



LinkedIn Organization Connection Onboarding

Client account setup checklist

Date: _____

Overview

This onboarding guide explains what is required to connect a LinkedIn Company Page to the Dott Media platform for publishing and analytics.

Estimated time: 30-50 minutes

Account prerequisites

- LinkedIn Company Page (Organization).
- Client has Super Admin or Content Admin access.
- LinkedIn Developer account approved for Marketing APIs.
- Organization branding and profile are complete.

Technical prerequisites

- LinkedIn app with "Sign In with LinkedIn" enabled.
- Marketing Developer Platform access approved.
- OAuth redirect URI configured in the LinkedIn app.
- Access token generated with required scopes.

Required permissions

| Permission | Why it is needed |
|-----------------------|--|
| r_liteprofile | Basic profile access for OAuth authentication. |
| w_organization_social | Publish posts to the organization feed. |
| r_organization_social | Read organization post analytics. |
| rw_organization_admin | Verify admin access to the organization. |

Connection steps

1. Create or open the LinkedIn app and request Marketing API access.
2. Confirm the client account is an admin of the Company Page.
3. Generate an OAuth access token with the permissions above.
4. Fetch the organization URN (example request):

```
GET https://api.linkedin.com/v2/organizationAcls?  
q=roleAssignee&role=ADMINISTRATOR
```

5. Copy the organization URN (example: `urn:li:organization:123456`).
6. Save the LinkedIn access token and organization URN in Dott Media.

Data we store per user

- LinkedIn access token.
- LinkedIn organization URN.

Verification checklist

- LinkedIn status shows Connected in the Integrations screen.
- Test post succeeds.
- Post analytics appear in reporting.