



New for 2021

# Getting Started with the “My Company” Tab

The Employee Experience, Reimagined on LinkedIn Pages



# Join the conversations that matter most to your community

Unlock the most powerful community on LinkedIn — your employees.

The “My Company” tab offers every organization on LinkedIn a trusted, employee-only space to help them join the conversations that matter most. By helping employees stay connected to each other — and to what’s most important at your organization — they can do their best work.

This new employee experience will be free of cost — initially launching on Pages with more than 200 employees.



## Cultivate an engaged employee community

Employees share more when they’re actively engaged with their coworkers and organization — helping to expand their organization’s brand reach and build employee advocacy in a credible and authentic way.

**Employees are:**

60%

more likely to engage with posts from their coworkers

14x

more likely to share their organization’s Page content



## Build brand recognition

Whether you're in HR running a talent brand, in marketing managing a corporate brand, or in sales selling products, socially engaged employees help drive key business outcomes.

## Engaged employees influence:

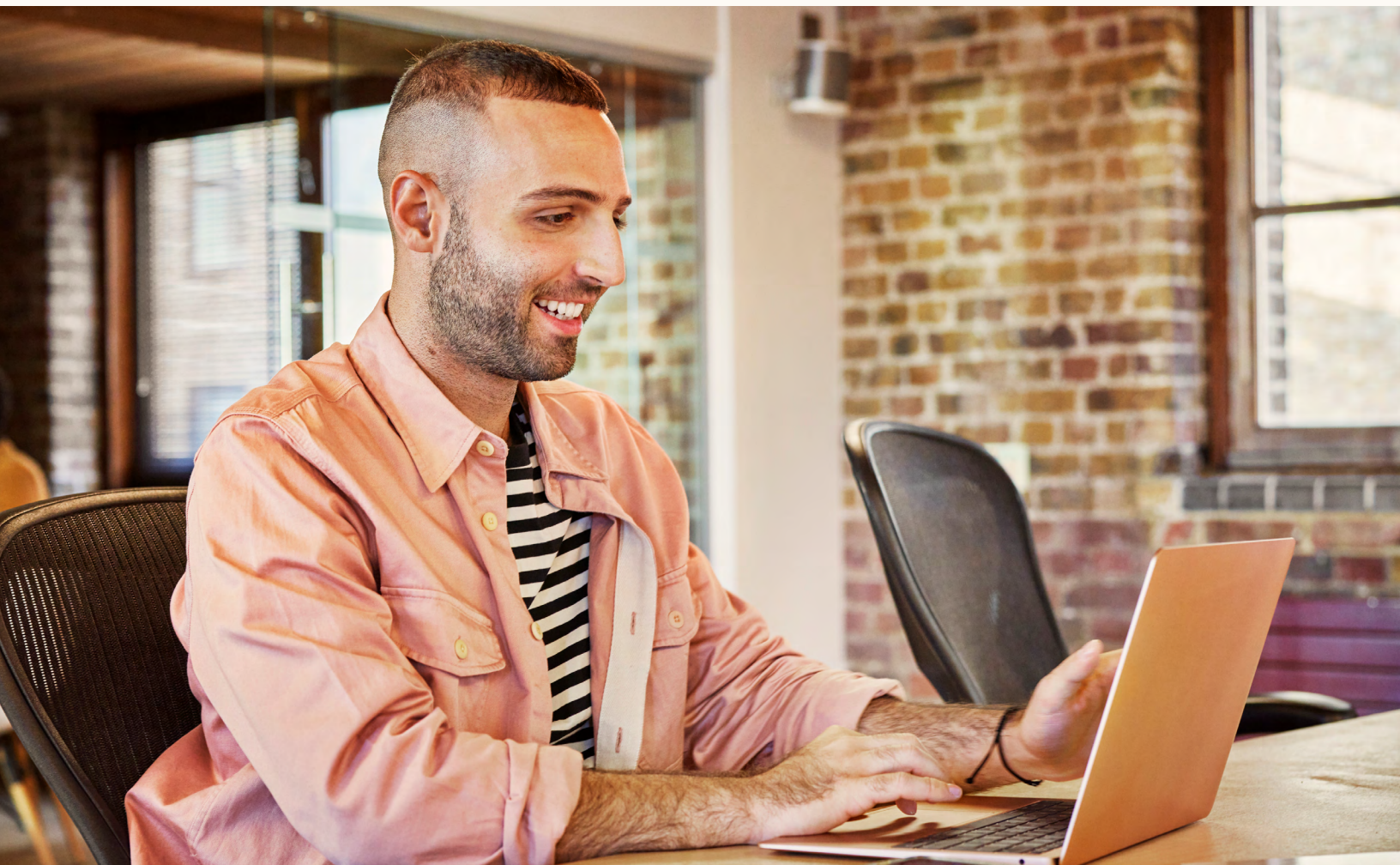
8x more Company Page views

4x more Company Page followers

7x more job views

4x more job applications

Source: Internal LinkedIn data



Organizations and their employees can connect and engage with one another through the “My Company” tab on their LinkedIn Page. This community will help build socially engaged employees and advocacy through various touchpoints.



