



CSO LinkedIn Corporate Pages



LinkedIn Statistics in Lebanon



In Lebanon, the total number of LinkedIn users is 364,359 with a penetration of population being 8.23%.





CSO LinkedIn Corporate Page



It's a centralized location where millions of LinkedIn members can go to stay in the loop on CSO news, products and services, business opportunities and job openings.



CSO LinkedIn Corporate Page



Step 1

- Fill in the CSO name and email address (The email address must be at your CSO's domain name and should NOT be a Gmail, Yahoo, or Hotmail address.)



CSO LinkedIn Corporate Page

U.S.-Middle East Partnership Initiative

[Home](#)[Profile](#)[Connections](#)[Jobs](#)[Interests](#)[Business Services](#)[Upgrade](#)[Companies Home](#) [Following \(41\)](#)[Add a Company](#) [FAQ](#)

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

☐ I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

[Continue](#) or [Cancel](#)

[Help Center](#) | [About](#) | [Press](#) | [Blog](#) | [Careers](#) | [Advertising](#) | [Talent Solutions](#) | [Small Business](#) | [Mobile](#) | [Developers](#) | [Language](#) | [Upgrade Your Account](#)

LinkedIn Corporation © 2014 | [User Agreement](#) | [Privacy Policy](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#) | [Send Feedback](#)



CSO LinkedIn Corporate Page



Step 2

- LinkedIn will send you a verification email to the CSO email address you used. Open the email and click on the verification link included within it.

Step 3

- Edit information about your CSO. Following settings are recommended:



Assign Admins



- Set CSO Page Admins to Designated users only. Have at least two admins, with the founder of the CSO one of these admins.

Company Pages Admins

Designated Admins

You must be connected to a member to include them as an admin.

Start typing a name



CSO Specialties



- List your CSO specialties. This is a great place to use keywords that are important to your entity that you know users will search for.



CSO Information



- In the right column, fill out CSO Type, CSO Size, CSO Website URL, Main CSO Industry, CSO Operating Status, Year Founded, and CSO Locations.

• Indicates required field

• **Company Type**
Public Company

• **Company Size**
myself only

• **Company Website URL**

• **Main Company Industry**
Accounting

• **Company Operating Status**
Operating

Year Founded

Company Locations
(Add up to 5 different locations)

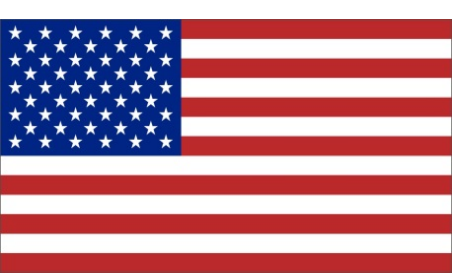
[+ Add another location](#)



Description



- Write a CSO description that is keyword-rich. The character limit for a LinkedIn CSO description is 1,500 characters.

**LinkedIn**

888,378 followers

✓ Following

Home

Careers



Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 300 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.
www.linkedin.com [see less](#)

Specialties

Online Professional Network, Jobs, People Search, Company Search, Address Book, Advertising, Professional Identity, Group Collaboration

How You're Connected

49 second-degree connections
7,001 Employees on LinkedIn

[See all ▶](#)**Careers****Interested in LinkedIn?**

Learn about our company and culture.

363 jobs posted

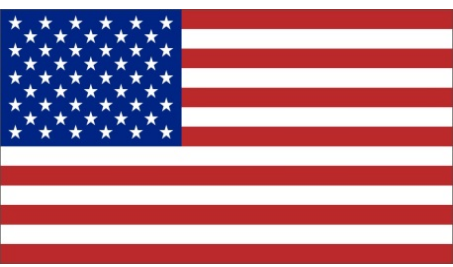
[Learn more ▶](#)



CSO Page Information



- Add a description, features, images, display banners, videos, marketing contacts, and special events for each service.
- Use audience segmentation to personalize content and make it more powerful (optional).



**American Red
Cross**

Home

Careers

Sleeves up.
Hearts open.
All in.



The American Red Cross is a historic organization that works every day to prevent and alleviate human suffering. In other words, we help people prevent, prepare for, and respond to emergencies. We provide domestic disaster relief, blood collection and distribution services, preparedness information, health and safety training, service to the armed forces, and international services.

Getting involved with the Red Cross leads to many possibilities. Here are some ways you can get involved with the Red Cross:

Become an Employee: You can make a difference every day. Find something that you enjoy at the Red Cross. Become an employee and join our team together to provide relief and help save lives.

American Red Cross The American Red Cross is putting the power to save lives in the palm of your hand. <http://lnkd.in/bwDiJjB>



RedCross BloodApp YouTube

youtube.com • Uploaded by AmRedCross on 2014-09-08.





