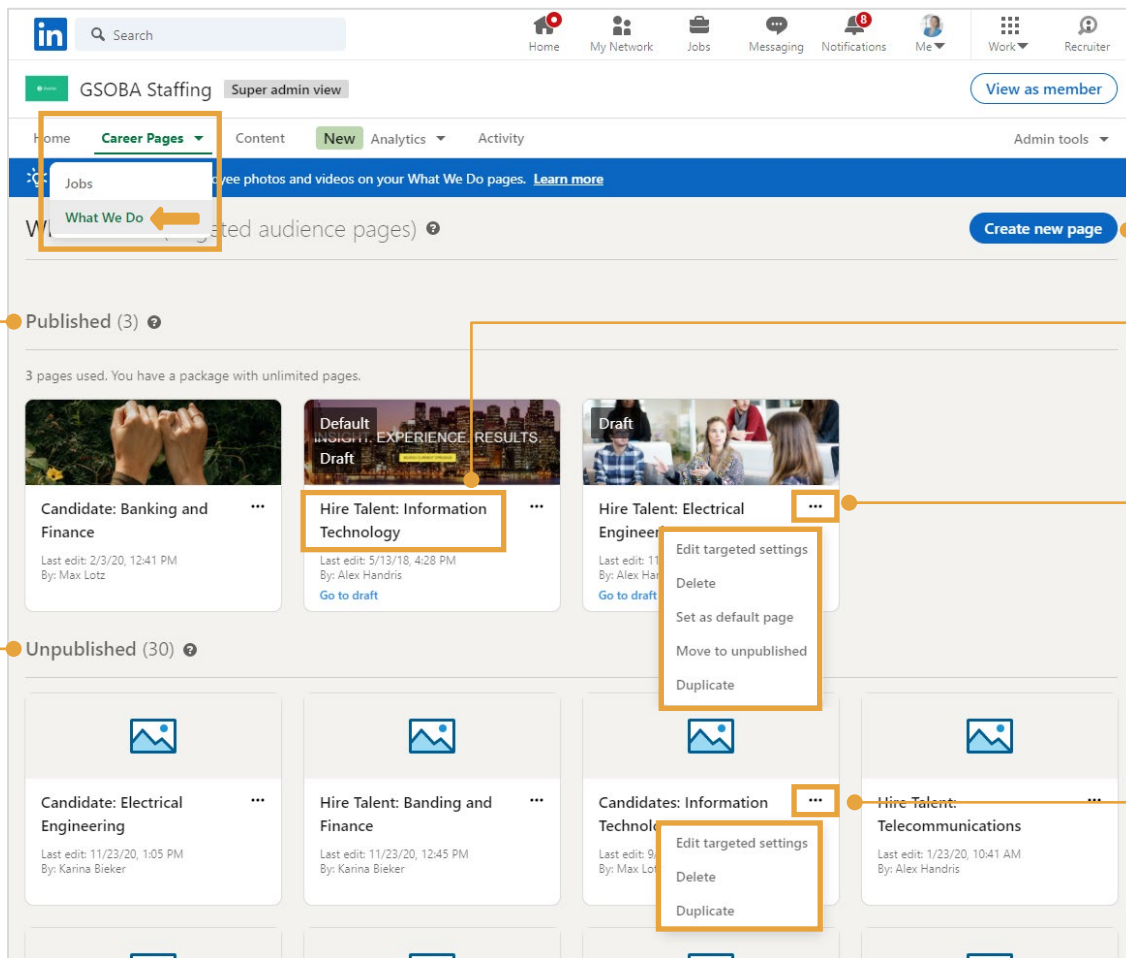


Administering LinkedIn Career Pages: What We Do Tab

To access the **What We Do** tab, click the **Career Pages** drop-down and select **What We Do**. The **What We Do** tab allows admins to offer an engaging peek into your firm, its people, and its areas of expertise. With *Targeted audience pages*, you can create a customized experience for each audience type, based on their LinkedIn profile. *Targeted audience pages* can be created for specific segments of your candidate audience (ex. people with a particular job function or level of experience) as well as segments of your client audience (ex. a specific geographic region or industry). You can determine what content is displayed for each view.



