

# latest linkedIn platform updates

LinkedIn have just released some new features that will help company pages to better connect with their audience and harness their employees for advocacy.

## My Company Tab

The “My Company” Tab allows companies to harness the power of employee advocacy. Page admins can now curate organic content through a new “Recommend” tool and suggest trending articles for employees to re-share through a new “Content Suggestions” too. We love this!!!!

You can also measure the impact of your employee advocacy with a new Analytics feature.

## Product Tab

In December 2020, LinkedIn announced Product Pages. With Product Pages, you can build trust with buyers and generate high-quality leads.

LinkedIn says this new feature brings Lead Gen Forms right to your Product Page – for free. Lead Gen Forms let you drive more high-quality leads through pre-filled forms populated with a member’s LinkedIn profile data.

When a member clicks on one of your products, their LinkedIn profile information automatically populates an in-app form that they can submit instantly if they want to learn more about your product.”

## Stories for Company Pages

Last year we saw LinkedIn launch LinkedIn Stories. You could post from your personal profile but not your Company Page. Now that has changed! You can now create Stories for your Company Pages.

Stories for Pages offers your business a great way to share your content in a fun storytelling way.

When posting a Story, you can use the “swipe up” feature to direct your audiences to a destination URL, like a landing page, right from the Story frame.