



# Getting started

## Step 1: Set up a LinkedIn profile









In order to create a brand new LinkedIn page, you will require a LinkedIn profile. You can set up a brand new profile or use an existing profile.

## Step 2: Set up a LinkedIn page

Click the icon in the top right hand corner that says 'Work', scroll down and click 'Create a company page'

Work ×

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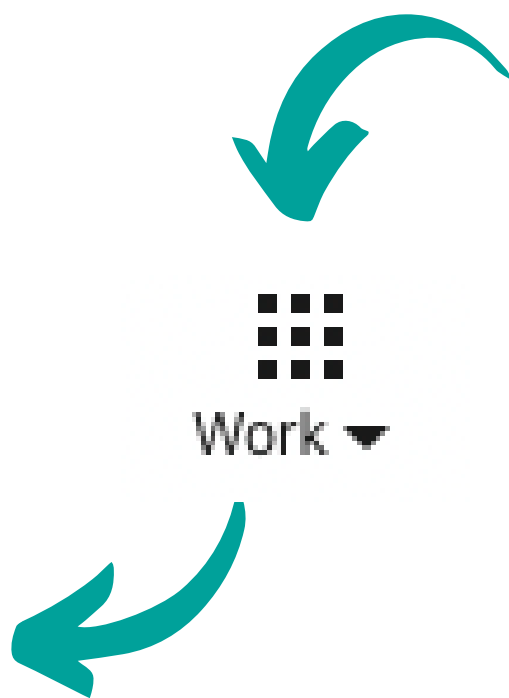
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**Post a job for free**  
Get your job in front of quality candidates

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Acquire customers and grow your business

**Learning Solutions**  
Develop talent across your organization

**Create a Company Page +**



### **Step 3: Input your data**

Choose your page's name - make sure to use your organisation's primary name, avoid using acronyms or alternative names.

Choose your description - input a short description about your charity, who you help, where you are based and how people can help you.

### **Step 4: Input some images**

Choose your page's profile picture - use your organisation's primary logo. If your organisation does not have a primary logo, you can make one easily using Canva. Avoid using pictures of landmarks or group shots as profile pictures.

Choose your page's cover image- Select an engaging image that demonstrates what your charity does/who you help. You can also customise this to include a call to action like a phone number/email.

### **Step 5: Choose page admins**

If you want to give multiple people the right to edit/upload to the page, you will need to add some page admins.

Go to settings, select page roles, you can then type in and select the name of those you want to add as an admin.

**For more information regarding LinkedIn, please look at our other LinkedIn training videos.**