How to Invite People to Follow Your LinkedIn Company Page

Inviting your connections to follow your LinkedIn Company Page is a simple and effective way to grow your audience and increase visibility. Here's how to do it:

1. Log into LinkedIn

• Go to <u>www.linkedin.com</u> and log in to your personal profile.

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Kennedi Wright Ø	Today's actions Pages that complete these actions regularly grow 4x faster Save time with content sharing Grow followers by sharing content from your organization's website and other sources to your Page. Set up		
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2. Navigate to Your Company Page

- Click on the "Me" icon (your profile picture) at the top right of the LinkedIn homepage.
- Under the "Manage" section, select your Company Page from the list.



3. Find "Invite to Follow"

 Once on your Company Page, scroll down and find the "Invite to Follow" button in the left side pane



4. Select Connections to Invite

- A pop-up will appear with your list of LinkedIn connections.
- Use the checkboxes to select individual people you'd like to invite.
- Use the search bar to quickly find people by name, or filter by industry, location, or company if applicable.

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CGM.	Invite connections X Only invite connections you personally know to ensure a great experience for your network. Learn more
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1,279 followers + Create View as member	Locations • Current company • School • ()
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Analytics	Grow your Page followers 6.7x faster With Premium Page, highlight top achievements and auto-invite prospects to follow your Page
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5. Send Invites

- After making your selections, click the "Invite" button.
- LinkedIn gives you a certain number of free credits per month (typically 250) use them wisely on high-potential connections.

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Best Practices

- Focus on inviting people who would genuinely benefit from or be interested in your page's content (e.g., industry peers, local contacts, former clients, collaborators).
- After inviting, **post regularly** on your Company Page so new followers have something meaningful to engage with. Also, be sure to interact and be responsive to your followers.