



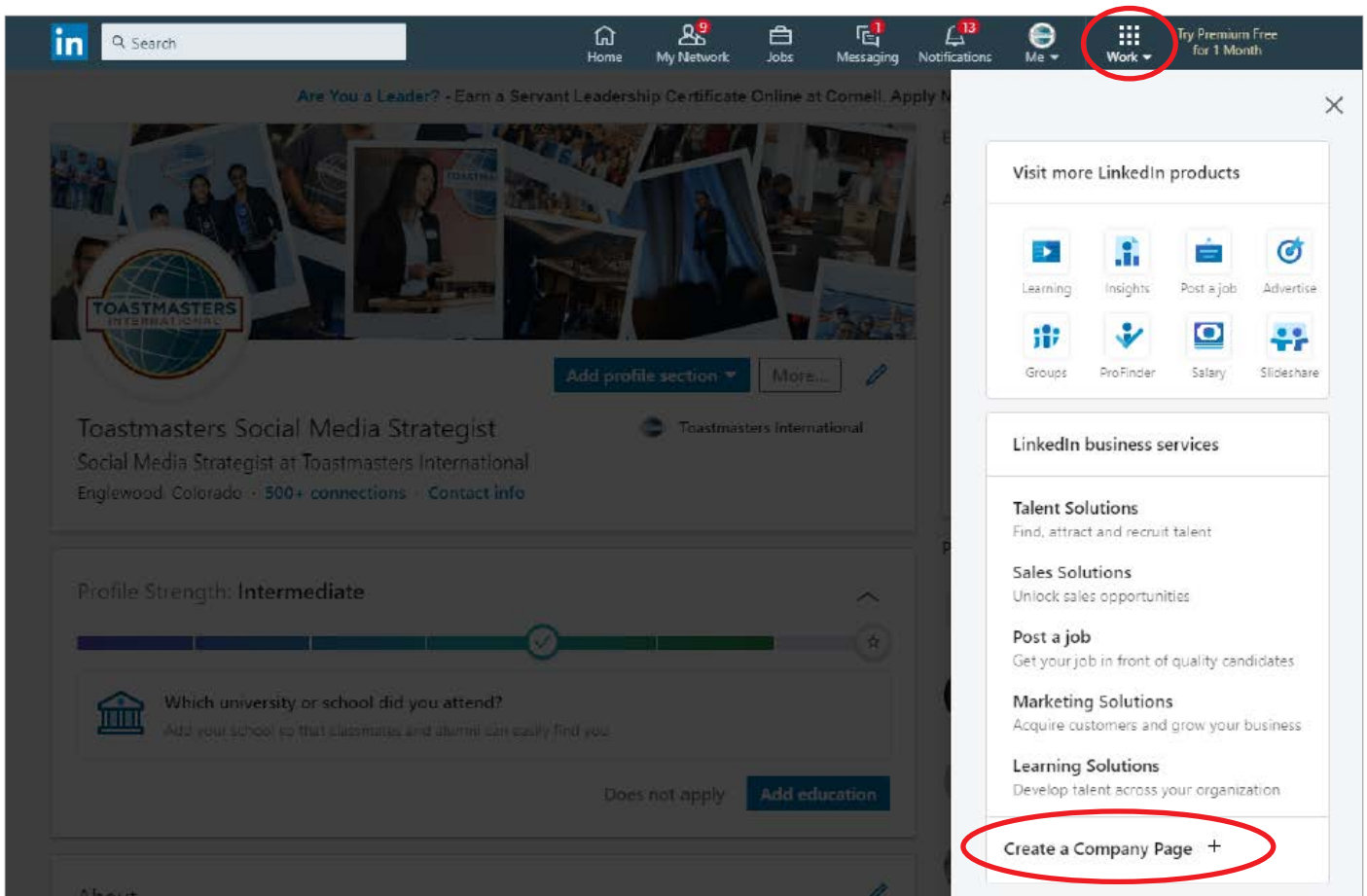
# Toastmasters International LinkedIn Step-by-Step Guide

