

The Power of the New “Follow Company” Feature in LinkedIn

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With hardly any fanfare, the LinkedIn development team released an amazing new **Follow** function. Now this kind of thing isn't typically anything to write home about in the social networking world, however this implementation provides a game-changing advantage for the power user. Let's take a look at how you can put this new feature to work for you.



Setting up the **Follow** is simple, after you identify a company you wish to follow, you click on the **Follow company** button on the right side of the company profile. It is just as easy to remove it. Another quick way to follow a company is when you hover over a company name on someone's profile...you will see a hovercard where you can also click on the **Follow company** link.



3 Reasons to Follow a Company:

1 - Get the attention of a company you want to work for – pull the company to you.

This makes great sense as HR departments and hiring managers will look at followers as individuals with the initiative to learn more about the company and how it works. Anyone in a company can look at this pool of interested parties and link back to complete profiles to learn more about them and why they might be interested in them. If they find someone in a similar industry or with a desired skill-set they might then take the initiative to reach out to you.

2 - Researching the company before applying for a position or while preparing for an interview.

You'll be receiving notifications about new hires, promotions and recent departures. Why is this valuable?

- What are their job titles and backgrounds?
- What companies did they come from or go to?
- Can you identify any trends (e.g., an increase in hiring or departures) or specific areas of growth?
- Who are the popular profiles for the company (and why might they be someone you want network with)?
- Do you maybe see contacts that you might be LinkedIn to?

As you can see, this information can be of tremendous value as you prepare for contacting a company.



NOTE: Some companies like to keep a tight rein on corporate communications and this is an area where they currently do not have control over the information. You want to be careful in how you utilize the information and in what you communicate with any of the contacts or during an interview..

3 – Identify who else is interested in the company.

You can see the entire list of who is following a company. This opens up new avenues for networking or for identifying those who might be competing for the position that you are seeking. What are their backgrounds?

It is surprising that LinkedIn did not make a bigger splash with this enhancement. Companies are also quickly learning how to use this feature for their own competitive advantage...in the same way as the job seeker. What are my competitors doing, who is joining and leaving their firms? Who is following their companies and might they be a potential prospect?

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