



# BEST PRACTICE

HOW TO CREATE A LINKEDIN  
PAGE FOR AGENTS



Creating and maintaining a LinkedIn page for your personal brand is a helpful way to share and educate your consumers about your insurance products and service offerings. This guide will review what you need to know and outline how to set up your LinkedIn page in six simple steps.

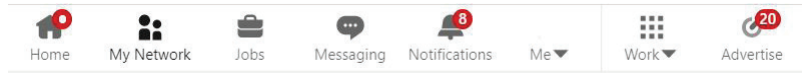
### **GETTING STARTED**

You'll need to have a personal LinkedIn account before you can create your LinkedIn business page. If you recently created a profile, LinkedIn may ask you to confirm your email address or prompt you to connect with other users within the platform to build out your professional network.

Before you can create a page on LinkedIn, it's important to decide the unique URL for your page. All page URLs will be structured as [linkedin.com/company/\[YOUR COMPANY NAME\]](https://www.linkedin.com/company/[YOUR COMPANY NAME]). LinkedIn members and search engines will use this unique URL to find your page.

# STEP 1

Log in to your personal LinkedIn account and **select “work”** on the top right section of the navigation bar. Then **select “Create a Company Page +”** and then select the size of your business.



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LinkedIn Business Services

**Talent Solutions**  
Find, attract and recruit talent

**Sales Solutions**  
Unlock sales opportunities

**Post a job for free**  
Get your job in front of quality candidates

**Marketing Solutions**  
Acquire customers and grow your business

**Learning Solutions**  
Develop talent across your organization

Create a Company Page +

## STEP 2

**Complete the information about your page**, starting with your page identity, company details and profile details. Provide your business name — or if your business is your name, use that. You'll also provide a unique URL and website; you can list your IMO/FMO's website if you do not have one. You'll need a logo or image sized at 300x300. There are several sites (including Canva.com) where you can create professional images for your page at no cost. Lastly, provide a company tagline that briefly describes what your company does.

The screenshot shows a form with three sections:

- Page identity:** Includes fields for Name\* (John Doe), LinkedIn public URL\* (linkedin.com/company/john-doe), and Website (www.johndoe.com).
- Company details:** Includes dropdown menus for Industry\* (Insurance), Company size\* (0-1 employees), and Company type\* (Self-employed).
- Profile details:** Includes a Logo upload section with a "Choose file" button and a Tagline field with an example: "Example: A family-run accounting firm that promises you won't lose sleep over filing your taxes."

## STEP 3

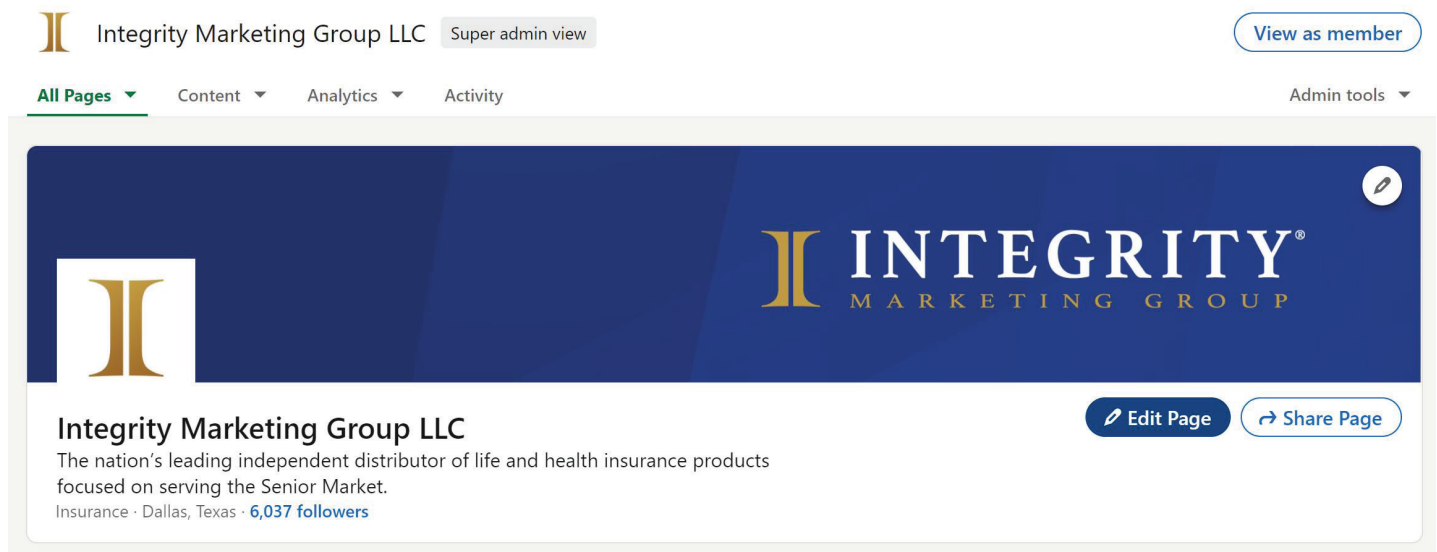
After completing this information, **check the verification box**, which confirms you have the right to act on behalf of your personal business and **select "Create page."**

