

# **Elevate LinkedIn for Business Growth**

**By Rebecca Mason**

**The Social Media Tree.**

**12.11.25**

# About Me

I am part of the York business community, where I help businesses succeed on Social Media.

I was previously employed for 30 years!

Worked in Travel & Tourism, spending 12 years overseas. Senior roles in hospitality, including weddings & events for IHG and, De Vere and The York Museums Trust. I previously worked at The Chamber of Commerce, and my last role was as School Director at British Study Centres.

I Set up my business in 2019 after upskilling in Strategic Social Media Marketing.

Visiting Lecturer at York St John Business School and Skills Tutor with York Learning.

## **MY MISSION**

To make social media work for You, Your team and Your business.



# Session Overview

This webinar will be suitable for people who have a strong LinkedIn presence and are looking to use the platform for business growth using the LinkedIn business page feature.

The webinar will cover the importance of building a LinkedIn business page and aligning it with their personal profile to enhance both the brand and personal brand. How to utilise others within the company for employee advocacy if appropriate. It will also delve into building business brand awareness through targeted LinkedIn groups. It will cover how to measure ROI using the business page detailed analytics.

The session aims to equip participants with the knowledge and skills to effectively develop a LinkedIn business page and use their personal profile to build advocacy. Thus, elevating their personal brand and professional network to achieve their business goals.

# This Session.

The value of a LinkedIn business page.

How to optimise a business page.

Features of a business page.

How to share a business page content effectively on a personal profile.

How to create the right content to support LinkedIn's algorithm.

How to actively build their business in specific groups.

Employee Advocacy – How it can build brand awareness.

How to measure ROI and use analytics to drive content decisions



**By the end of this session, participants will be:**

Building their company brand via LinkedIn giving a greater online presence to support other online activity.

Building their network and company network to achieve business goals.

Engaging strategically.

Report on ROI and monthly analytics.

The importance of Social Media Selfcare



# What is LinkedIn

LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps. Launched on May 5, 2003, owned by Microsoft.

The platform is primarily used for professional networking and career development.

LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.

LinkedIn is a platform for anyone who is looking to advance their career. This can include people from various professional backgrounds, such as small business owners, students, and job seekers.

LinkedIn members can use LinkedIn to tap into a network of professionals, companies, and groups within and beyond their industry.





1 Billion+  
Members

310 million users are active monthly.

The U.K. has 42.9 million users.

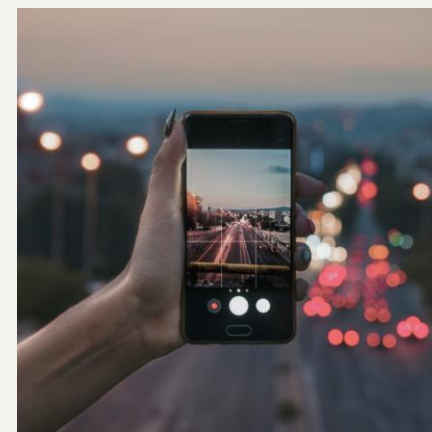
LinkedIn 2025



**16.2% of  
LinkedIn Users  
are Active Daily  
(134.4M)**



**80% of B2B  
social media  
leads come from  
LinkedIn**



**40% of users engage  
with pages weekly**

# User Statistics

- Four out of Five users drive business decisions
- LinkedIn drives 4x more B2B website traffic
- Companies with complete pages get 30% more views.
- Active business pages see 5x more views