## Celebrate coworkers

Through “[your company] today,” employees can welcome and connect with new hires, congratulate those who have recently been promoted, and celebrate coworkers’ work anniversaries.

### Golden Phase today

Stock  
**GLDN**  
 NYSE

Feb 1, 3:00 PM  
 20 minute delay

**\$1,484.69**

▲ 0.52 (0.035%)

7 coworkers joined the engineering team last week



Glen, Sarah, Phoebe & 4 others

12 coworkers started at the San Francisco office this month



Rabia, Sarah, Joanie & 9 others

## Build employee advocacy

Admins will be able to curate content for employees to share organically on LinkedIn and Twitter, and measure impact with proprietary employee advocacy analytics.

With “Recommendations,” employees can build their professional brand, and Admins can amplify the reach of the employees’ content to foster advocacy.

### Recommendations from Golden Phase

Curated by Jean Fern · 1h

Cristina Hernandez reflects on one incredible year at Golden Phase on the Inclusion and Diversity ... see more



Creating an Effective Cross-Cultural Training Program From the Ground Up  
 blog.goldenphase.com

52 coworkers posted this

Post article

Curated by Jasper Wu · 3h

Do the realities of today's sales industry feel like a rollercoaster? You're not alone — here's an ... see more



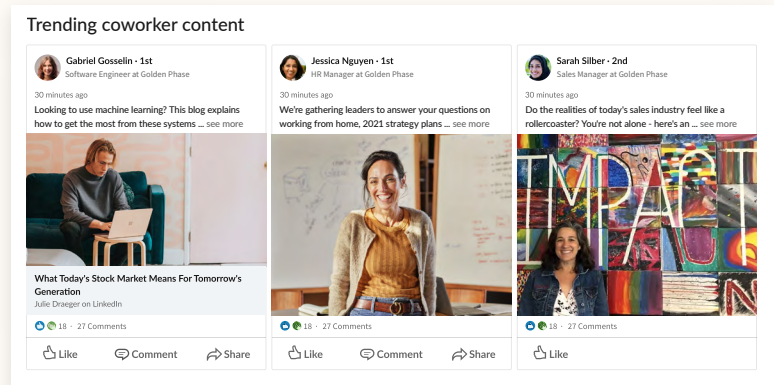
60 coworkers posted this

Post photo



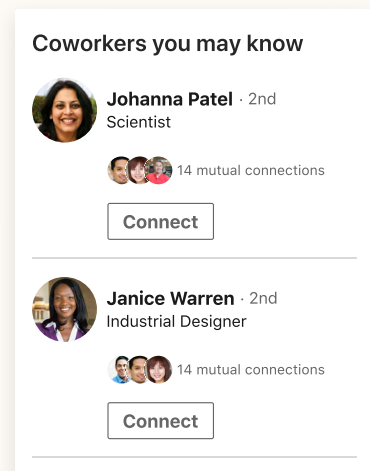
## Interact with coworkers

“Trending coworker content” highlights top LinkedIn posts by coworkers, which employees can interact with. This section features content from all coworkers, not just the employee’s connections.



