# Administering LinkedIn Career Pages: What We Do Tab

To access the **What We Do** tab, click the **Career Pages** drop-down and select **What We Do**. The **What We Do** tab allows admins to offer an engaging peek into your firm, its people, and its areas of expertise. Every square below represents a different *Target Audience Page*, so you can create a customized experience for each audience type, based on their LinkedIn profile. *Target Audience Pages* can be created for specific segments of your candidate audience (ex. people with a particular job function or level of experience) as well as segments of your client audience (ex. a specific geographic region or industry). You can determine what content is displayed for each view.
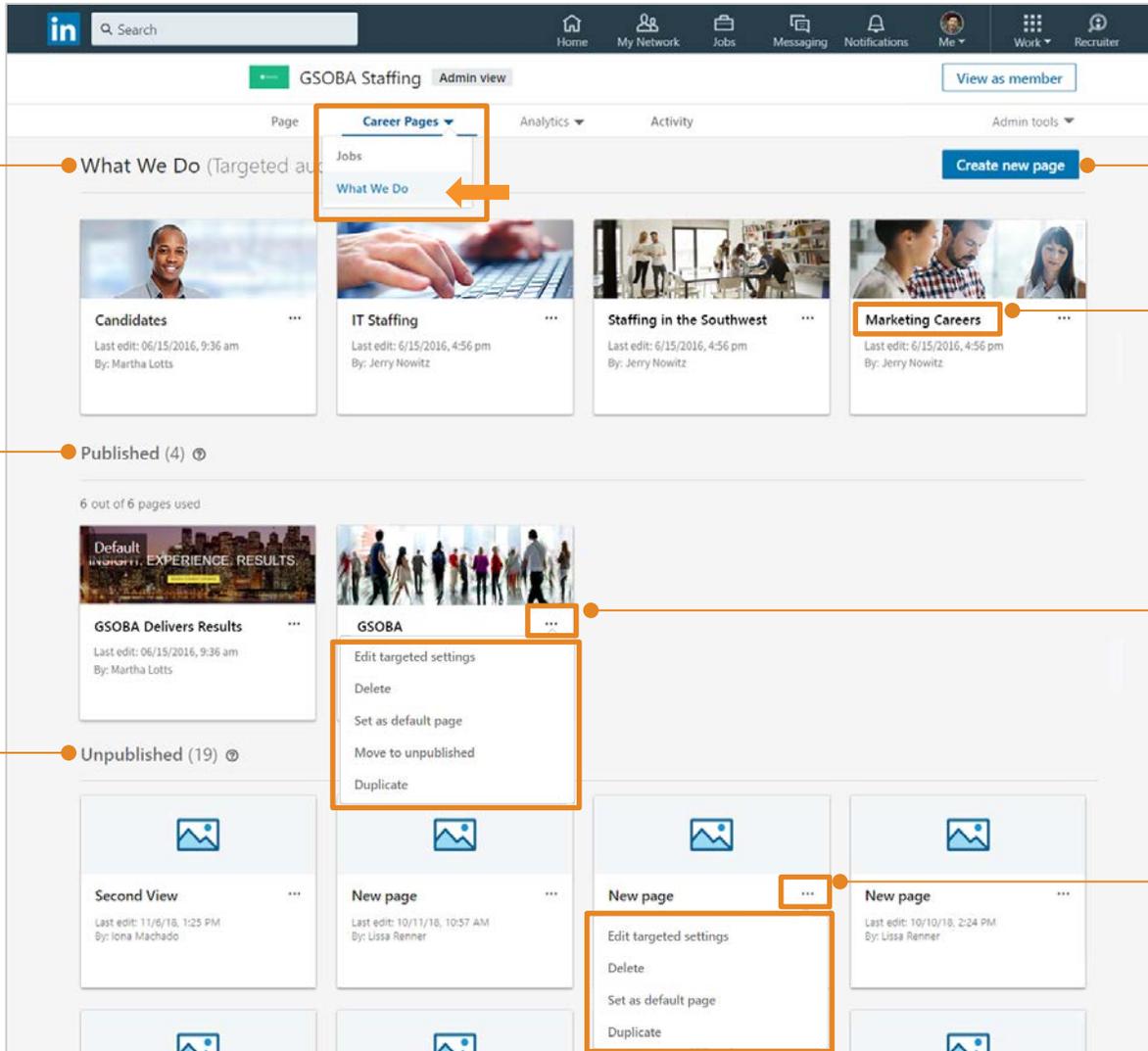
Use the **Create new page** button to create a new *Targeted Page*

Click any page title to edit its content

Click the ellipsis (**…**) of a published page to **Edit target settings**, **Delete**, **Set as defalut page**, **Move to upublished**, or **Duplicate**

Click the ellipsis (**…**) of an unpublished page to **Edit target settings**, **Delete**, **Set as defalut page**, or **Duplicate**

Views are organized by state: **Targeted**, **Published**, or **Unpublished**

Create New Page

When you click **Create new page**, the system displays a new, **Target audience settings** page. Start by selecting the criteria for your target audience.