**The Value of a  
Business Page**

**Build Your Network  
- Groups**

**Employee Advocacy**

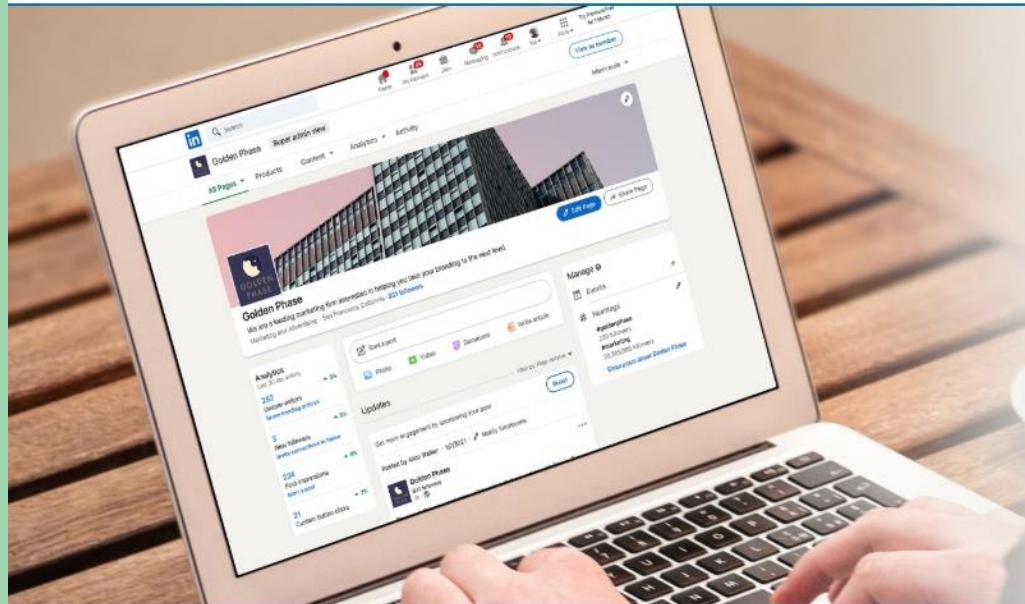
**Value driven  
Content**

# LinkedIn Page vs. Personal Page: Key Differences

- LinkedIn Pages represent organisations, while personal pages (profiles) represent individuals.
- Your personal profile has connections. Your LinkedIn Page has followers.
- You must have a personal profile in order to set up a Page.
- Your personal profile includes sections like Activity, Experience, Skills, Recommendations, and Interests. A LinkedIn Page includes sections like an Overview, About, Jobs, and People.

# LinkedIn Business Page

LinkedIn Marketing Solutions



## LinkedIn Pages

Your place in the world's professional community

[Create your Page](#)

[View best practices](#)

# Why build a brand on LinkedIn

- Establishes brand credibility and trust.
- Enhances SEO and discoverability.
- Builds a professional space for company content and updates.
- Supports lead generation and recruitment efforts.

# LinkedIn Goals/Objectives



It is important to establish why you need a LinkedIn business page.

What do you want to achieve and who is going to manage and create content for it.

Needs be aligned with your overall business goals.

# Set up



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise

THE SOCIAL MEDIA TREE

Social Media Bus

Enhancing busine

Social I



rebecca

## Rebecca Mason

Social Media Consultant & Trainer ♦ Lecturer at York St John School. ♦ Social Media Marketing - Strategy - Audit and Tr Qualified Strategic Social Media Marketer.

York, England, United Kingdom · [Contact info](#)

[Visit my website](#)

1,772 followers · 500+ connections

Open to

Add profile section

Enhance profile

## Analytics

Private to you

135 profile views

Discover who's viewed your profile.

76 post impressions

Check out who's engaged with your posts. Past 7 days

## My Apps

Find New Clients

Groups

Manage Billing

## Talent

Talent Insights

Hire with AI

## Sales

Services Marketplace

## Learning

Learning

## Explore more for business

Hire on LinkedIn  
Find, attract and recruit talent

Sell with LinkedIn  
Unlock sales opportunities

Start a job post  
Create a job in minutes

Advertise on LinkedIn  
Acquire customers and grow your business

Get started with Premium  
Expand and leverage your network

Learn with LinkedIn  
Courses to develop your employees

Admin Center  
Manage billing and account details

Create a Company Page +



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# Set up



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business

## Create a LinkedIn Page

Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.



### Company

Small, medium, and large businesses



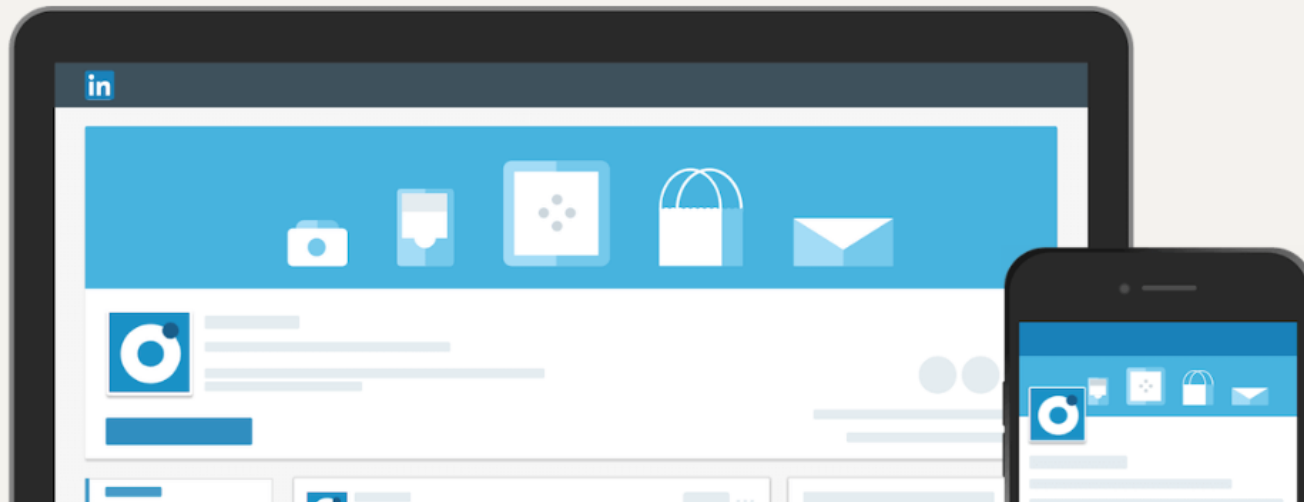
### Showcase page

Sub-pages associated with an existing page



### Educational institution

Schools and universities



# Set up



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise

← Back



Let's get started with a few details about your company.