Promote Your CSO Page



- Post your CSO page as a LinkedIn update and share with your contacts, post a link on your Facebook timeline, promote it on your Website, offer incentives, or run a LinkedIn Ad campaign.



Target The Right Audience With LinkedIn Showcase Pages



LinkedIn Showcase Pages



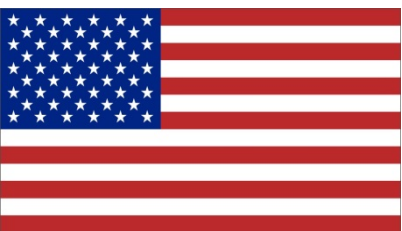
- LinkedIn allows your CSO introduce each service you have separately for each of its departments. In your case it could be about different causes you are working on (Women, Health, Environment, ...) and target different audiences.
- This lets you deliver specific information to this particular group while allowing them to interact and always be interested in the updates you are providing.



LinkedIn Showcase Pages



- Within the Corporate Account you are able to create up to 10 Showcase Pages.
- Let your showcases page designs differentiate from one another.
- The header images to deliver the message before proceeding to the details.



Adobe

Home C

FEEL
YOUR

Recent Updates

Adobe "Being able to take the skills... That's amazing. That's what I love do... he's one of the New Creatives."

Like (142) · Comment · Share

Share Brent, Sandra Mankam

Add a comment...

Adobe You have banner ads, webst... marketing is doing? Hear from top in... halfway through our 30 Days of Mar

COMPASSION
BOLD
BOLD

All the tools you love. Totally re... inspiration.

Website
<http://www.adobe.com/pro...>

Adobe Creative Cloud Kirby Mit... for bringing her imagination to life... photographs (and no, her sets are... magic) <http://adobe.ly/IVamk>.

Like (8) · Comment (2) · Share

Franklin Gaby, Joanna Emer

Owen Hogenes Beau

Adobe Marketing Cloud

2,455 followers Follow Tools

The Adobe Marketing Cloud empowers marketers to use customer insight to optimize interactions—creating more personalized, relevant customer experiences while also maximizing their marketing spend.

Website <http://www.adobe.com/sol...> Industry Marketing and Advertising

See more

Adobe Marketing Cloud Holiday optimization stress have you wishing for some marketing therapy? Advertising Week hosts the next Twitter chat tomorrow, Dec 5, at 1 p.m. ET. For more details: <http://adobe.ly/WfD5p8>

<http://socialassets.adobe.com/20131>
socialassets.adobe.com

Like · Comment · Share · 4 days ago

Adobe Marketing Cloud Discover how to turn tweets into roars and likes into loves. The latest in the Social Intelligence report: <http://adobe.ly/1d1Ya1G>

Adobe Social Intelligence Report youtube - The Social Media Intelligence report reviews all facets of social media—paid, owned and earned. Adobe Digital Index examined over 5.31 billion

Followers in your network

James Samson, Kristen Lemare +8

Add a comment...

Adobe Marketing Cloud Take a look at these 8 critical steps for a native advertising campaign.

Native Advertising Blueprint: Eight Critical Steps To Success...
cms.com - CMO.com offers digital marketing insight for chief marketing officers & senior marketing executives. We offer marketing news and insights in diverse topics such as, online media, branding, Emerging Media, online marketing to online media,...

Like (10) · Comment · Share · 20 days ago

Adobe Marketing Cloud Two tasks you need to do right now: 1) take your techie down to the art museum and 2) send your leading creative professional to programming school. eWeek highlights the need for each department to have knowledge about the other.

Digital Marketing Requires Fusion



Introducing Your CSO



- Start growing your follower base so your message is heard. Consider adding a Follow button on your website. Moreover, a LinkedIn ad campaign to get more followers is very effective.
- Begin a conversation on your page by sharing CSO status updates. Post interesting articles, CSO news, events, and more.



