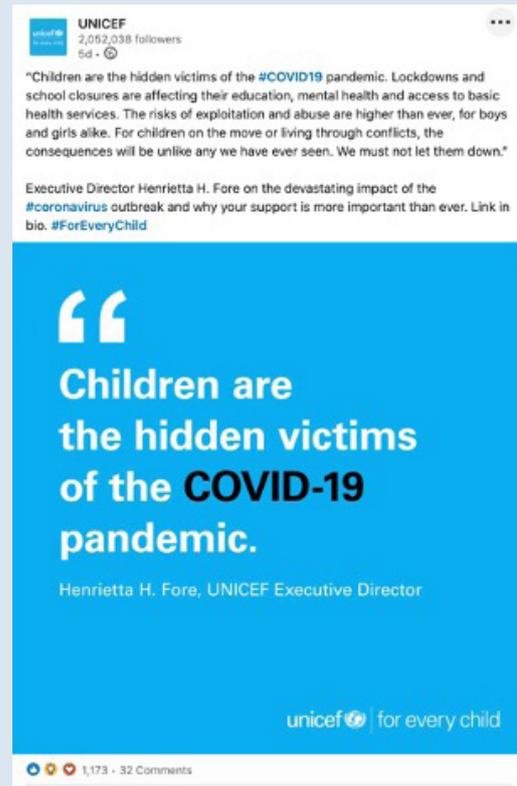
Highlighting partnerships is a strong way to connect many stakeholders together: your organization, your partner's organization, and your advocates will learn more about how their work together makes the world better. Ronald McDonald House Charities outlines how key partners support their mission and thanks them for their contribution.

Executive Announcements

Elevate your leaders as they join your organization. Outline their achievements and vision, and ask your advocates to welcome them. The Nature Conservancy shares excitement in onboarding a new CEO with 25+ years of environmental leadership.

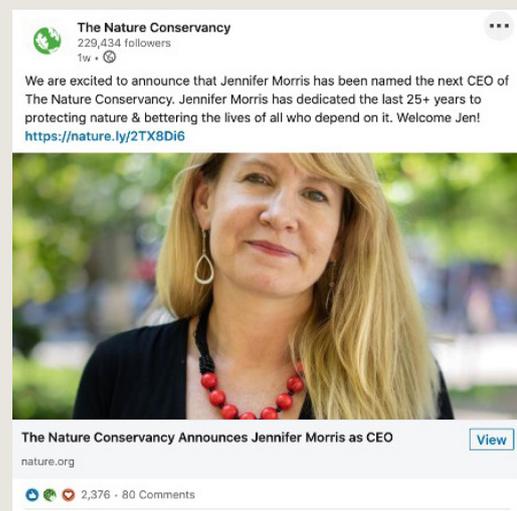
[See the post ▶](#)

Current Events



[See the post ▶](#)

Align with current events to show how your organization's work doesn't stop. UNICEF leans into their area of focus to connect the current landscape to their mission.



Grants and Funding



See the post ▶

Announce, remind, and celebrate all stages of grantmaking and funding. The Rockefeller Foundation creates their own branded hashtag to elevate and monitor conversation.

Webinars and Events



See the post ▶

Announce, remind, and showcase webinar and event information and content. Be The Match ensures their community is aware of an upcoming webinar that's important for those working in their field.

Volunteerism



See the post ▶

The American Red Cross ties volunteerism to a greater purpose: making a difference. The accompanying video highlights a volunteer's journey in joining the American Red Cross.

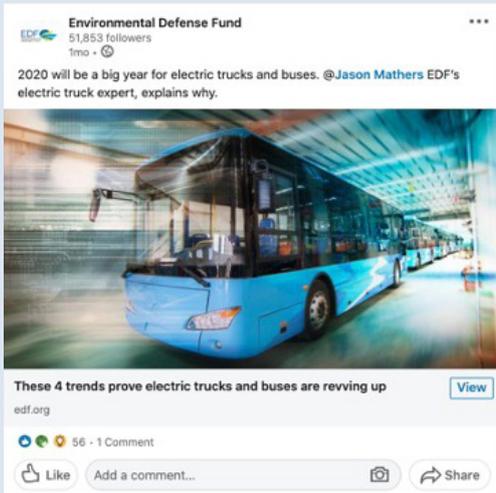
Annual Letters and Reports



See the post ▶

Showcase the work your organization has accomplished and your next steps in action. Industry leaders, grassroots advocates, and other key stakeholder audiences will benefit from a deeper knowledge of your impact.

Thought Leadership



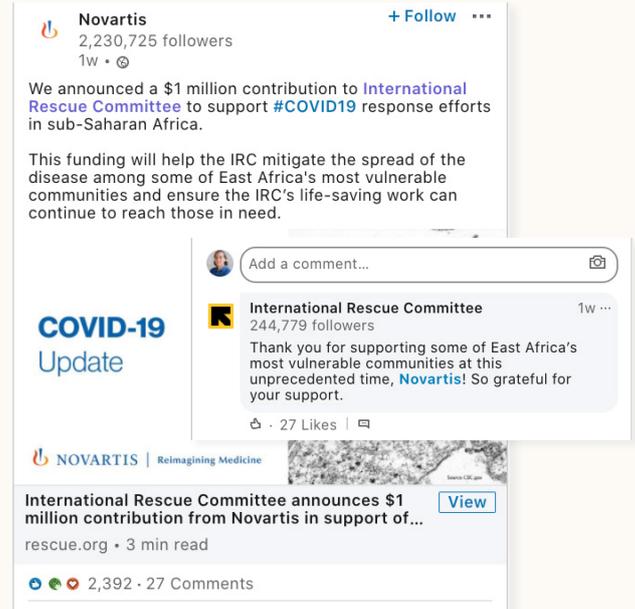
[See the post ▶](#)

Elevate your organization and the thought leaders within to be a trusted resource for the latest in your industry. The Environmental Defense Fund highlights one of their subject matter experts to share the latest on transportation and the environmental impact.

Brand “proud”



@Mentions



[See the post ▶](#) [See the comment ▶](#)

Thoughtfully insert your organization into the conversation by reacting, commenting, and sharing content where your organization is @mentioned. The International Rescue Committee joins an impactful post from Novartis, thanking them for their support! This enables new advocates to follow and interact with their organization.

[See the post ▶](#)

Have fun and celebrate your successes! The Truth Initiative touted on their inclusion in Fast Company's most innovative companies list, building trust, legitimacy, and showing progress to their advocates and communities.

LinkedIn operates the world's largest professional network online, with **more than 690 million** members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Organizations build relationships with the world's advocates, volunteers and donors by using LinkedIn Marketing Solutions tools to connect with them and deliver relevant content.

To learn more about how to optimize your LinkedIn Page, click the button below to get started!

Get started

LinkedIn for Nonprofits