\* indicates required

Name\*

Add your organization's name

linkedin.com/company/\*

Add your unique LinkedIn address

[Learn more about the Page Public URL](#)

Website

Begin with http://, https:// or www.

Industry\*

ex: Information Services

Organization size\*

Select size

Organization type\*

Select type

Logo

Page preview

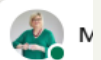


Company name

Tagline

Industry

+ Follow



M

# Optimise Your Business Page

- Use a clear, keyword-rich About section.
- Add a strong banner image and custom CTA button.
- Complete all key fields (overview, website, industry, size)
- Align tone of voice and brand identity.
- Create Showcase Pages for product/service segments.

# Showcase Page

A LinkedIn **Company Page** is the main hub for a business, providing general information, company news, and job opportunities, while a **Showcase Page** is a specialized extension of the Company Page used to spotlight specific products, brands, or initiatives with content tailored to a particular audience.

Think of the Company Page as the homepage and Showcase Pages as dedicated microsites for different parts of the business.

# Settings: Edit Page – Page info

The screenshot shows the LinkedIn 'Edit Page' interface for 'The Social Media Tree'. The page is currently in the 'Page info' section. The left sidebar lists various settings categories: Header, Page info (selected), Buttons, Home, Featured, About, Details, Interested talent, Workplace, Commitments, Locations, Leads, Lead gen form, and Manage languages. The main content area is titled 'Page info' and includes a note that an asterisk indicates required fields. The 'Logo' section shows the current logo with an edit icon. The 'Name\*' field contains 'The Social Media Tree' with a character count of 22/100. The 'LinkedIn public URL \*' field shows 'linkedin.com/company' followed by a text input containing 'the-social-media-tree'. The 'Tagline' field contains 'Making Social Media work for You, Your people and Your business. Rebecca Mason - Social Media Consultant & Trainer.' with a character count of 115/120. At the bottom, there is a 'PREMIUM' badge and a promotional message: 'Stand out and build credibility. Showcase client testimonials, convert more clients with a custom call-to-action.'


**Edit** ✕

- Header
- Page info**
- Buttons
- Home
- Featured
- About
- Details
- Interested talent
- Workplace
- Commitments
- Locations
- Leads
- Lead gen form
- Manage languages

### Page info

\* indicates required

Logo



Name\*

 22/100

LinkedIn public URL \* ?

linkedin.com/company

Tagline

 115/120

**PREMIUM**

**Stand out and build credibility**

Showcase client testimonials, convert more clients with a custom call-to-action.

# Settings: Buttons

**Edit** ✕

- Header
- Page info
- Buttons**
- Home
- Featured
- About
- Details
- Interested talent
- Workplace
- Commitments
- Locations
- Leads
- Lead gen form
- Manage languages

Allow LinkedIn members to message your Page directly.  
[Learn more](#)

**Custom button** On

Drive traffic to the URL of your choice.


Button name\*

- Visit website
- Contact us
- Learn more
- Register
- Sign up
- Visit website**
- Visit portfolio
- Visit store

...ore clients with a custom call-to-action,  
and unlock powerful features to grow your business.

**Try Premium Page for £0**

1-month free trial with 24/7 support. We'll remind you 7 days before your trial ends.



# Page Settings



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business

[Claim 1 free month of Premium Page](#)



THE SOCIAL MEDIATREE

## The Social Media Tree

88 followers

+ Create

View as member

Dashboard

Page posts

Analytics

Feed

Activity

Inbox

Edit page



### We've reorganized your settings to make things easier to find

The new "My Company access" and "Job posting" settings have replaced "Manage domains." None of your settings choices have been affected.



## Settings

### Manage admins

Control who manages your page



### Manage restricted members

See all the restricted members



### Manage following

See all the pages your page follows



### Inbox settings

Choose whether members can message the page and select conversation topics



### Job posting

Manage who can post jobs and how jobs are shared on your page



### Verification controls

Review or change the ways members can verify their association with your organization



### Deactivate page

Take your page down



# Edit page: Details

The screenshot shows the LinkedIn 'Edit' interface for a business page. The left sidebar contains navigation options: Header, Page info, Buttons, Home, Featured, About, Details (highlighted), Interested talent, Workplace, Commitments, Locations, Leads, Lead gen form, and Manage languages. The main content area is titled 'Edit' and includes a close button (X). It contains the following sections:

- Header**: Provide details to display on your page
- Page info**: \* indicates required
- Buttons**: Overview\*
- Home**: Text input field containing: "Hi, I'm Rebecca; I make social media work for you, your team and your business by creating bespoke training programmes to grow your social media presence and achieve your business goals." Below the text is a small icon and the text "About me:". A character count "1,292/2,000" is visible on the right.
- Featured**: [Manage description in another language](#)
- About**: Website URL\* (Input: `https://www.thesocialmediatree.co.uk/`)  
 My organization doesn't have a website
- Details**: Industry\* (Input: Marketing Services)
- Interested talent**: Company size\* (Dropdown: 0-1 employees)
- Workplace**: Company type\* (Dropdown: Self Owned)
- Commitments**: Verification controls



BUILD YOUR NETWORK  
- Create Groups

# Why?

Build a community around a shared interest, provide a dedicated space for networking and discussion, and gain direct access to a targeted professional audience.