## LinkedIn requirements to add a company page

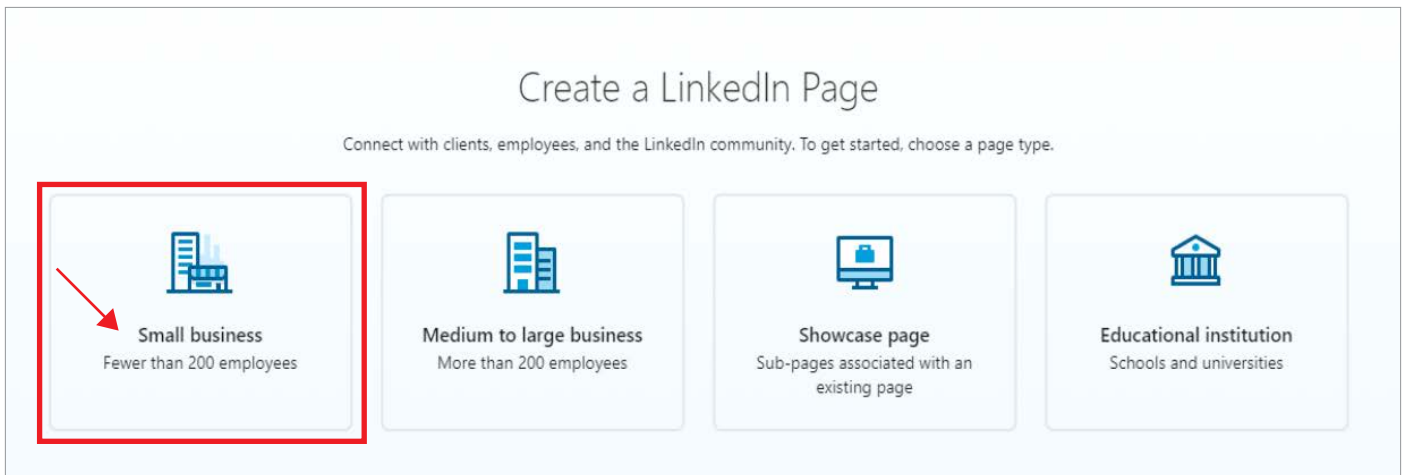
1. You must have a personal LinkedIn account; if you do not have a personal LinkedIn page and need assistance, please contact [socialmedia@toastmasters.org](mailto:socialmedia@toastmasters.org).
2. The personal profile must be at least seven days old.
3. The personal profile must have connections before the business page is created.

## Create and add a company page

1. From your profile page—click the “Work” tab in the upper right corner; then click “Create a Company Page +”.



2. Select the "Small business" option under "Create a LinkedIn Page".



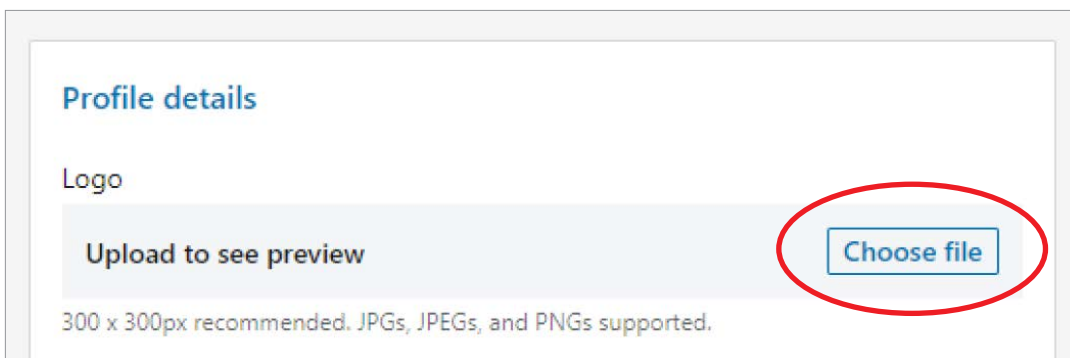
3. Follow the prompts and enter your District information; follow the format in the screen shot below:

The screenshot shows the LinkedIn page creation form. It is divided into two main sections: 'Page identity' and 'Company details'.  
**Page identity section:**  
- **Name \***: A text input field containing 'Toastmasters District XX'.  
- **LinkedIn public URL \* ⓘ**: A text input field containing 'linkedin.com/company/toastmasters-district-xx'.  
- **Website**: A text input field with the placeholder text 'Begin with http:// or https:// or www.' and a note below it: 'This is a link to your external website.'  
**Company details section:**  
- **Industry \***: A dropdown menu with 'Non-profit Organization Management' selected.  
- **Company size \***: A dropdown menu with '51-200 employees' selected.  
- **Company type \***: A dropdown menu with 'Nonprofit' selected.

