



Communicating your Message through LinkedIn and Other Social Media

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University Pages - Overview

University Pages can help you connect with your school's administrators and student community, explore what alumni are doing now, and join conversations with those who can inspire your career. Here's a list of University Page sections and how you can interact with them to get the information you want:

1. **Explore the careers of alumni** - Find out what students and graduates from your school are doing now. Click the bar graphs to select filters and see what they've studied, where they work, and what they do. Find inspiration from the career paths of your peers to help shape your own.
2. **Activity feed** - You can share updates and join conversations on your University Page feed. Reach out to students, alumni, and school leaders to find out what schools are really like and get valuable insights to help guide your career. Be sure to follow the University Pages you're interested in to receive updates on your homepage.
3. **Notable alumni** - See which alumni have achieved something particularly noteworthy and get a sense of what's possible for you in the Notable alumni module and on the **Notables** tab. Click the person's picture to learn more about their background.
4. **General Information** - Expand the General Information section to find key facts about the school such as the student population, community information, location of the campus, and more.
5. **Students & Alumni** - The Students & Alumni tab allows you to see your current LinkedIn connections who attended the school. You can also grow your network by connecting with peers with similar interests.
6. **Recommendations** - Post a recommendation on your University Page to share your college experiences with future students and school administration. Have conversations on your academic program, professors and campus life.

University Pages - Frequently Asked Questions for Administrators

If you're a University Page administrator, your University Page lets you:

- Build your school's brand through content showing what your school has to offer to your key audiences.
- Share updates with a community of prospective students, current students, alumni, and parents who are engaged with your school.
- Get deeper insights into what your students are studying and explore the career paths of your graduates.

Note: University Pages can only be edited by an administrator.

Frequently Asked Questions

- [How do I become an administrator for my University Page?](#)
- [What can administrators edit on University Pages?](#)
- [How do I target my updates to a specific audience?](#)
- [Where can I learn more about using LinkedIn for higher education professionals and students?](#)
- [How do I create a University Page for my school?](#)
- [Can I delete or merge University Pages?](#)
- [How do I display images and video on my University Page?](#)
- [How do I manage my school, which consists of several campuses or sub-colleges?](#)
- [What's the difference between a school's University Page and Company Pages?](#)

Creating a LinkedIn University Page

Creating a [LinkedIn University Page](#) for your school can help you connect your student community, explore what alumni are doing now, find great talent, and highlight your university's culture.

To create a University Page, please follow the steps to [create a Company Page](#) for your university. You must be a current employee of the university, with your [current position](#) listed on your LinkedIn profile. You'll then need to [reach out to us](#) to request that we transition your new Company Page to a University Page.

Important: Students who aren't employed with the university can't create University Pages.

The request will be reviewed and LinkedIn will contact you by email when the page has been transitioned from a Company Page to a University Page.



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Note: We don't recommend creating separate pages for individual campuses within the same school. However, schools can request separate University Pages for their graduate schools, for example a business school or law school. By having fewer University Pages, the student and alumni data is aggregated to better understand alumni career paths. **Targeted status updates** can be used to communicate across multiple campuses and can easily be managed from one page.

Differences Between University Pages and Company Pages

A University Page is the destination on LinkedIn for your school to market itself and build a community. It's a place to showcase what makes your institution special - academically, socially, and culturally. You can have conversations with the audiences interested in your school, including alumni, current students, parents, prospective students, and even employers, faculty, or donors. Learn more about [University Pages](#).

A Company Page is the place for a company to brand itself as an employer. Administrators of Company Pages can share employment opportunities, updates relating to the business, and highlight products and services. Learn more about [Company Pages](#). Learn about the value of [adding the Alumni Tool to your University Page](#).

Adding Administrators to University Pages

University Page administrators are employees of the school who typically handle outbound communications from departments such as:

- Career Services
- Admissions
- Alumni Relations
- Social Media
- Public Relations
- Marketing

To be an administrator for your University Page, the following is required:

- You have a university email address (e.g. john@universityname.edu) added and confirmed on your LinkedIn account. Learn how to [add an email address](#).
- You're a current employee of the school and your position is listed in the **Experience** section on your profile.

Requesting administrator access

Administrative rights are automatically granted to the creator of a University Page. Only [University Page administrators](#) can [edit University Pages](#), [add or remove other admins](#), and [post company updates](#).