Use the **Create new page** button to create a new *Targeted audience page*.

Click any page title to edit its content.

Click the ellipsis (...) of a published page to **Edit targeted settings, Delete, Set as default page, Move to unpublished, or Duplicate**.

Click the ellipsis (...) of an unpublished page to **Edit targeted settings, Delete, or Duplicate**.

Views are organized by state:
Published or **Unpublished**

Create New Page

When you click **Create new page**, the system displays a new, **Target audience settings** page. Start by selecting the criteria for your target audience.

First choose whether you want to create a page for a **targeted** or **general** audience.

Next decide if you want your targeted page visible to all page visitors or only those who meet the selected criteria.

Use the **Language**, **Geography**, **Job function**, **Industry**, **Company size**, and **Seniority level** fields to define your target audience.

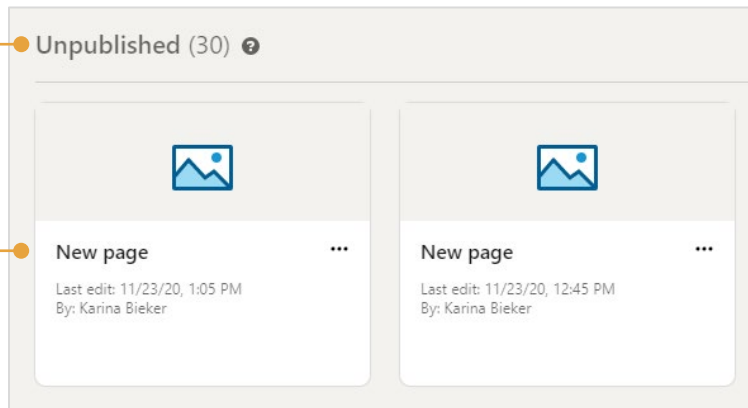
The total **Estimated target audience** automatically updates as you adjust your audience targeting criteria.

If you have an ideal candidate or client in mind, you can add them here and the system will let you know if you are entering the right criteria to target a similar audience.

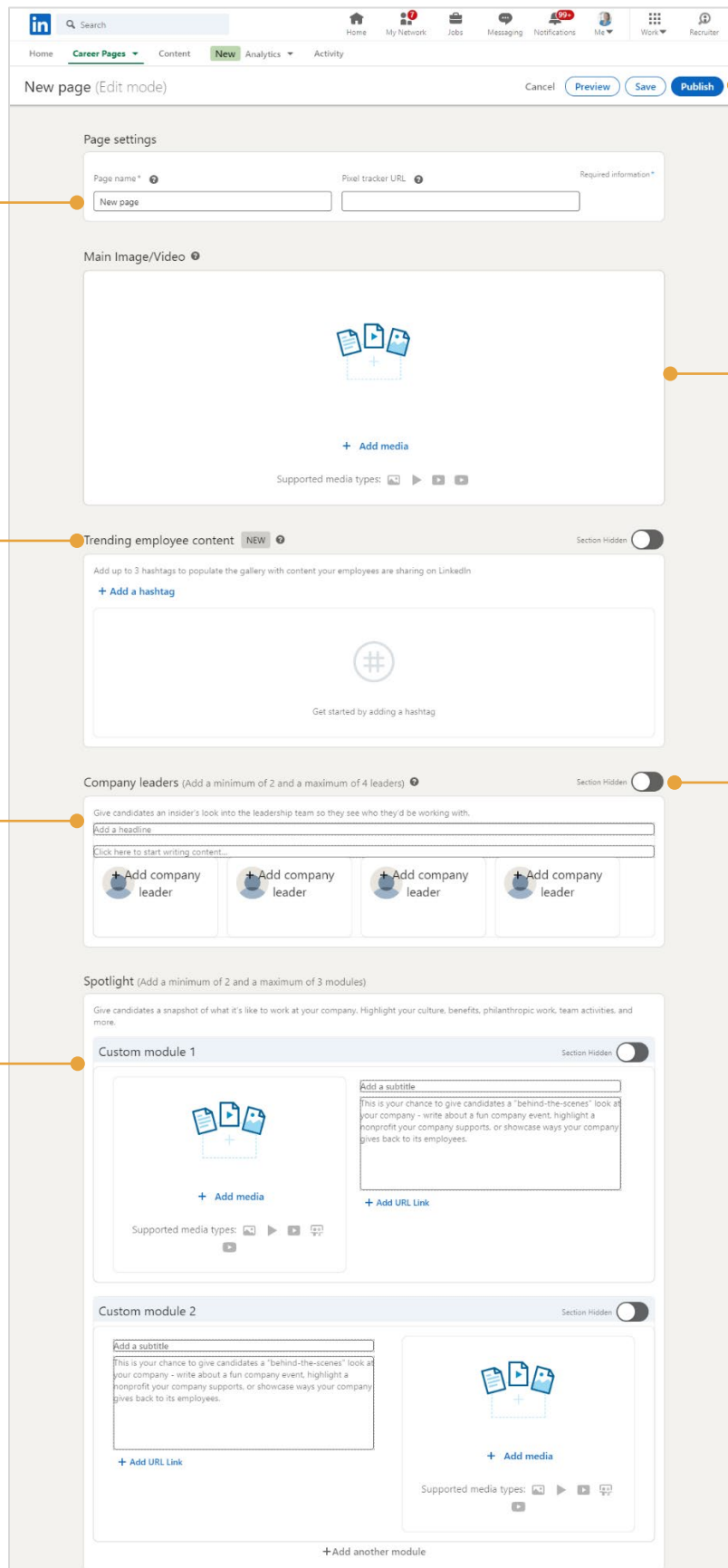
Click **Save and create page** to save this audience targeting and create a new page.