The screenshot shows a verification box with a checked checkbox and the following text: "I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional [terms](#) for Pages." Below the text is a blue "Create page" button.

## STEP 4

On your new business page, you'll be prompted to complete various sections of your profile, or you can make edits to your page using the "Edit Page" button. Please fill out the optional sections that pertain most to your business. Take time to see the many ways you can further customize and refine your page.

For help, Google the specific options for instructions — or view [LinkedIn Pages Best Practices](#) for recommendations on how to take advantage of these features to further build your business.

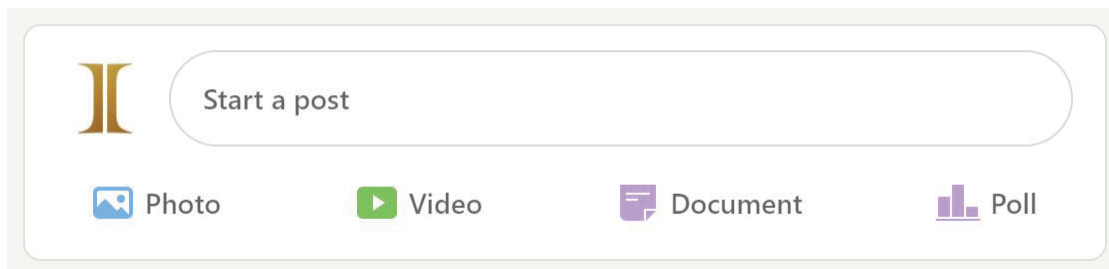


The screenshot shows the LinkedIn profile page for Integrity Marketing Group LLC. At the top, the page name "Integrity Marketing Group LLC" is displayed with a "Super admin view" button to its right and a "View as member" button further right. Below the name is a navigation bar with "All Pages" (selected), "Content", "Analytics", and "Activity". On the far right of this bar is an "Admin tools" dropdown. The main header area features a dark blue banner with the company logo on the left and the text "INTEGRITY MARKETING GROUP" on the right. Below the banner, the company name "Integrity Marketing Group LLC" is repeated, followed by a description: "The nation's leading independent distributor of life and health insurance products focused on serving the Senior Market." Below the description, it says "Insurance · Dallas, Texas · 6,037 followers". To the right of the description are two buttons: "Edit Page" and "Share Page".

## STEP 5

The final step before you invite others to see your LinkedIn business page is to create a post so they have something to view. Click on “Start a post” at the top of your page. The post tool in LinkedIn makes it easy to share your thoughts, and to post a video or photo, a document, poll and much more. Remember, try to diversify your content and to share on topics relevant to your business.

Social media is a great place to share information that’s relevant but interesting in a broader sense (e.g., health trends, related survey results, quizzes and even personal stories). A good rule of thumb: one personal post for every five or six “engagement” posts.



## STEP 6

Now it’s time to **invite people to visit your page**. Go to the right section of your business page and select “Share Page”; this will allow you to share your page via posts, messages, Facebook, Twitter or the direct link to your page.

**Reminder:** LinkedIn and other social media platforms are constantly updating their tools, interface and options. It’s a good idea to search for LinkedIn’s newest business-page guidelines from time to time to make sure your page is up to date and taking advantage of the latest features. The site Later.com has a great article on some new features for 2021.