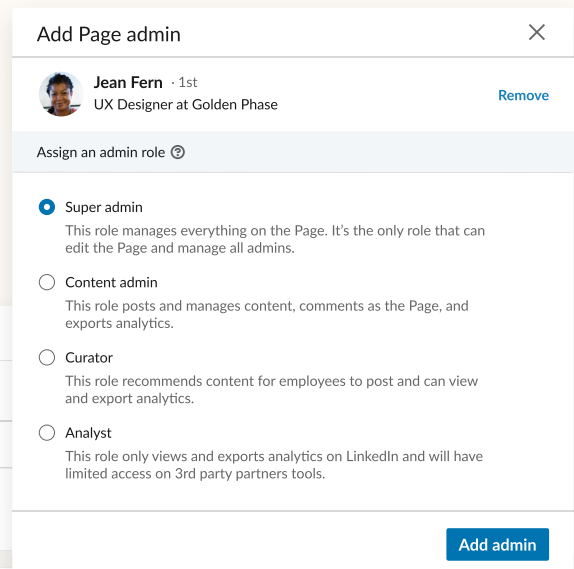
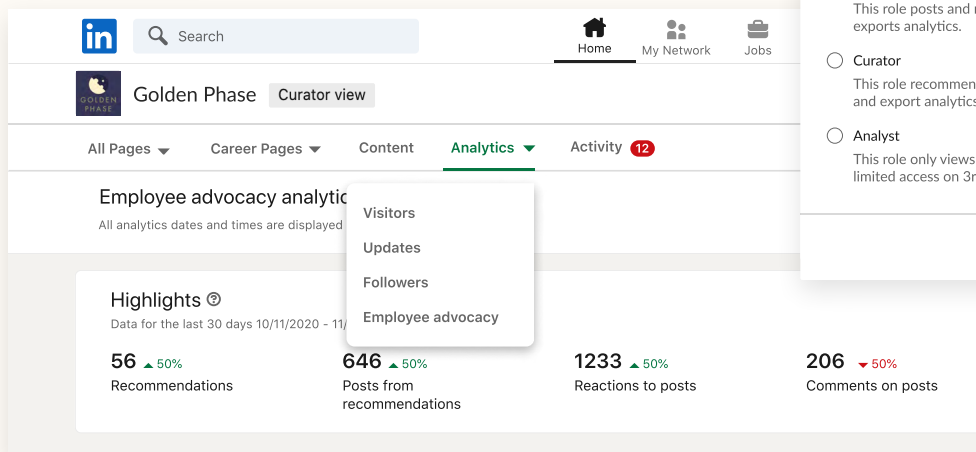
## Connect with coworkers

Members are always looking to purposefully grow their professional network on LinkedIn. “People you may know” offers connection suggestions based on employees’ location, team, and mutual connections on LinkedIn.



## Manage your program

Admins will be able to manage their program through roles and permissions and new employee advocacy analytics.



# Checklist for success

## ✓ Organize internally

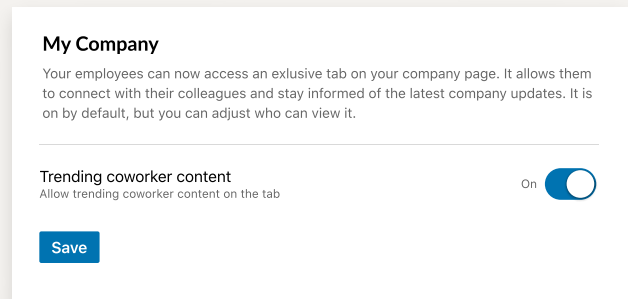
Establish who at your company will be responsible for the “My Company” tab. Consider someone from your corporate communications or employer branding team. Regularly communicate with your Page Admins on roles and expectations.