Groups allow you to share knowledge, build relationships, and connect with professionals more deeply than a public feed, helping you to identify business opportunities and market your brand to a relevant audience.

# Benefits

**Build a community:** Create a dedicated space for professionals with a common interest or in the same industry to connect, share insights, and ask questions.

**Direct access to a targeted audience:** Unlike the main feed, groups offer a more controlled environment where you can reach members who have already expressed interest in the group's topic. As an admin, you can directly contact your members, bypassing the algorithm.

**Facilitate deeper conversations:** Groups provide a platform for meaningful discussions and knowledge sharing, which can be more focused than a general feed.


**Identify business opportunities:** Monitor discussions to spot trends, understand industry pain points, and identify potential clients or partners who have specific needs.


**Enhance brand visibility:** Share your company's content and expertise within the group to increase brand awareness and drive traffic to your company page or website. Be sure to provide value to the conversation.


**Build valuable relationships:** Engage in conversations to build stronger, more natural relationships with other professionals, which can lead to partnerships, referrals, or new customers.

**Promote exclusive content:** You can create a more private, unlisted group to share exclusive content or communicate with a specific internal team.


### My Apps

 Find New Clients

 Groups


 Manage Billing

### Talent


 Talent Insights

 Hire with AI

### Sales

 Services Marketplace

### Learning

 Learning

### Explore more for business

**Hire on LinkedIn**  
Find, attract and recruit talent

**Sell with LinkedIn**  
Unlock sales opportunities

**Start a job post**  
Create a job in minutes

**Advertise on LinkedIn**  
Acquire customers and grow your business

**Get started with Premium**  
Expand and leverage your network

**Learn with LinkedIn**  
Courses to develop your employees

**Admin Center**  
Manage billing and account details

Create a Company Page +

1

2



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise

Your groups

Requested

Create group

radius

Radius Community

2,365 members



York Business  
Networking

York Business Network

245 members



#NotOverNotOut

2,150 members



Yorkshire Women in Business

441 members



The 6 Minute Entrepreneur

3,911 members



CIM | The Chartered Institute of Marketing Official Group

52,586 members



Network Yorkshire

9,932 members



Groups you might be interested in



The UK Travel Industry

77,119 members

Join



Growth Mindset & Wellbeing  
Community

92,172 members

Join



Women Business Owners &  
Female Entrepreneurs

19,429 members

Join



Sales Management  
Executives



622,158 members

Join



# Set Up – Create Group name and description

## Create group



\* Indicates required

Group name\*

0/100

Description\*

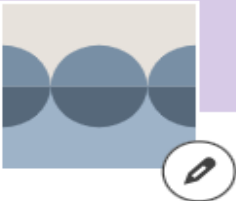
0/2,000

Industry (up to 3)

Create

# Set Up – Add Industry

## Create group ✕



\* Indicates required

Group name\*  0/100

Description\*  0/2,000

Industry (up to 3)

**Add industry +** ←

Location

**Create**

# Set Up – Location and Rules

## Location

Add a location to your group

## Rules

Set the tone and expectations of your group

0/4,000

## Group type



Public

Anyone, on or off LinkedIn can see posts in the group. The group appears in search results and is visible to others on members' profiles.



Private

Only group members can see posts in the group.



Group type can't be changed once it's created. [Learn more](#)

Create

# Set Up - Private/Public and discoverability

## Create group ✕

0/4,000

Group type

**Public**  
Anyone, on or off LinkedIn can see posts in the group. The group appears in search results and is visible to others on members' profiles.

**Private**  
Only group members can see posts in the group.

**i** Group type can't be changed once it's created. [Learn more](#)

Discoverability  
Public groups appear in search results and are visible to others on members' profiles.

Permissions

**Allow members to invite their connections**  
Group members can invite 1st degree connections to the group. All requests to join will still require admin approval.

**Require new posts to be reviewed by admins**  
Members' posts will require admin approval within 14 days before they become visible to others.

**Create**

# Things to Consider

- Clear goals – what do you want to achieve from the group?
- Who will manage the group – set up a team of admins?
- What kind of content do you want to share?
- Who do you want to be in the group?

# Growing and Managing your group

**Promote your group:** Invite connections and encourage existing members to invite others.

**Be active and engaging:** Post thought-provoking questions, share relevant content, and respond to members' posts promptly. Welcome new members and highlight great contributions.

**Moderate consistently:** Make daily moderation a habit. Approve members, approve posts, and remove spam quickly. Nip any conflicts in the bud.

**Use analytics:** Pay attention to the group's analytics to understand what content resonates with your audience and adjust your strategy accordingly.



