



## LINKEDIN FOR COMMUNITY HEALTH CENTERS

LinkedIn is a business-oriented social networking site. Seventy-nine percent of LinkedIn's 300 million users are 35 or older. There are over nine million nonprofit professionals and 212,000 nonprofit organizations on LinkedIn. A LinkedIn user's profile page is essentially an online resume. Users can add employment, volunteer work, education, skills and more to their page. Users can also join LinkedIn groups to network with other industry professionals. Health centers can create a LinkedIn company page to share information about their organization. Health centers can also post employment opportunities and users can search for employment on LinkedIn.

### Getting Started

- **Claim or create your company page.** Your health center may already have a company page on LinkedIn if your employees are using the networking site. If so, claim the page and update it as needed. If there is no company page create one.
- **Add an image,** logo and short description of organization to the company page.
- **Establish administrators** for your health center to clearly designate who can post and update in an official capacity.
- **Make sure employees'** profiles are up-to-date. They are your best brand ambassadors.
- **Be strategic in making connections** with peers in the industry, present and past clients/customers.

### Engage More Followers

- **Connect** with employees, volunteers and board members. Ask them to add their work with your organization to their LinkedIn profile and to follow your health center page.
- **Reciprocate.** Share, comment and like other peoples/organizations' comments.
- **Post** at peak activity times (between 7-9 am and 5-6 pm).
- **Use images** along with great content.
- **Establish** your organization as a thought leader in your industry. Post to your health center page, share information in industry groups and also use the blog feature in LinkedIn to blog.
- **Include** a LinkedIn button on your website and email signature.
- **Show** what it's like to be an employee at your mission driven organization. What does your company culture look like?

### LinkedIn as a Fundraising Tool

- **Find** the right connections to build strategic partnerships.
- **Target** foundations and corporations to develop meaningful relationships.
- **Engage** and manage existing donor relationships.
- **Leverage** your board's relationships efficiently.

Join the NACHC Community Health Center Connect Group on LinkedIn to network with peers.  
Questions? Email us at [communications@nachc.org](mailto:communications@nachc.org).