CSO Page Analytics



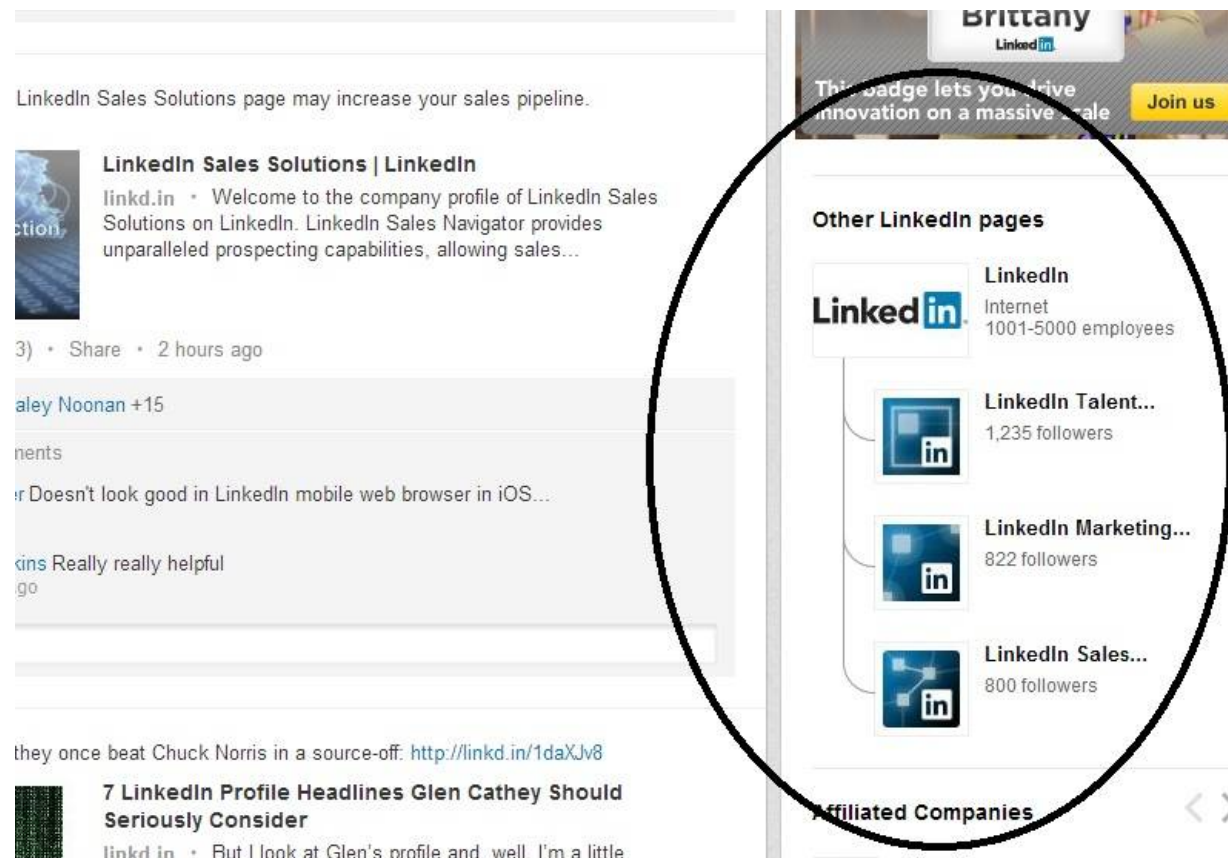
- The analytics tab provides you and administrators with ways to measure visitors, followers, engagement, and page effectiveness.
- It also provides you with trends and the demographics of your followers.
- Understand who's visiting and what content they find most engaging.
- Learn about your follower community.



How Can You Use LinkedIn Showcase Pages



- If the CSO works on different causes that each have a different audience, LinkedIn Showcase Pages can be very useful.





How Can You Use LinkedIn Showcase Pages



- Target the right audience.
Showcase Pages will lead your community to follow the pages that interest them the most, so let the CSO stick to sharing what will be suitable to each audience.

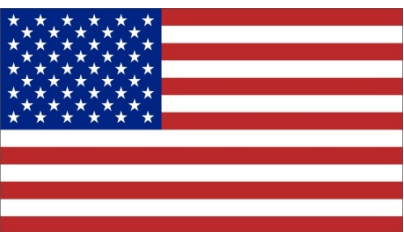




How Can You Use LinkedIn Showcase Pages



- LinkedIn Groups provide a place for professionals in the same industry or with similar interests to:
- Share content
- Find answers
- Post and view jobs
- Make business contacts
- Establish themselves as industry experts.



The NGO World

Discussions

Promotions

Jobs

Members

Search

Connecting
NGO's Professionals
for the Cause of Humanity



Let the world know what you think.

Why not become a member of this open group and start your own discussions?

Note: Content in an open group is visible to all LinkedIn visitors and is indexed for search.

Popular

Recent



Tomorrow's Skilled Workforce Requires Investing in Young Children
Today: The Importance of Early Childhood Development
brookings.edu



LinkedIn Character Count



The characters are counted including spaces between words and sentences!

1. Company Name: 100 maximum characters
2. Professional Headline: 120 character limit
3. Summary: 2,000 character limit
4. Specialties: 500 maximum characters
5. Website Anchor Text: 30 maximum characters
6. Website URL: 256 maximum characters



LinkedIn Character Count



7. Position Title: 100 characters

8. Position Description: 200 minimum and 2000 maximum characters

9. Interests: 1,000 characters

10. Phone number: 25 character limit (Viewable only to 1st degree connections if populated)



LinkedIn Character Count



11. LinkedIn Status Update: You can use up to 700 characters unless you want to update your Twitter status at the same time. Twitter updates are limited to 140 characters. If you go over the 140-character limit, only the first 140 characters will be visible on Twitter.



