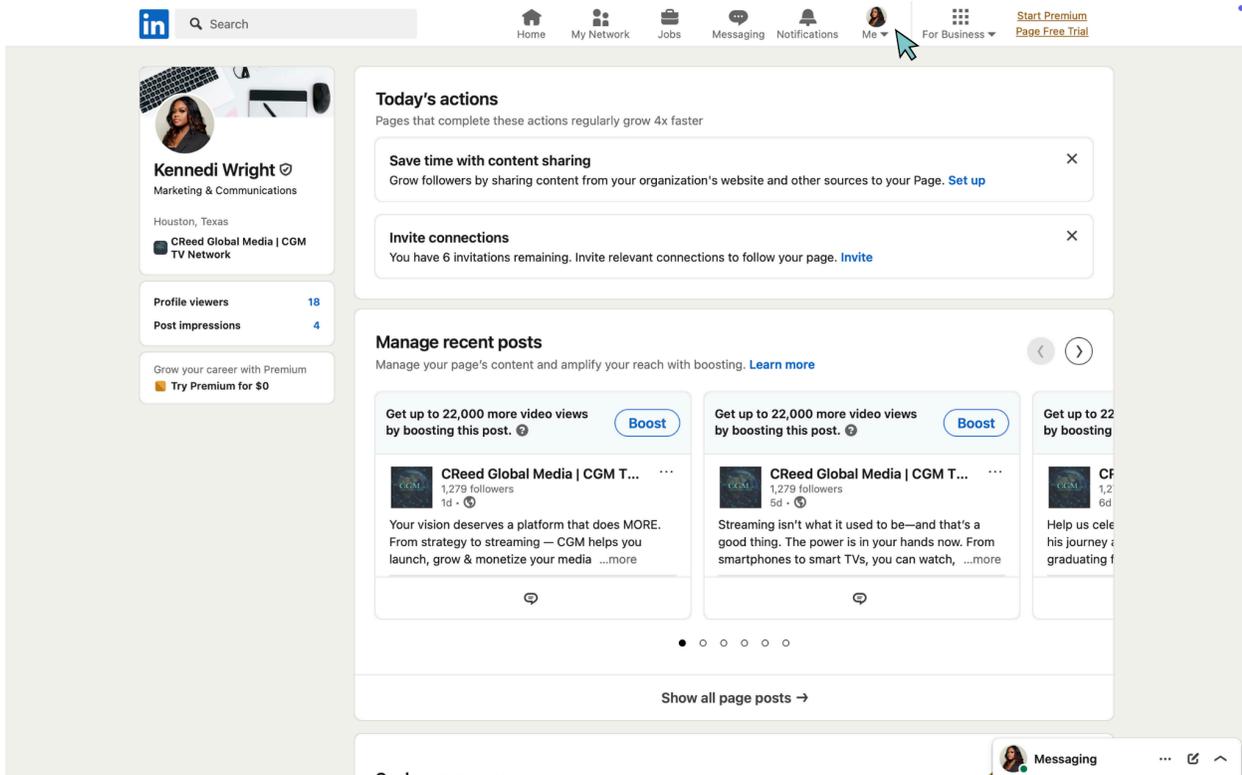


How to Invite People to Follow Your LinkedIn Company Page

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:

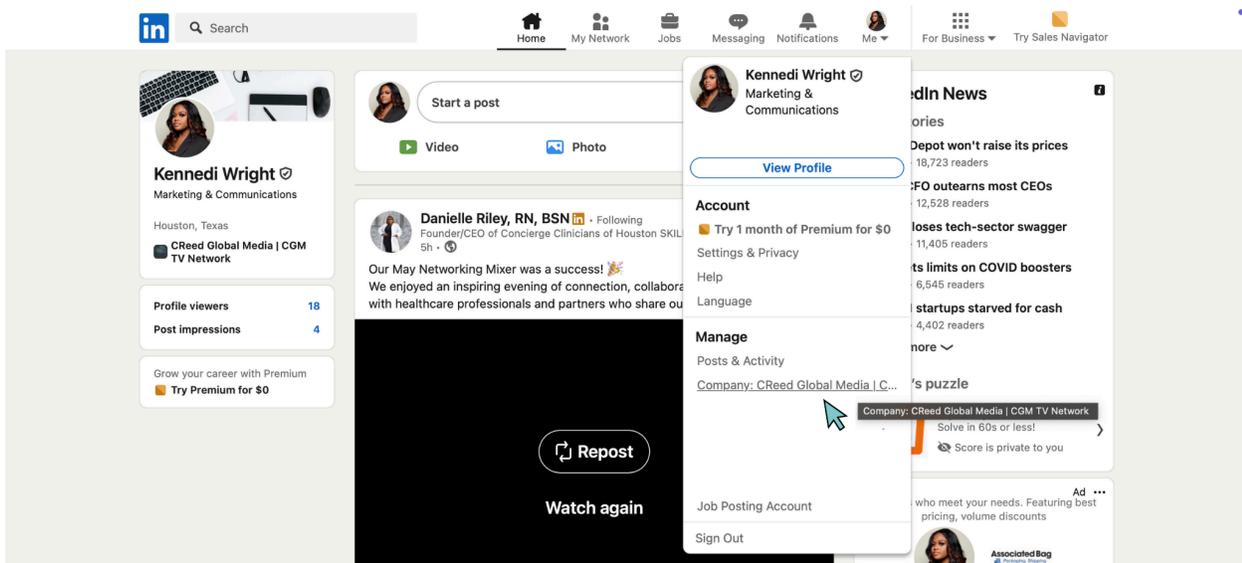
1. Log into LinkedIn

- Go to www.linkedin.com and log in to your personal profile.