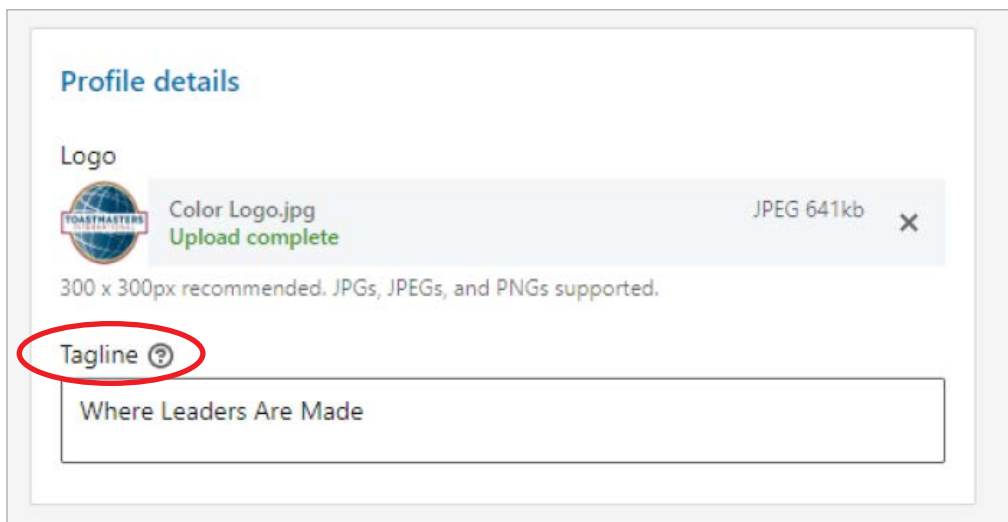
4. Visit the Toastmasters Resource Library at [www.toastmasters.org/resources/brand-portal/design-elements](http://www.toastmasters.org/resources/brand-portal/design-elements) and select the color logo for the logo image on LinkedIn. Download the image to your computer.



5. Add the profile details:  
a. Upload the logo.



- b. Add the Tagline—Where Leaders Are Made



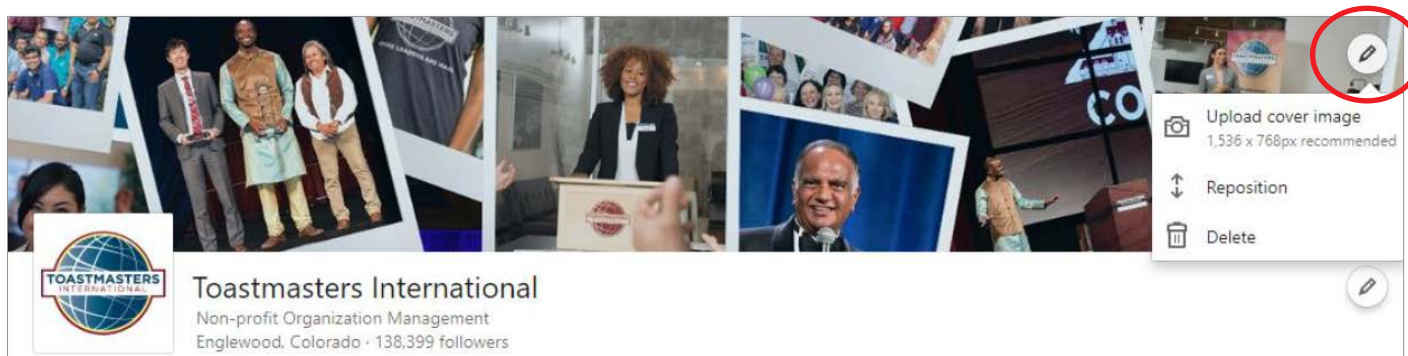
6. Verify the terms and click "Create page".

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.

**Create page**

### Update your company page

1. Once you are redirected to your new page, update the LinkedIn cover image by following these steps:
  - a. Visit the Toastmasters Resource Library at [www.toastmasters.org/resources/brand-portal/design-elements](http://www.toastmasters.org/resources/brand-portal/design-elements) and scroll down to the "Social" section.
  - b. Select one of three options for LinkedIn:
    - i. LinkedIn "Cover Photo Burgundy"
    - ii. LinkedIn "Cover Photo Blue"
    - iii. "Editable LinkedIn Cover Template" follow the steps in the document to create a custom cover photo.
  - c. Save your final image and upload to LinkedIn by clicking the edit pencil in the upper right corner of the LinkedIn cover image and select upload cover image.



