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## Promote Your Business Using LinkedIn

Like many other social media platforms, LinkedIn can be used to promote your business, share content, and connect with others. This article will help you understand how to create your own business page, connect with other users, and use the tools on LinkedIn to make your page more successful.

### How to Create a Personal LinkedIn Profile:

1. Visit [LinkedIn](https://www.linkedin.com) and sign up for an account using your name, email address, and chosen password.
2. Choose a profile picture and add a banner image that sits behind your profile photo.
3. Write a summary where you showcase your skills and achievements. Add your work history, education, and core skills just like you would on a resume.

### How to Create a LinkedIn Business Page:

You must create a personal LinkedIn page before you are able to start a company page.

1. On your [LinkedIn home screen](https://www.linkedin.com), click the “work” icon in the upper right corner.
2. Scroll down to “create a company page” and select the category that best describes your company.
3. Fill out the information when prompted, then upload your company logo or profile picture.

### How to Connect:

Once your LinkedIn page is created, you can start connecting with other users. There are many ways to build your network, but the easiest way to connect with other users and businesses is to **type their name** into the LinkedIn search box and invite them from their profile. That person will have to accept your invitation before they become one of your connections. You can also follow another business’ page by clicking the follow button on their profile. Once you follow a business or connect with someone’s page, their posts will show up on your home category.

You can also share your relationship with [Nucor Building Systems](https://www.nucorbuildingsystems.com) by following and connecting with our page using the link provided.



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## How to Use Hashtags:

The pound (#) symbol followed by a word or phrase is a hashtag. Hashtags serve as indicators for users and algorithms that a piece of content relates to a specific topic or falls into a certain category.

Using hashtags can help your content be found in on-platform searches, which makes it easier for people to find your content and business page.

Pictured to the left, is an example of how to write hashtags on your LinkedIn posts. Some examples of hashtags we use at Nucor Building Systems include: #powerfulpartnerships #powerfulresults #metalconstruction #metalbuildings

## How to Like, Comment, Share & Tag:

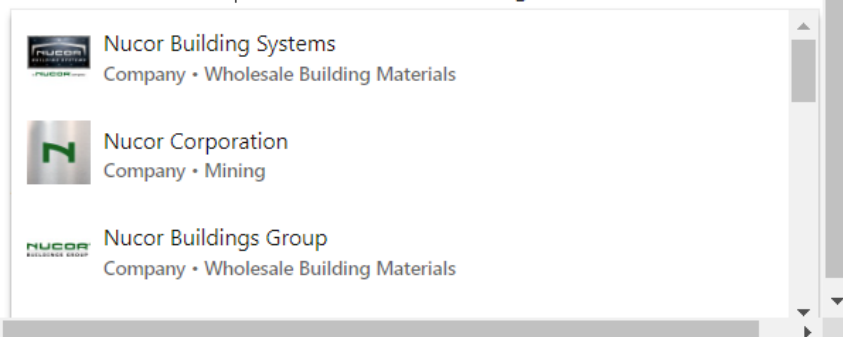
As you can see below, each LinkedIn post has a bar on the bottom that allows you to like, comment, share, or send. Simply click on each button to use the feature. When clicking the share button, you are prompted with “reposting or sharing your thoughts.” If you repost, you will instantly post it in others’ feeds. If you share your thoughts, you can create a new post with the existing one attached.



Tagging another person on your LinkedIn post is easy and beneficial. When you are tagged, users can click on your name in the post and be directly navigated to your LinkedIn business page.

On the right, you can see that using the “@” symbol before a name is how you can tag another person or business. After typing in the name, click on the one you would like to tag, and it will automatically bold and highlight the name in your post. If you are posting about a Nucor Building Systems project, we encourage you to tag us.

You can choose @N with confidence, knowing that our metal





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LinkedIn is a great networking tool, full of opportunities for your business. To take full advantage of LinkedIn's capabilities, you need to build a strong profile, connect, and interact with other users. Don't forget to connect with our page and tag us in your building projects.



## Nucor Building Systems

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