Your new page will be added to the **Unpublished** section.

Click your **New page** to start adding content.



Add content to your new page. Use the **Visible** button to show or hide content for each section. **Preview** your page at any time to see the visitor's view. When you are done adding content, **Save** or **Publish** your page.



Enter a meaningful **Page name** to appear on your page.

Trending employee content will appear on your **What We Do** page when the feature is turned on and at least three posts have been shared by members on their LinkedIn.com profile using the hashtag(s) activated for your gallery.

Add **Company leaders** to showcase who visitors might work with.

Use **Spotlights** to engage visitors with photos, videos, and SlideShare presentations.

Preview, Save, or Publish the page.

Add an engaging and high-quality image or video to grab visitors' attention.

The **Visible** button will toggle visibility of a section on or off on the published page.

Include a call to action for applicants or prospective clients with the **Contact us** form.

Use **Candidate testimonials** to share how your team helped job seekers find their dream job.

Use **Employee Perspectives** to demonstrate your employees' thought leadership by linking articles they've published on LinkedIn.

Use **Client testimonials** to share endorsements from clients you've impressed.

Add **Company Photos** to give visitors a view from the inside of your company.

Use **Testimonials** to share authentic company insights from employees.

Contact us

Section Hidden

Generate leads with member profiles and specialty. Leads will be sent to your email.
Tip: add salutation by using %FIRSTNAME% or %FULLNAME%

Add description e.g. What job function are you hiring for?

Email to receive leads*

Client testimonials

Section Hidden

Prospective clients want to know what it's like working with your company. Share authentic company insights from clients.

By checking this box, I confirm that the testimonials provided are authentic and have been approved by the Company included.

Candidate testimonials

Section Hidden

Prospective candidates want to know how your company helps candidates. Share authentic company insights from candidates.

By checking this box, I confirm that the testimonials provided are authentic and have been approved by the LinkedIn member included.

Company Photos

(Add a minimum of 4 and a maximum of 20 pictures) Section Hidden

Pick photos that will help tell your company's story. What do your offices look like? Ask different teams to capture what's going on in their departments.

Minimum size: 900px (width) by 600px (height)

Employee Perspectives

(Add a minimum of 2 and a maximum of 3 Pulse articles) Section Visible

Share content that your employees publish on LinkedIn. Ask different departments to create content, so the entire company is represented.

Testimonials

Section Hidden

Prospective talent wants to know what it's like working at your company. Share authentic company insights from employees.

By checking this box, I confirm that the testimonials provided are authentic and have been approved by the LinkedIn member included.