VALUE DRIVEN  
CONTENT

# YOUR VOICE



## **Educate**

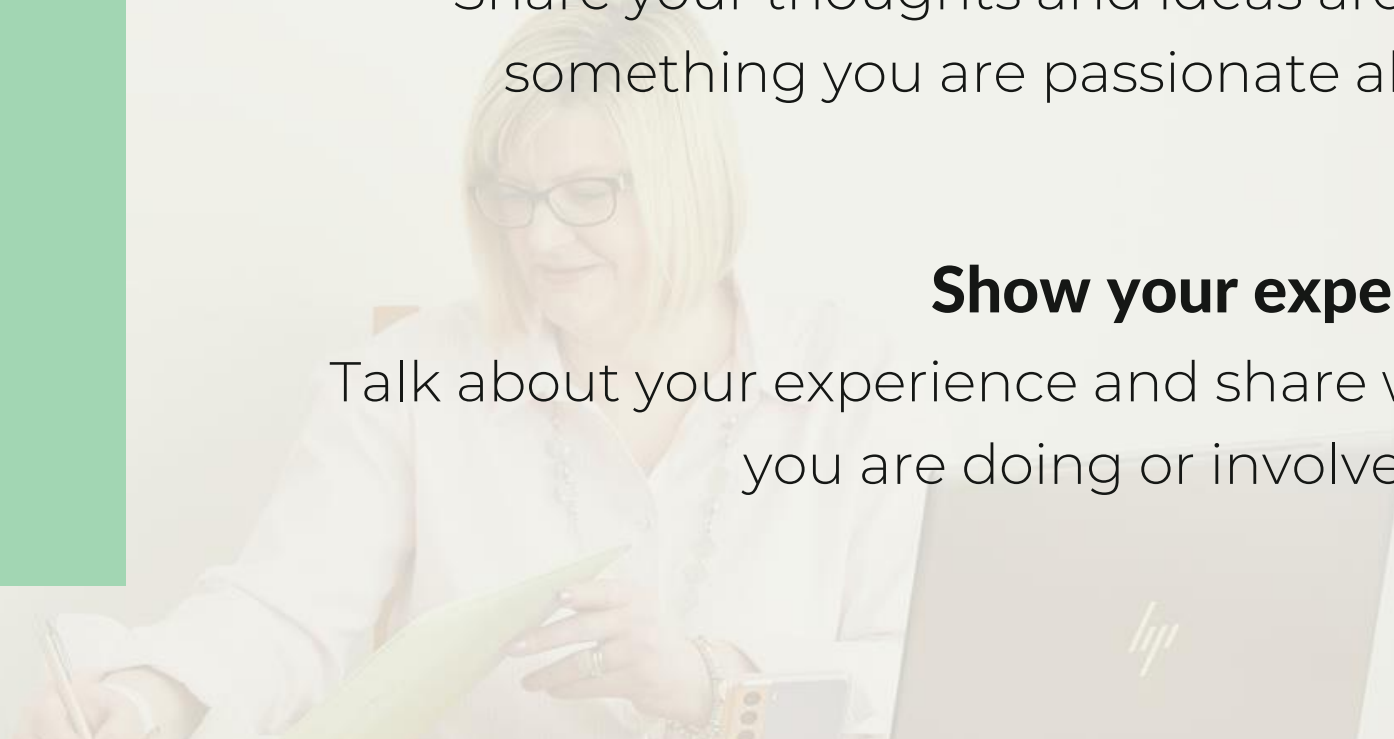
Show your knowledge in your chosen subject or sector

## **Empower**

Share your thoughts and ideas around something you are passionate about

## **Show your expertise**

Talk about your experience and share work you are doing or involved in.



# Content Statistics

- Thought leadership posts get 3x more shares
- Newsletters see rising use.
- Documents top engagement at 18.2%
- Articles account for 23% of posts.
- Video consumption is up 36% year on year.
- LinkedIn reports a 24% rise in comments, even as other platforms see public engagement drop (with more chats moving to DMs). Posts that spark discussion still win on LinkedIn.

# Page Menu



Search

Home

My Network

Jobs

Messaging

Notification



## The Social Media Tree

88 followers

+ Create

View as member

Dashboard

Page posts

Analytics

Feed

Activity

Inbox

Edit page

### Page posts

Manage your page's organic and paid content

Published

Page ads



Start a post



Media



Poll



Write article

Get up to 24,000 more video views by boosting this post. ?

Boost

By Rebecca Mason • 11/26/2024



### The Social Media Tree

88 followers

6mo • Edited •

Do you feel out of sync with your social media?

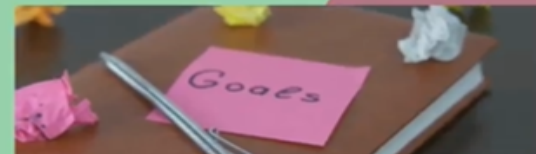
Here I share three simple steps to set you up for success on social media. ...more