2. Update the page details—click the pencil to the right of the page name, under the cover image.



3. Update the "About" section with the District's details.

## Edit

Provide details to display on your page

\* indicates required

Description \*

Toastmasters International is a world leader in communication and leadership development. Our membership is 358,000 strong. These members improve their speaking and leadership skills by attending one of the 16,800 clubs in 143 countries that make up our global network of meeting locations.

925/2000

[Manage description in another language](#)

Website

Phone

Industry \*

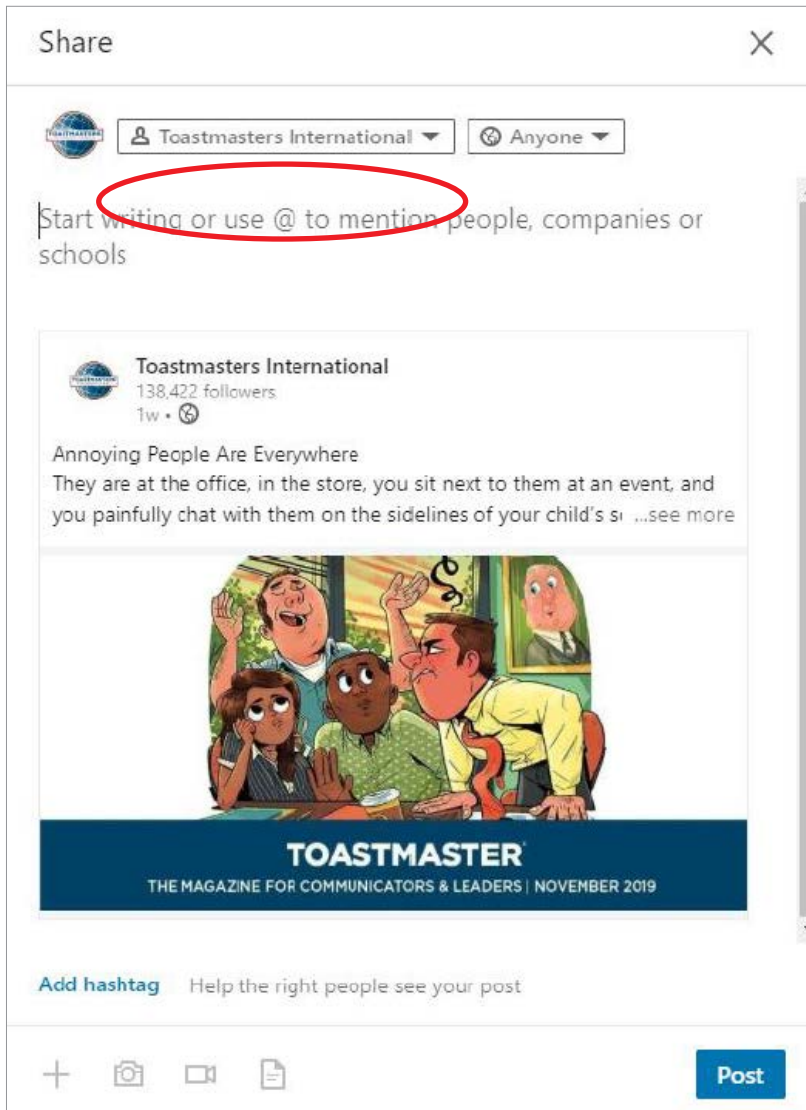
Company size \*

### Let's get social on LinkedIn

1. Engage your audience by posting content on your page.
2. Add images and graphics to your post—stay compliant with the Toastmasters brand policy.
3. Share videos from the World Headquarters Toastmasters International page.
4. Stay persistent—post at least three times a week.
5. Share content from the Toastmasters International LinkedIn page.
  - a. Visit [www.linkedin.com/company/toastmasters-international/](http://www.linkedin.com/company/toastmasters-international/) to view World Headquarters LinkedIn posts.
  - b. To share a post, click the "Share" button at the bottom of the post.



- c. When prompted to the share page, click the District's company page and not the District's profile. Select the page under the toggle at the top of the post as below:



- d. Write content for your post (optional).
- e. Click "Post" button to share.

We're so excited to get social on LinkedIn! Email [socialmedia@toastmasters.org](mailto:socialmedia@toastmasters.org) with any questions.