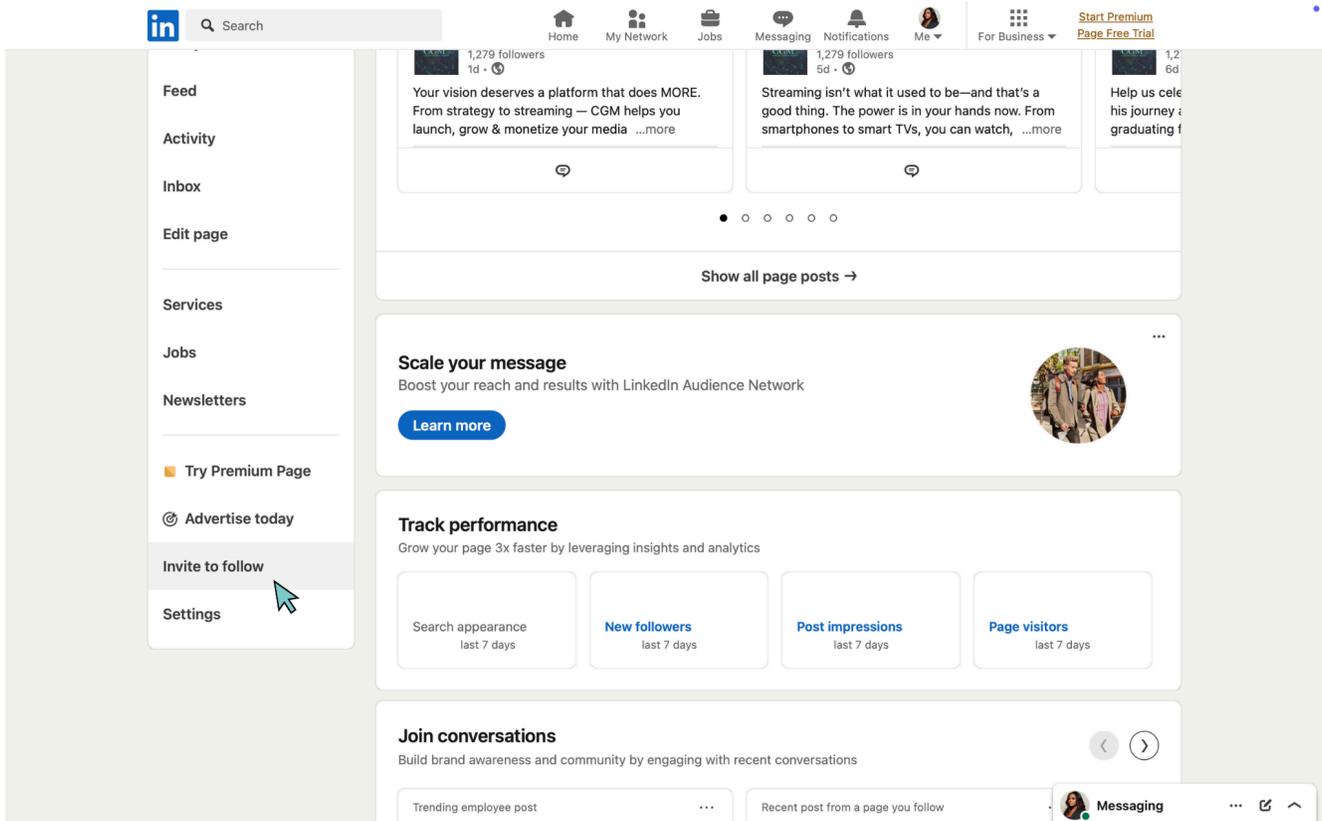
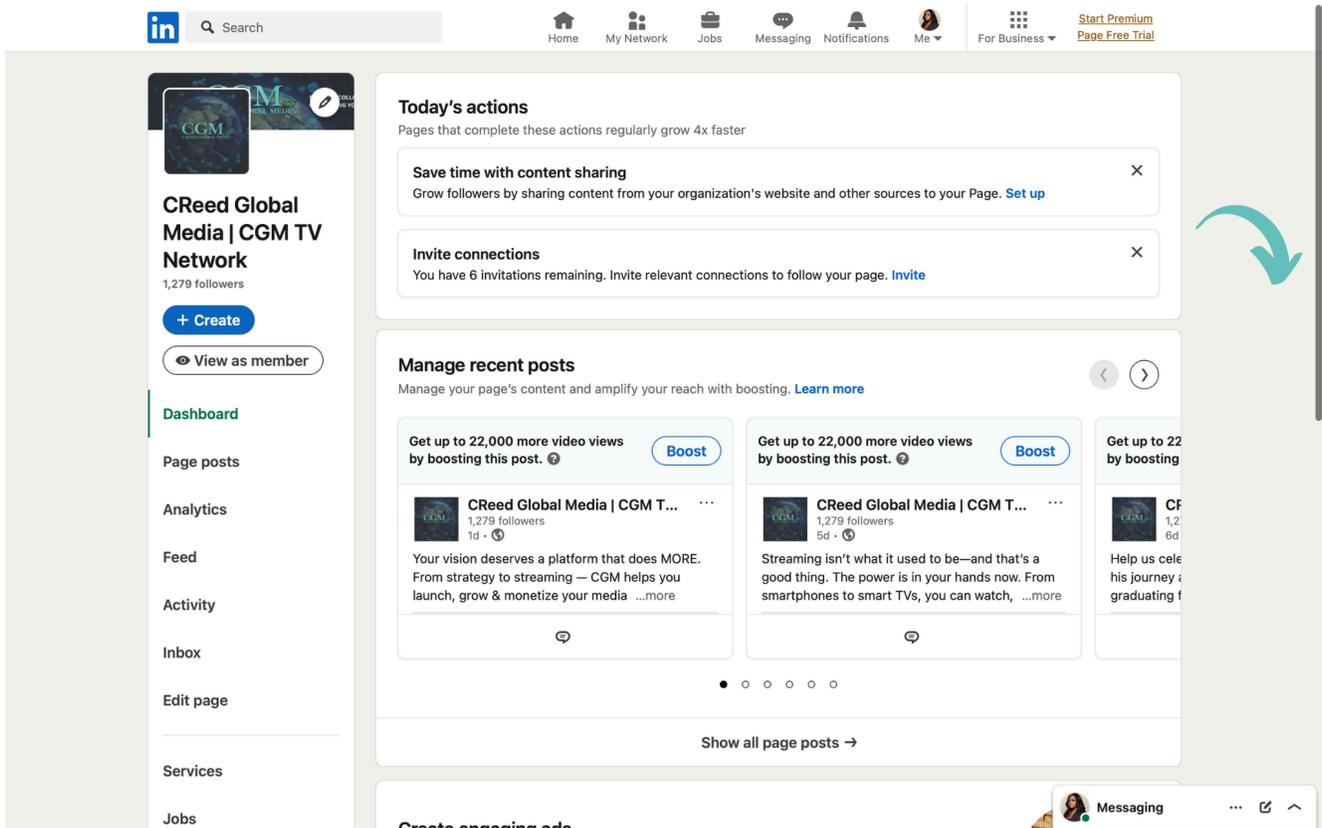
2. Navigate to Your Company Page