1

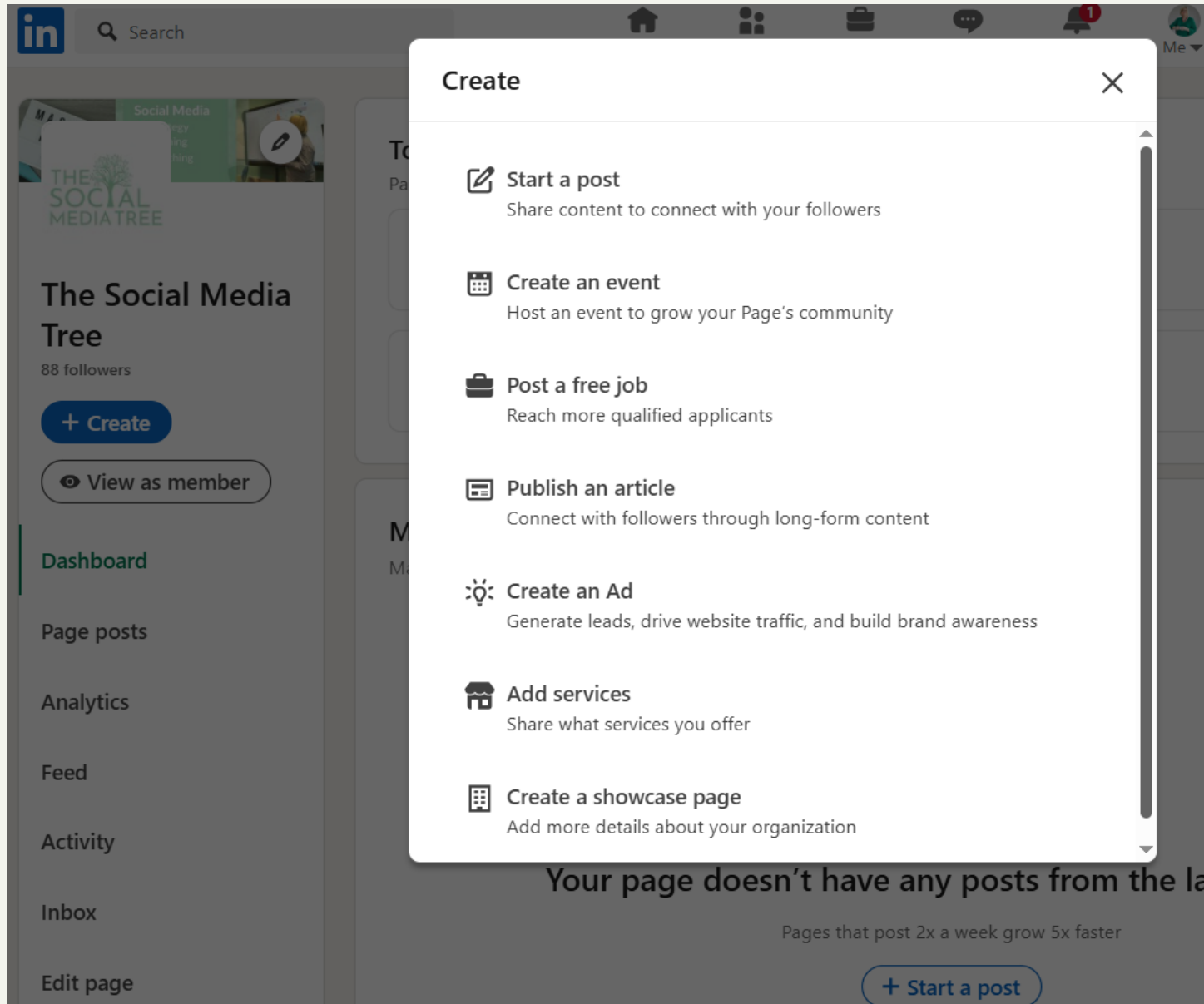
Set Social Media Goals/Objectives

WHY are you using social media?

What are your goals/objectives &










# Types of Posts



The image shows a screenshot of the LinkedIn interface for a page named 'The Social Media Tree'. A 'Create' modal is open, displaying various options for creating content. The background shows the page's profile with 88 followers and a sidebar with navigation options like Dashboard, Page posts, Analytics, Feed, Activity, Inbox, and Edit page. At the bottom, there is a message: 'Your page doesn't have any posts from the last 7 days. Pages that post 2x a week grow 5x faster.' and a '+ Start a post' button.

**Create**

-  **Start a post**  
Share content to connect with your followers
-  **Create an event**  
Host an event to grow your Page's community
-  **Post a free job**  
Reach more qualified applicants
-  **Publish an article**  
Connect with followers through long-form content
-  **Create an Ad**  
Generate leads, drive website traffic, and build brand awareness
-  **Add services**  
Share what services you offer
-  **Create a showcase page**  
Add more details about your organization

Your page doesn't have any posts from the last 7 days. Pages that post 2x a week grow 5x faster.

[+ Start a post](#)

# Edit Page: Featured posts.

The image shows a screenshot of the LinkedIn 'Edit Page' dialog box. The dialog is titled 'Edit' and has a close button (X) in the top right corner. On the left side, there is a vertical menu with the following items: Header, Page info, Buttons, Home, **Featured** (highlighted with a green bar), About, Details, Interested talent, Workplace, Commitments, Locations, Leads, Lead gen form, and Manage languages. The main content area on the right is titled 'Add featured' and contains the text: 'Grow visibility for your most important posts, newsletters, and articles by featuring them directly on your Home Page'. Below this text is a blue button with the text 'Manage featured →'. At the bottom of the main content area, it says 'Up to 6 pieces of content'.