To request administrative rights from your University Page admin:

1. List your [current position](#) with the university on your profile.
2. Go to the [University Page](#).
3. Click the **More** icon and select **Request admin access** from the dropdown.
4. If you're a 1st-degree connection to any of the admins, you'll receive a notification indicating that your request was successfully sent. You'll get an email notification once you've been granted admin access. If you're not a 1st-degree connection to any of the admins, please contact your company administrator to find out who manages your LinkedIn University Page.

If you're an agency, social media partner, or a third party working for a University Page customer, we encourage you to reach out directly to the university administrator to determine the LinkedIn University Page admins. You may want to send them instructions for how to [add or remove admins](#).

Adding additional administrators

Existing administrators can add a 1st-degree connection to be an additional administrator.

To add an additional administrator:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Below **Manage**, select your University Page.
3. Click on **Admin Tools** at the top of the page and click **Manage Admins**.



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4. Start typing the person's name you want to add in the text box.
5. Click **Save changes**.

Alumni Page Overview

LinkedIn's [Alumni page](#) provides high-level insights about alumni of your school, as well as access to the more detailed professional profiles they've shared. It can help you:

1. **Explore possibilities:** See what alumni in your field have accomplished since graduation - and expand your sense of what's possible for you.
2. **Make connections:** Reconnect with old friends, and reach out to alumni in your field for their industry expertise and career opportunities.
3. **Find opportunities:** From mentoring to jobs, your fellow alumni are often are ready to help.

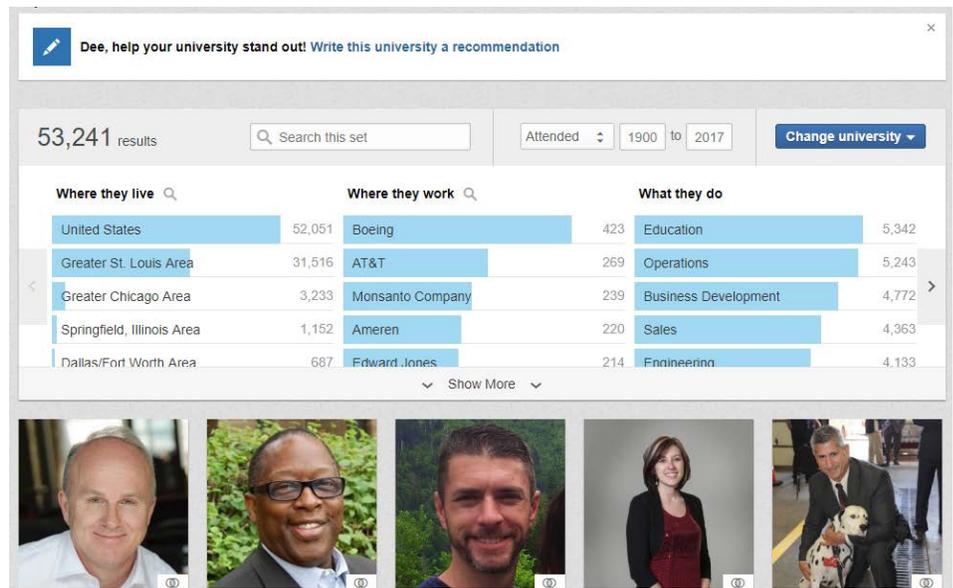
Learn more about [University Pages](#) and the value of [adding the Alumni Tool to your school's website](#).

Adding the Alumni Tool Plugin to Your School's Website

If your school has a University Page on LinkedIn, the Alumni Tool Plugin can be added to your school's website to showcase graduates' career paths. It also links to your school's University Page, where they can discover more insights and engage in discussions about your school. The plugin is based on the information on LinkedIn profiles and can help your school:

1. Stand out with unique data on where alumni work and live, what they studied, and more.
2. Help prospective students and their parents understand what's possible by coming to your school.
3. Create connections among alumni, students, and donors.

Visit the [LinkedIn Developer Site](#) for instructions on adding the Alumni Tool plugin. For additional support, visit the Support tab on the Developer site.



Posting a Targeted Update on Your University Page

As a University Page administrator, you can create updates to be seen by specific audiences on your University Page and in their LinkedIn feed.

Important: To post a targeted update, you're required to have a minimum of 300 Company Page followers.

