



Leveraging LinkedIn: unlocking business support for your charity

Krista Osborne, Black Vanilla

Amanda Hibbs, Guernsey Mind



LinkedIn for Charities

4/5

**Business
Decision Makers**

4/5 users on LinkedIn
are making business
decisions

2.2M

Nonprofits
Already active on the
platform

40%

**Weekly
Engagement**
Users engaging with
business pages

Professional, curated, troll-free networking for purposeful engagement.

Building a Presence that Works

01

All-Star Profile Status

Quality profile picture, branded header, compelling 'About' section

02

Personal vs Company Page

Personal profiles tend to get more engagement, but you can use this to enhance your charity page.

03

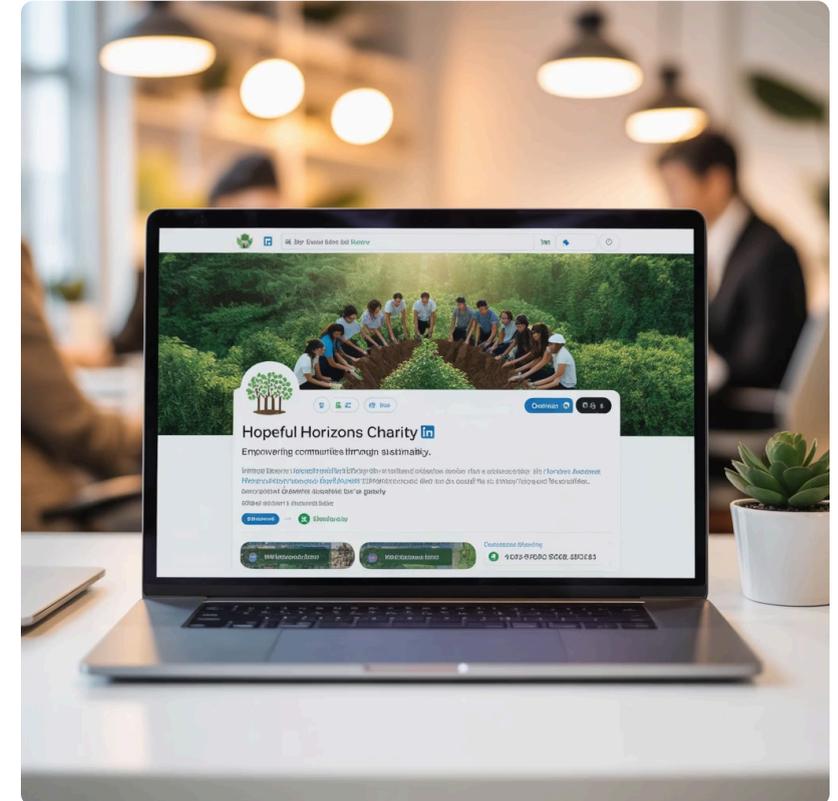
Quality Over Quantity

Carefully select posts for B2B audience - it's different to Instagram!

04

Build Trust

Polished presence attracts corporate partners





Strategy: How to Actually Use It and Should You?

Know Your Audience

Professional, values-driven

Share your knowledge and values

Plan Content

Key dates and awareness campaigns

Piggyback communications

Strategic Tagging

Boost visibility through connections and personal pages

Max 3-5 hashtags

"Sharing content isn't just about self-promotion - it's a conversation starter."



Get Social: It's a Two-Way Street



Engagement = Reach

Comments, likes, shares trigger algorithm

First hour is crucial



Professional Mindset

Less trolling, more meaningful discussion

People appreciate interaction



Tag Strategically

Sponsors, partners, advocates love visibility

Cyclical promotion

Content That Converts



Data is King

Include stats and impact figures



Behind the Scenes

Personalise your brand with easy wins!



Visual Priority

Images, carousels, video with captions



Problem/Solution Format

Tell stories with clear outcomes



Be a Storyteller

Long form content works well on LinkedIn, don't be afraid of the detail



Tweaking your message

Repurpose your message to target the workplace/professionals



✔ **Top Tip:** Repurpose blog content into LinkedIn posts and share third-party articles with commentary.

Always include a CTA: What do you want the reader to do?

Sponsorship & Stakeholder Relationships



Sponsor Collaborations

Showcase partnerships and attract new sponsors through visibility



Event Recaps

Share success stories and impact statistics from events



Thank-You Posts

Recognition with impact stats helps justify sponsor investment

"Businesses like to be seen supporting charities — and it boosts their own image"





Top Tips & Takeaways



Work Smarter Not Harder

Schedule & plan

Repurpose content and blogs



Have Confidence

You don't need to be perfect

Be authentic and consistent



Mix Content Types

Images, videos, quote graphics

PDF slides, shared articles



in LinkedIn activity 2025

1,494
followers

110
posts

50,486
impressions

4,849
members
reached

Average 2.75 per week

The total number of
times a piece of content
has been displayed in a
user's feed

The number of unique,
distinct members and
Pages who saw your post
or content.