**Edit** ✕

- Header
- Page info
- Buttons
- Home
- Featured**
- About
- Details
- Interested talent
- Workplace
- Commitments
- Locations
- Leads
- Lead gen form
- Manage languages

### Add featured

Grow visibility for your most important posts, newsletters, and articles by featuring them directly on your Home Page

[Manage featured →](#)

Up to 6 pieces of content

# Featured posts –View as member

## Featured

## Page posts



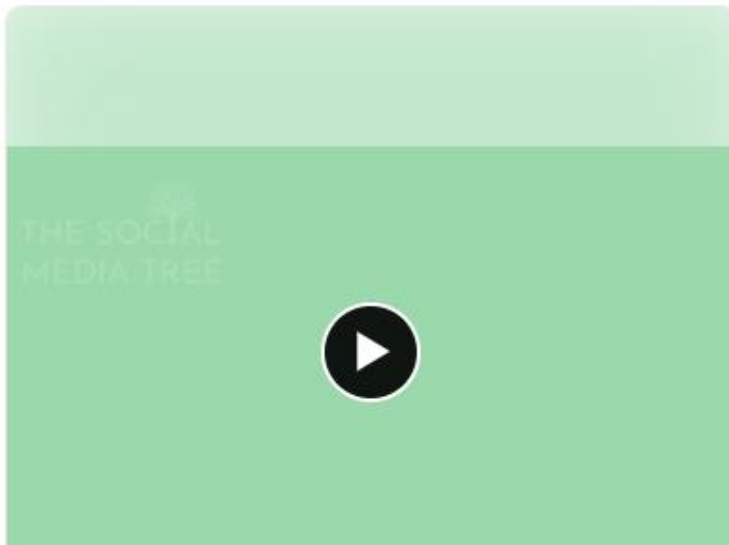
### The Social Media Tree

88 followers

6mo • Edited •



Do you feel out of sync with your social media? Here I share three simple steps to set you up for success on social media. ...more



### The Social Media Tree

88 followers

6mo •



What is a Social Media Audit? 😊

Ever wonder how your social media presence ...more



# Creating Content that Supports LinkedIn's Algorithm

- Post consistently with value-driven, native content.
- Encourage engagement through polls, questions, and visuals.
- Balance company content with thought leadership.
- Post at optimal times for your audience.
- Use 3–5 relevant hashtags per post.

# Aligning Personal and Business Pages

- Share company posts from personal profiles strategically.
- Add personal commentary to increase authenticity.
- Ensure visuals and tone align across both profiles.
- Encourage leaders to engage with and reshare business posts.

# Created V Curated

**There are two types of content:**

**Curated & Created:**

***Content Creation*** is the process of creating your own content from scratch and marketing it to your followers.

***Content Curation*** is the process of gathering existing information like blogs, social media posts etc that are relevant to a topic and sharing it with your followers.

# Content Ideas

- Key local dates
- Key national dates
- Interviews, reviews and testimonials - teams, members, key people.
- Behind the scenes
- Industry trends and updates
- Offers
- Take note of your customers questions – are there similar ones that you can make into a post

# Writing Content

- Start with an attention-grabbing title - header. This is what the visitor sees first when they see your post.
- Short sentences and paragraphs with relevant content to inform, educate and motivate the reader.
- Have a call to action - at the end of every post!!!!!! Make it simple and clear to fit the specific platform.

# Messaging

## Pain Points

- Content your customers want and need.
- Content that is valuable.
- Content that answers their questions.
- Educate & Inform.
- Think about your services, offering and expertise.

Motivations – why would they work/buy from you?

Objections – Why wouldn't they?



EMPLOYEE  
ADVOCACY

# Employee Advocacy

Tapping into the power of employees reaps tremendous benefits for your company, such as increasing brand awareness, attracting top talent, and generating sales leads

Empower team members to share company updates.

Recognise and celebrate employee contributions publicly.



Analytics

# Measuring ROI and Using Analytics

Analytics show how effectively your content reaches your audience.

Are we just posting or performing?

Use the Business Page analytics dashboard to track:

- Follower growth and demographics
- Post impressions and engagement rates
- Visitor and click-through data

Use analytics to refine content and posting strategy.

Share insights with your team to guide planning.

# Analytics – LinkedIn Business Page

Social Media Strategy | Training | Coaching  
THE SOCIAL MEDIATREE  
Making Social Media work for You, Your team and Your business.