To target an update on your University Page for a specific audience:

1. Type an update in the share box on your University Page
2. Click **All Followers** at the bottom of the update box.
3. Select **Targeted Audience** from the dropdown.
4. On the **Target audience settings** page, define the attributes for the audience you want to target:
 - Languages
 - Geography
 - Job function
 - University
 - Degree earned
 - Field of study
 - Industry
 - Company size



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- Seniority level
5. After choosing your settings, the targeting tool will automatically show you how many viewers are being targeted on the right side of the page. This **Estimated target audience** is the number of potential people who will see the update on both their LinkedIn homepage feed and on your University Page.
 - If your settings created a narrow audience, try removing some targeting criteria to broaden your scope.
 6. When you're ready to apply your settings, click **Save** and create view at the bottom of the page.
 7. Click the **Post** button to share your update.

You can edit your targeting settings at any time by clicking the **Menu** icon in the upper right of the posted update and selecting **Edit update**.

Learn how to [customize your page to reach a global audience](#) and [view update notifications for your University Page](#).

Customizing a Company Page for Global Audiences

If you'd like your [Company Page](#) to reach members around the world, here are some options we offer:

1. If you've enhanced your LinkedIn Company Page with [Career Pages](#), you can create targeted audience views of your page to provide a preview of life at your company through photos, testimonials, employee-written content, and more.
2. [Targeted company updates](#) allows the updates you post to your Company Page target people in specific geographic locations, languages, industries, and more. Learn more about [posting updates to your Company Page](#)
3. You can [add other admins](#) from regional offices and have those admins send company updates [targeted to their region](#).
4. You can [display your page's name and description in over 20 languages](#). Members will be able to see what your page shows for their language. If you haven't added language-specific information, they'll see the default name and description.
5. If you prefer not to provide regional teams access to the parent Company Page or if your regional teams need a fully distinct page presence, they can create an [affiliated Company Page](#) to represent their local market.

Higher Education Resources for Schools and Students

We offer videos, tutorials, and presentations to help guide students and school faculty on using LinkedIn:

- Visit [LinkedIn for Higher Ed Professionals](#) to find resources to help you and your key audiences make the most of LinkedIn. Learn more about:
 - University Pages overview
 - Using LinkedIn with your career center
 - Using other LinkedIn tools to help guide students

LinkedIn Higher Education

For You For Your Students

LinkedIn for Higher Ed Professionals

A summary of the many ways LinkedIn's unique data and tools can help you.

[View video](#)

All Quick Tip Sheets and Posters Presentations University Pages Materials Videos

Resources to help you and your key audiences make the most of LinkedIn

New LinkedIn
LinkedIn Outcome Rankings: Under the Hood

- <https://university.linkedin.com/higher-ed-professionals>



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Updating Images on Your University Page

Customizing the photos on your University Page allows you to showcase your campus, activities, and programs. For optimal results, be sure to follow our [image specifications](#).

To add or edit images on your University Page:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Below **Manage**, select your University Page.
3. Click the **Overview** tab.
4. To add an image for the first time, click **Upload image from computer** in the photo box to select a file you've saved. If you're editing an existing image, click the **Image** icon. You can also click **Update background photo** to change the image at the top of your University Page.

Learn more about [updating your University Page](#).

If you've enhanced your University Page with [Career Pages](#), you can also customize the following images:

- Overview tab image
- Hero image (also accepts embedded Youtube video URLs)
- Custom Module images (also accepts Youtube video URLs)
- Company Photos

