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How to use LinkedIn

This guidance document has been created to help community pharmacy teams and LPCs learn how to use LinkedIn and should be used in conjunction with [PSNC Briefing 001/17: Social media guide for community pharmacy teams and LPCs](#).

a) Getting started

Note: This social media platform is much less likely to be used by people looking for local healthcare advice, so it may be a more useful tool for LPCs wanting to connect with those who work in pharmacy than for pharmacy teams.

LinkedIn only permits people to sign up for LinkedIn accounts, but once you have an account you can create a company page and you will be able to post messages as the company. Only other page administrators can see that your account is linked to the company page and vice versa.

If you haven't already got a personal LinkedIn account, use the signup form at gb.linkedin.com to create one; then [create your page](#).


Now customise your page by clicking the 'Edit' button. This is where you can edit logo, company type, size, website, industry, location, and most importantly the description. Your company description gives visitors to your page brief details of what your organisation does – keep it simple and professional.


Additionally, you may want to give others roles on the page so that more than one person can post updates. You can give someone else access by clicking 'Edit' at the top of your page, then under 'Company Page Admins' start typing the user's name into the search box.

b) Sending posts

You can type an update into the box at the top of the page's timeline and click the 'Share' button to send your post.

If you want to add a link, simply type or paste the URL link (e.g. mylpc.org.uk/link) into the update box. Note that adding URLs to a post will automatically display an image from that webpage – if there are several images, you can choose which one to use. Please note, LinkedIn doesn't currently recognise the hashtag symbol (#) that Twitter and Facebook use.

You may wish to add an image (or other documents) to your update, you can do this simply by clicking the  icon when you have the update box open. Once a photo (or other document) has been uploaded, you will see a thumbnail image (or file name) appear as an attachment. (LinkedIn will automatically re-size your image to best fit its newsfeed, but you can use this [Image Size Cheat Sheet](#) to create images that are a perfect fit.)

You can also add jobs to your page, by clicking  next to the 'Edit' button at the top of your page's timeline, choosing 'Post a job', and then adding details about your job vacancy.

Finally, you may wish to pin a post to the top of the page's timeline to keep it from getting lost in amongst other updates. To do this, find the update and click 'Pin to top' at the bottom of the post. Your pinned post will move to the top of your page's timeline for a maximum of 14 days.

c) Communicating with others

Please note that you cannot currently comment as a company page on LinkedIn. Any comments you make on posts will be from your personal LinkedIn account unless the post is on your page's timeline. You also cannot currently prevent people from commenting on your updates.

Clicking the 'Comment' link located at the bottom of a post will then display a comment box below the post you are replying to. Click the 'Comment' button to send your post. Private messaging could be used as an alternative so you only make your comment to one user. To do this, select the 'Send a message' button on a user's profile page. You can also like another user's post by clicking the 'like' link or share it to your own followers by clicking the 'Share' link.

LinkedIn has a new 'mentions' feature. If you wish to mention another LinkedIn user in your message, post as you normally would but replace any names you include with that person's @username (e.g. "The @PharmaceuticalServicesNegotiatingCommittee website is a really useful resource"). LinkedIn will recognise this and link to the @username in the post and that user will be made aware of the post.

Further information

Additional support is available from LinkedIn's help pages: www.linkedin.com/help/linkedin?trk=biz-company-login&lang=en

If you have queries on this PSNC Briefing or you require more information please contact [Melinda Mabbutt, Communications Officer](#).