## The Social Media Tree

Enhance your Page

89 followers

+ Create

View as member

- Dashboard
- Page posts
- Analytics**
- Feed
- Activity 1
- Inbox
- Edit Page
- Jobs

## Analytics

Content | Visitors | Followers | Search appearances | Leads | Competitors

Oct 12, 2025 - Nov 10, 2025 Export

### Highlights

Data for 10/12/2025 - 11/10/2025

26 Impressions ▲766.7%	0 Reactions ●0%	0 Comments ●0%	0 Reposts ●0%
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### Metrics

Impressions

Day	Impressions
10/12/2025	19.5

# Types Analytics

1. Visitor Analytics – Who's viewing your page
2. Follower Analytics – Who's following your page
3. Content Analytics – How your posts perform
4. Employee Advocacy Analytics – How your team amplifies content

# Visitor & Follower Analytics

## **Key Metrics:**

- Page Views & Unique Visitors
- Custom Button Clicks
- Visitor Demographics (industry, job function, location)

Why It Matters:

→ Tailor content to your real audience

## **Key Metrics:**

- Total & New Followers
- Follower Growth Trends
- Follower Demographics

Why It Matters:

→ See which content attracts followers & key roles

# Content & Employee advocacy Analytics

## **Key Metrics:**

- Impressions & Reach
- Engagement Rate
- Click-Through Rate (CTR)
- Video Views & Completion
- Top Performing Posts

Tip: Compare formats (image, video, carousel) to refine strategy

## **Key Metrics:**

- Employee Shares
- Engagement from Employee Shares
- Reach Amplification

Why It Matters:

→ Employee-shared content gets 2x engagement vs company posts

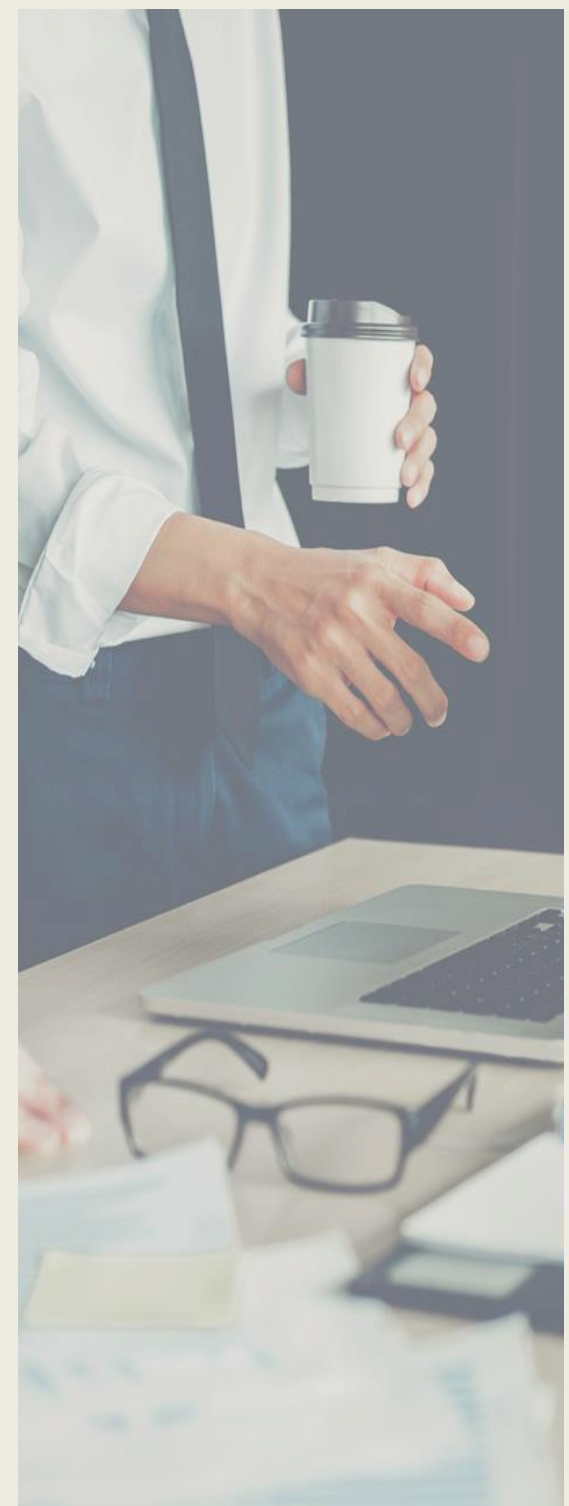
# Turn Data Into Action

## Action Steps:

1. Identify top-performing content → Replicate style/topic
2. Track low engagement → Adjust visuals or timing
3. Analyse demographics → Target strategic segments
4. Run tests → Various CTAs, hashtags, or formats

# Summary

1. Build and align your business page.
2. Engage your people as advocates.
3. Track your impact through analytics.



# Social Media Selfcare

- Set a time to turn off your app notifications.
- Set up automated replies on your platforms stating your working hours.
- Schedule your posts.
- Follow and engage with only your target audience, this will ensure you are connected in the right way.
- Set your own time boundaries for being on social media
- Social media is a tool; it's supposed to work for you not against you.



**Thank You**





# How can I help?

- Social Media Audits
- Social Media Strategy
- Social Media Training
- LinkedIn Training

- *Qualified in Strategic Social Media Marketing*
- *Passion for what I do*
- *Tailored support to meet your needs*
- *No Jargon, No nonsense.*

Rebecca Mason –The Social Media Tree

Telephone: 07801066929

Email: [rebecca@thesocialmediatree.co.uk](mailto:rebecca@thesocialmediatree.co.uk)

Website: <https://thesocialmediatree.co.uk/>

LinkedIn – Rebecca Mason

Facebook – @TheSocialMediaTree

Instagram - @TheSocialMediaTree



THE  
SOCIAL  
MEDIATREE