Professional Profile



Profile for Professionals



- Part of building the credibility of the CSO, is improving the online presence of the founders and top management on LinkedIn to show that the leaders of the CSO are credible, dedicated, and highly experienced
- Ensuring that profile contains all relevant career history and interests. LinkedIn makes this easy by displaying a percentage score to show how complete your profile is.
- A LinkedIn profile basically acts as an online CV, so make sure you're being honest and describing yourself and career clearly.



Profile for Professionals



- Claim your vanity URL, this will help you to optimize your own name in the search engines and also makes the URL easier to remember if promoted on business cards or email signatures.
- Click on Edit next to your initial URL.

Enhancing CSO National Dialogue and Collaboration via Social Media is a Project Funded Through the Office of MEPI

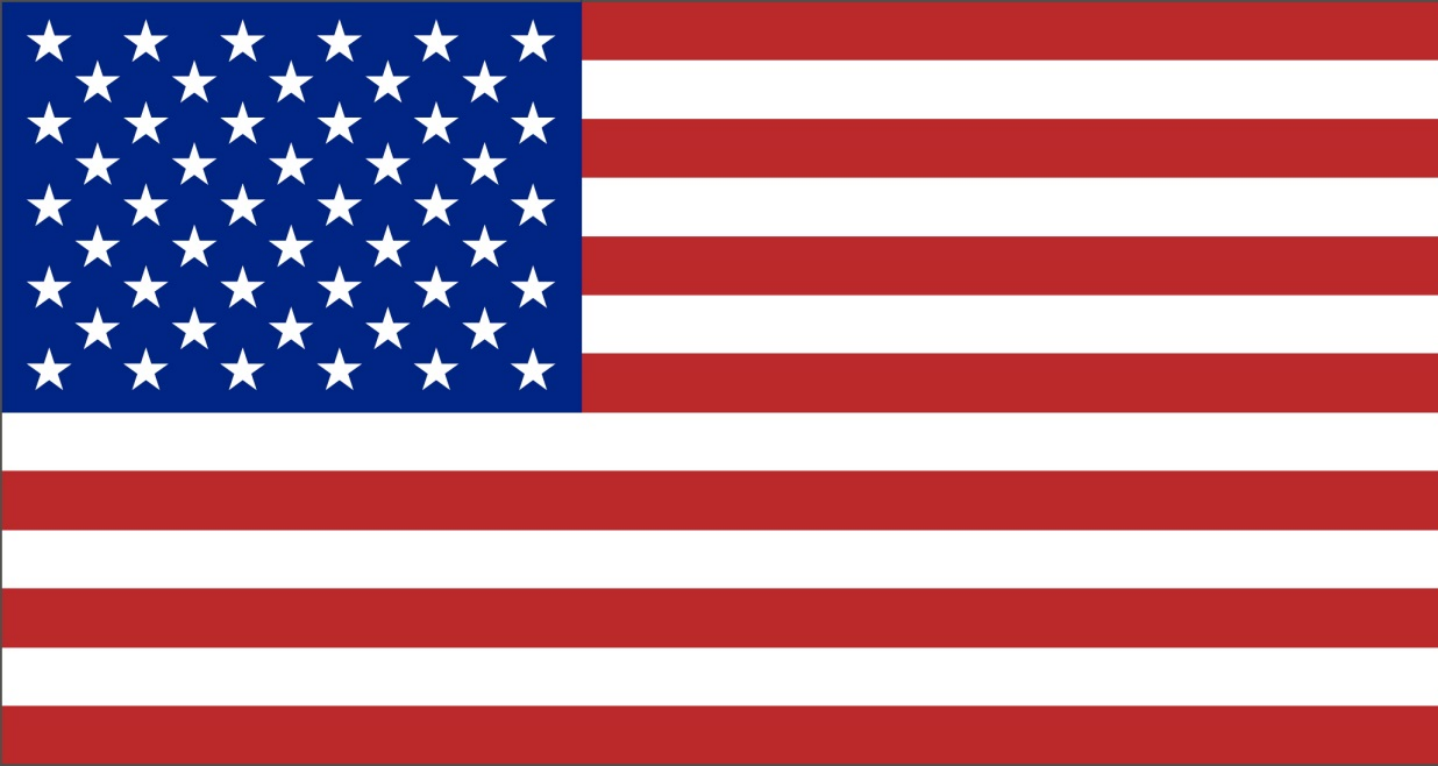




U.S.-Middle East Partnership Initiative



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region.



U.S.-Middle East Partnership Initiative



MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at:
www.arabianpeninsula.mepi.state.gov.

“The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State.”