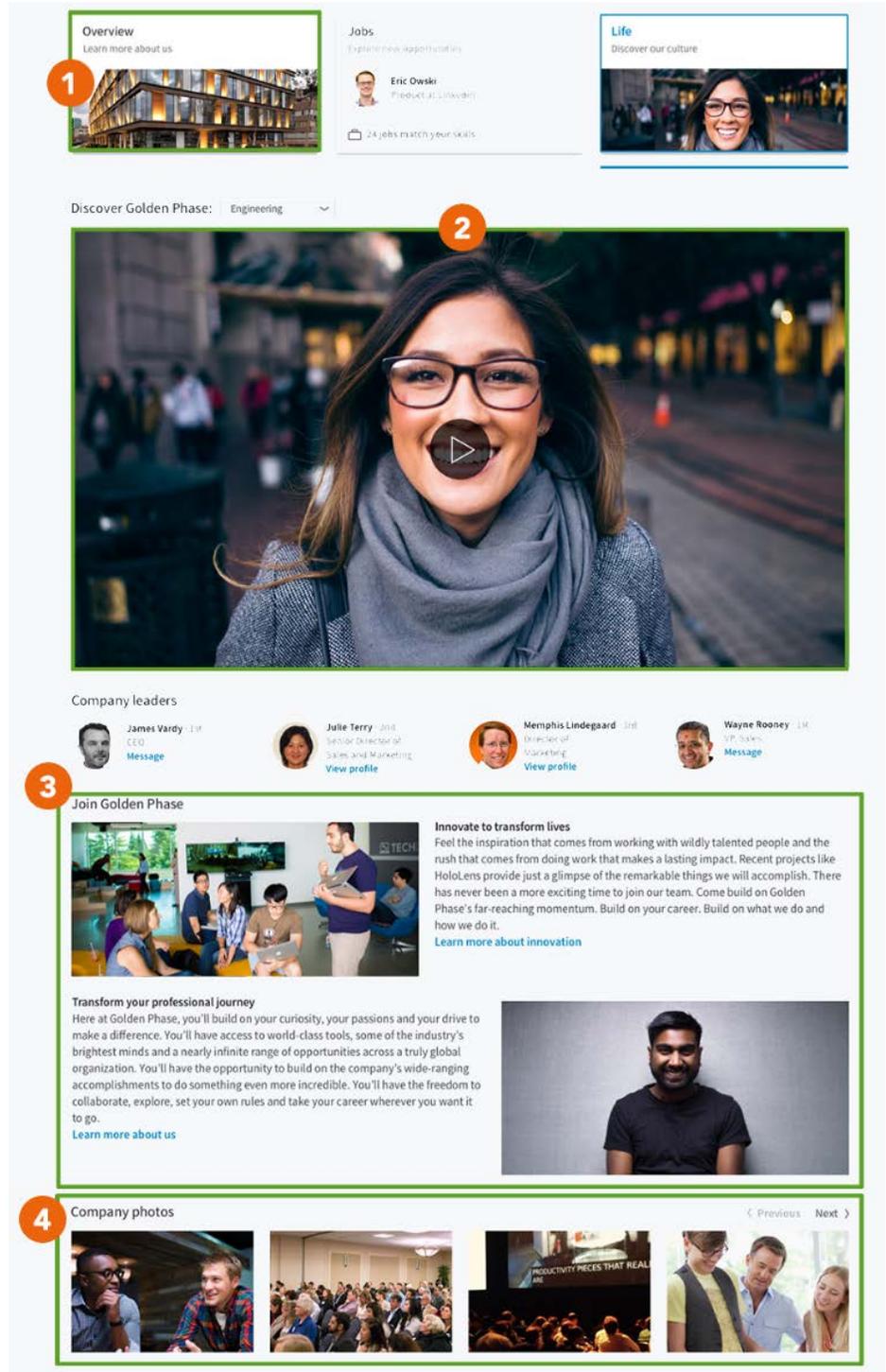
When adding images to [updates you post on your University Page](#), please keep the following guidelines in mind regarding image display size:

- Use a 1.91:1 ratio (1200x627 px).
- Image must be more than 200px width.
- If your image width is less than 200px, it will not display in the larger image format. Instead, images will appear as a thumbnail on the left side of the post.
- Images on mobile will not be cropped. Images of other ratios will show in full with subtle white padding.

If you have any questions, you can [reach out to us](#) at any time.

Managing Multiple University Pages

Some universities may consist of several campuses, graduate or specialty program schools, or related colleges. These may be displayed in the **See Also** section on the right side of the University Page. If a related school is not displayed here, please [let us know](#).





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Some administrators may need to manage the University Pages for other related schools in the following scenarios:

1. Your school has a related school located on its own campus (Law school, Business school, Medical school, etc.)
2. Your school consists of a network of colleges or campuses existing under a larger university
3. There are other affiliated schools or campus locations

See how you can [become an administrator](#) for other University Pages. If a University Page does not exist for your school, learn how you can request to [have a University Page created](#).

Still have a question about managing your University Page? [Contact LinkedIn](#).