First choose whether you want to create a page for a **targeted** or **general** audience

Next decide if you want your targeted page visible to all page visitors or only those who meet the selected criteria

Use the **Language**, **Geography**, **Job function**, **Industry**, **Company size**, and **Senority level** fields to define your target audience

Target audience settings

Required *
Create a non-targeted page? *
Non-targeted pages are recommended for general interest content.
○ Yes
● No

Allow non-targeted user to see page? *
By selecting yes, you allow all members to have access to this page.
● Yes
○ No

Language
✓ English   + Add language

Geography | Browse
✓ San Francisco Bay Area   + Add geography

Job function
✓ Sales   + Add job function

Industry | Browse
✓ Telecommunications   ✓ Internet   + Add industry

Company size
☐ Self employed   ☐ 51-200   ☑ 1,001-5,000
☐ 1-10   ☐ 201-500   ☑ 5,001-10,000
☐ 11-50   ☐ 501-1,000   ☐ 10,001+

Seniority level
✓ Manager   ✓ Senior   + Add seniority level

Hide advanced targeting settings ︿

Estimated target audience
4,500
Number of potential LinkedIn visitors who can see this.
Learn more about page targeting.

Confirm your targeting
Look up profiles of ideal candidates to make sure your target audience settings are targeting the right candidates.

Search by name…

Targeted (2)   Not targeted (1)

Max Lotz · 1st   ✕
Account Manager

Alex Handris · 2nd   ✕
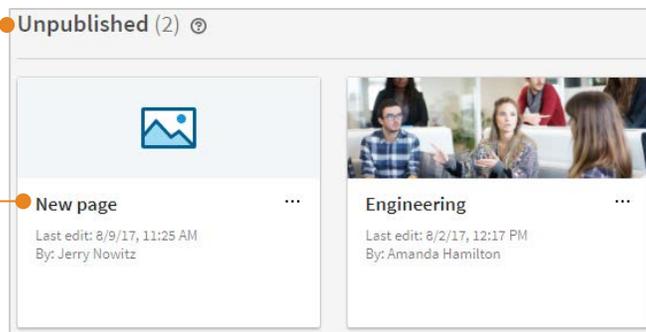Relationship Manager

Cancel   **Save and create page**

The total **Estimated target audience** automatically updates as you adjust your audience targeting criteria

If you have an ideal candidate or client in mind, you can add them here and the system will let you know if your are entering the right criteria to target a similar audience

Click **Save and create page** to save this audience targeting and create a new page

Your new page will be added to the **Unpublished** section

Click your **New page** to start adding content

Unpublished (2) ⊘

New page
Last edit: 8/9/17, 11:25 AM
By: Jerry Nowitz

Engineering
Last edit: 8/2/17, 12:17 PM
By: Amanda Hamilton

Add content to your new page. Use the **Visible** button to show or hide content for each section. **Preview** your page at any time to see the visitor's view. When you are done adding content, **Save** or **Publish** your page.

Enter a meaningful **View name** to appear on your page

Preview, **Save**, or **Publish** the page

Add an engaging and high-quality image or YouTube video to grab visitors' attention

Add **company leaders** or **featured recruiters** to showcase who visitors might work with

Use **Spotlights** to engage visitors with photos, YouTube videos, and SlideShare presentations

The **Visible** button will toggle visibility of a section on or off on the published page

Include a call to action for applicants or prospective clients with the **Contact form**

Use **Client Testimonials** to share endorsements from clients you've impressed

Use **Candidate Testimonials** to share how your team helped job seekers find their dream job

Add **Company Photos** to give visitors a view from the inside of your firm

Use **Employee Perspectives** to demonstrate your employees' thought leadership by linking articles they've published on LinkedIn Pulse

Contact us ⊙   Visible
Generate leads with member profiles and specialty. Leads will be sent to your email.

Contact form   Tip: add salutian by using %Firstname% or %Fullname%
100 ⊕
Add description e.g. What job function you are hiring for?   Select function ▾   Submit

Email to receive leads * ⊙

Client Testimonials ⊙ (Add a minimum of 2 and a maximum of 4 testimonials)   Visible
Prospective client wants to know what its like working with your company. Share authentic company insights from clients.

+ Add company   Click here to add a client quote...
                   - Client name, title (optional)

+ Add company   Click here to add a client quote...
                   - Client name, title (optional)

☐ By checking this box, I agree that the company information and testimonial above are authentic. Terms and conditions

Candidate testimonials ⊙ (Add a minimum of 2 and a maximum of 4 testimonials)   Visible
Prospective client/candidates wants to know how your company helps candidates. Share authentic company insights from candidates.

+ Add candidate   Click here to add a candidate quote...

+ Add candidate   Click here to add a candidate quote...

☐ By checking this box, I agree that the company information and testimonial above are authentic. Terms and conditions

Company Photos (Add a minimum of 4 and a maximum of 20 pictures)   Visible
Pick photos that will help tell your company's story. What do your offices look like? Ask different teams to capture what's going on in their departments.

Click here to upload image from computer
Min size: 900px (width) by 600px (height)
🔍 Search media library

Employee Perspectives ⊙ (Add a minimum of 2 and a maximum of 3 Pulse articles)   Visible
Share content that your employees publish on LinkedIn. Ask different departments to create content, so the entire company is represented.

Choose a LinkedIn article:
🔗 Paste a LinkedIn article URL
🖼 Browse articles