- 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.



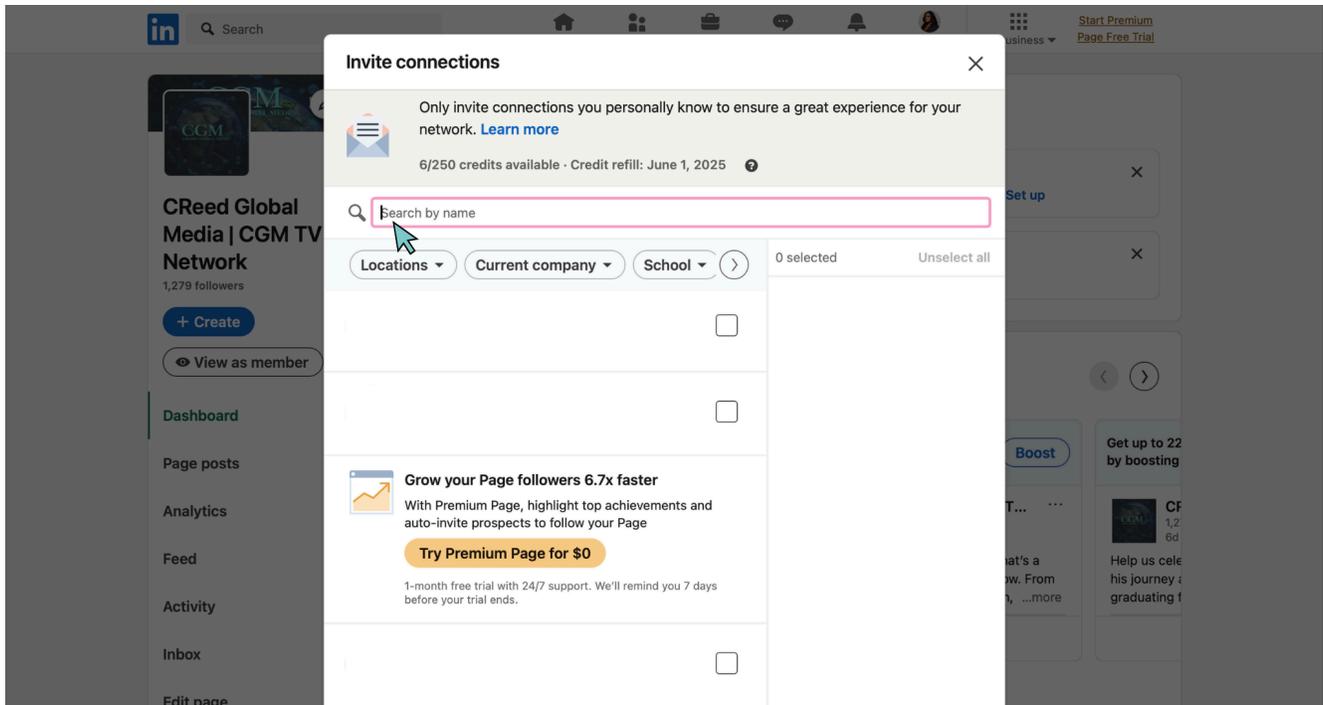
3. Find “Invite to Follow”

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



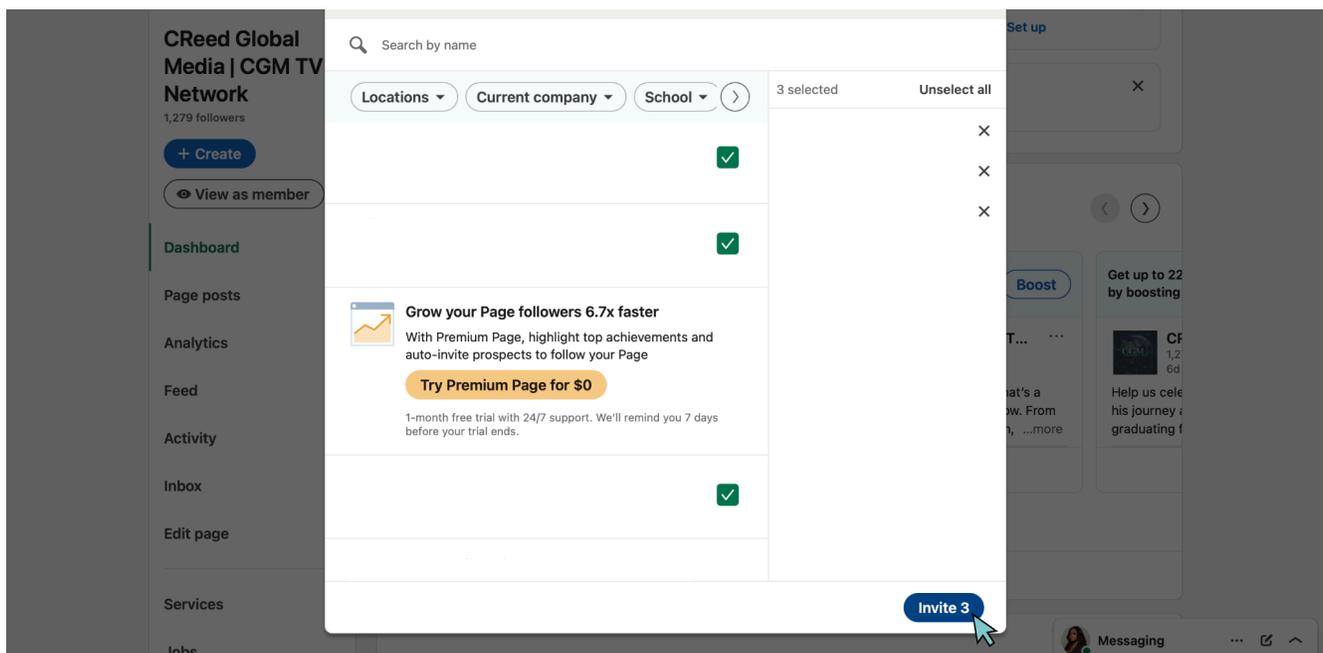
4. Select Connections to Invite

- 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.



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.



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.