[Add an Admin to your Page](#)

## ✓ Customize your tab

By default, “Trending coworker content” will be turned on. You can turn this off at any time, via your Admin dashboard.

For additional support, please contact the [Pages support team](#).



## ✓ Invite employees

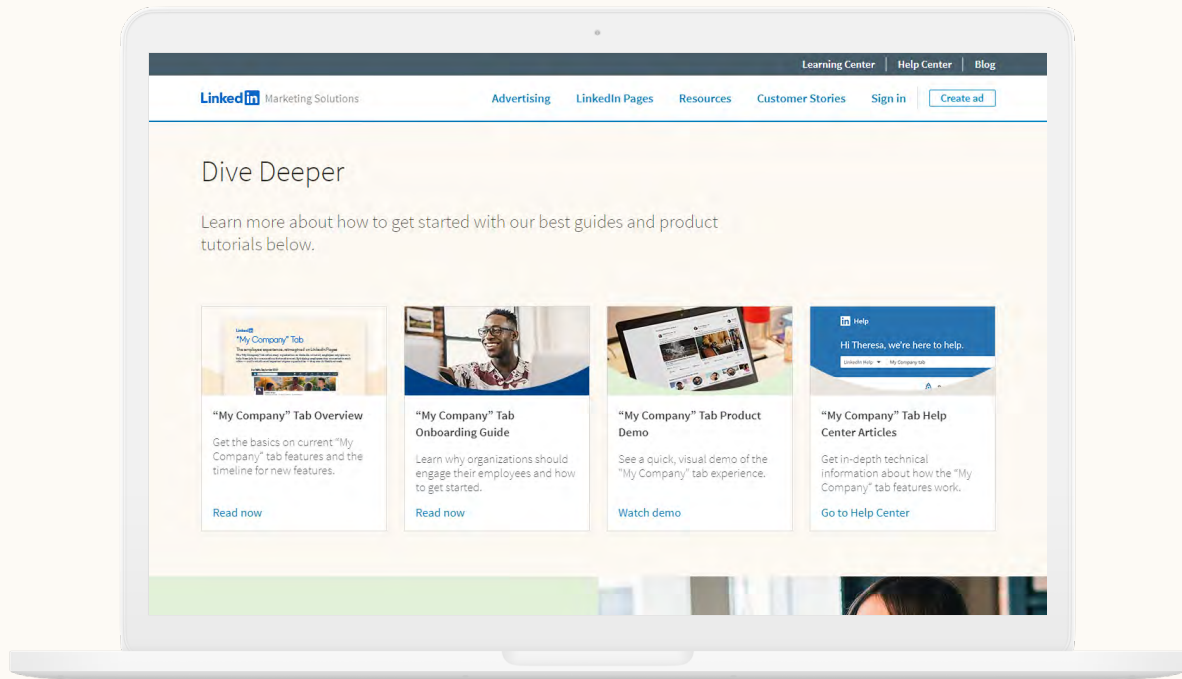
Spread the word about your organization’s new “My Company” tab through internal communication channels.

[Download email template](#)

## ✓ Help employees access the “My Company” tab

Employees can access their organization’s “My Company” tab — on desktop and mobile — by self-identifying as a current employee on their personal LinkedIn profile, under “Experiences.”

At launch, Pages of all organizations with more than 200 employees will have the “My Company” tab enabled. Showcase Pages are not eligible for the “My Company” tab, as employees are not associated with Showcase Pages.



Visit the [“My Company” tab website](#) for general information and additional resources.

More resources to help you get started:

- Join the official [LinkedIn Group for Page Admins](#). Be the first to know about new Page features, share feedback, and ask questions of our product team.
- Visit the [LinkedIn Pages website](#)