



LINKEDIN

This information sheet is one in a series of nine sheets that were developed to assist seafood producers (fishermen and growers) with using specific tools and platforms to enhance marketing of their products. They are part of an educational publication entitled *Digital Marketing: A Guide for Seafood Producers*.

Each sheet provides an overview of a specific platform, information about using the platform and examples of how it could be used for seafood direct marketing. They are intended for educational purposes only. Prior to getting started with a specific tool/platform, current information - including the costs, requirements and included components - should be reviewed on the tool/platform website.

LinkedIn is a professional networking social media platform where businesses can connect, individuals can post their resumes, and employers can post jobs. Businesses can also post updates about the business and their products and services. Posts are primarily text-based, but you can also share links, photos and videos. You must have an account with LinkedIn to access the content on this platform.

Creating a LinkedIn account is straightforward, but it may require a few hours to set up as the profile requires a fair amount of content to be complete. However, maintaining a LinkedIn account requires less time than other platforms because you don't have to post as frequently.

You can access LinkedIn on your computer or with the mobile app on your smartphone or tablet.

Seafood producers don't have a large presence on LinkedIn, but some seafood retailers and distributors use it. LinkedIn can be a good platform for those seeking to develop and strengthen business connections. It also could help with establishing and

maintaining direct sales to corporations or other institutions that provide a cafeteria for their employees. When setting up a LinkedIn account for your business, encourage your employees to join and connect with the business account to help build your network.

Content Types and Platform Features:

Posts, photos, videos, links, comments, direct messaging and groups.

AUDIENCE

LinkedIn is primarily used by 18-54 year-olds with 25-34 year-olds accounting for about half of the users. You must have a LinkedIn profile to view content on LinkedIn and accounts are not as easily found as other social media sites.

LinkedIn is, however, highly interactive with many ways to make connections and collaborate. Users can comment, react and share your posts. You can also join groups of similar companies and interact within these groups.

COST

LinkedIn is free to join and use. For more advanced features you can pay for a Premium subscription. You can also pay to advertise on LinkedIn.

ONLINE SALES

LinkedIn does not offer a direct sales feature. It is geared towards building relationships and business connections.

CONTENT PLANNING

LinkedIn is structured around posts that are primarily text-based with photos, videos, links or documents attached. Connecting with similar groups or individuals helps grow your network on LinkedIn. Quality content is favored, so users post less frequently and what is posted is informative and well made.

REVIEWING PERFORMANCE ANALYTICS

Success on LinkedIn can be measured by how much business-to-business interaction you've gained, if you've recruited new employees through the platform and the number of people following your account and engaging with your content. Review these metrics quarterly and/or annually and assess your marketing strategy.

In summary...

LinkedIn is best for businesses/Individuals looking to connect with other businesses or advertise employment opportunities.

BENEFITS

- Opportunities to find and connect with businesses and other industry professionals
- Requires less frequent posting and content creation

CHALLENGES

- Not geared towards selling specific products
- Harder for consumers to find and access your content