



LinkedIn Best Practices for Community Action Agencies



New York State Community Action Association
Helping People. Changing Lives.







<https://www.linkedin.com/company/nyscommunityaction>

Introduction

LinkedIn can be an amazing source of intelligence for Community Action Agencies. Agencies can follow like-minded organizations and watch their news, updates, and employee development. Valuable information offered through LinkedIn can provide insight into your organization's strategic direction.

As one of the original social networking platforms geared primarily toward professionals and businesspeople, LinkedIn can provide your agency with networking and marketing benefits, no matter the size of your agency. The key differentiator when it comes to LinkedIn is the site's audience. While Facebook is used by everyone, and Instagram skews to a younger and more social audience, LinkedIn's audience is composed primarily of business professionals.

Best Practices

-  **Establish a Presence**
Establish a solid presence on LinkedIn by creating a "Company" page with up to date information about your agency. When fundamental updates occur at your agency, make updating your LinkedIn page part of the process. Make sure to link your profile to your blog, Facebook, and/or Twitter accounts to help people find your profile.
-  **Join LinkedIn Groups**
LinkedIn groups are a great way to position your agency as a thought leader in your particular nonprofit role. In addition to creating your own group, it's also very beneficial to participate in both local and national groups that relate directly to your agency. Research what current groups are already available before starting your own.
-  **Start to Network**
Start networking on the site! The first thing to do is to encourage your current supporters, board of directors, staff, volunteers, donors and friends to "connect" with the staff member you appointed as your on-site point of contact, and to "follow" your agency's page.
-  **Ensure that all Posts are Accurate**
Complete your agency's page thoroughly and honestly. If you list something on your page, assume your audience is going to verify it. Do it consistently and well, and you'll move closer to positioning yourself as a leader in your field.
-  **Stay Active in Posting and Commenting**
If you want to grow and engage your target audience, you need to post the types of content they want to see. Create and post spread-worthy content! Also, make sure to respond to your posts, reviews, and questions. If a user leaves a review, thank them. If they have a complaint, address it. If they have a question, answer it and offer advice and assistance.
-  **Use LinkedIn to Fundraise & Recruit**
Nonprofits are generally in short supply of money and volunteers. Using LinkedIn is one way agencies can increase both. Since the platform is network-based, there is tremendous potential to connect with corporations that want to partner with a cause and individuals who wish to volunteer or donate.

SOURCES:

- MOZ - <https://moz.com/beginners-guide-to-social-media/linkedin>
- SmartBug - <https://www.smartbugmedia.com/blog/17-linkedin-marketing-best-practices>
- SproutSocial - <https://sproutsocial.com/insights/linkedin-best-practices/>