

How to Follow Companies on LinkedIn

Social Selling for Financial Professionals

Following companies on LinkedIn gives you access to news and updates that may be relevant to your business or your clients. You can follow up to 1,000 companies and view their posts in your activity feed.

Start Following a Company



STAY
UPDATED

Stay updated on news and information from relevant companies.

1. Visit **LinkedIn.com** and sign in.
2. Click the menu icon to the left of the Search box at the top of the page, and select **Companies** from the drop-down list.
3. Type a company name in the **Search** field and click the **Search** button. To learn more about the company before you follow it, click the company name to see more details.
4. Click the **Follow** button to the right of the company name in the search results list. You will begin to see posts from this company in your activity feed.

*TIP: You can quickly follow companies when viewing an individual's profile by hovering over a company listed in his/her Experience section and clicking **Follow** in the box that appears.*

Stop Following a Company

1. Visit **LinkedIn.com** and sign in.
2. Place your cursor over **Interests** at the top of your home page and select **Companies**.
3. Click the **Following** tab near the top of the page.
4. Click the **Following** link beneath the company you'd like to stop following. Or, you can "unfollow" a company from the Companies section in your profile.

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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