

# **HOW TO BECOME A SUPER ADMIN ON LINKEDIN**

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# 1 What Is A LinkedIn "Admin"

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LinkedIn offers Page admin and Paid media admin roles to allow for tiered levels of management for activities related to the page.

## **Page admin**

There are four types of Page admins: super admin, content, admin, curator, and analyst.

Super and content admins who manage job postings might require additional permissions through email verification.

Note: The curator role will be gradually discontinued beginning in November 2024.

## **Paid media admins**

There are three types of Paid Media admins: Sponsored Content poster, Lead Gen Forms manager, and Landing Pages manager.

Paid media admins can primarily take specific actions on behalf of the page through the Campaign Manager or LinkedIn Recruiter tools.

## 2 How to Become an Admin on a Company LinkedIn Page

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As an admin, you will have full permissions to manage the page.

A current page Admin will also have instructions to complete in order for you to be added as an admin.

1. Log into your personal LinkedIn account on a laptop or desktop.
2. Search for and connect with the individual that is already a "administrator" for the company page.
3. Consult the instructions for the current page administrator and then return once completed.
4. Navigate to the LinkedIn homepage. It should now include access to the company page on the left hand side underneath your profile block.
5. Finally, consult with an employee that is a current Super Admin in order to successfully update the permissions.

## 3 How to Add an Additional Administrator on LinkedIn

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A current administrator may add an additional administrator to a company LinkedIn page should a new employee need access to the page.

You need to be connected with the person you would like to add as an administrator in order to be successful.

1. Open the LinkedIn homepage on a web browser, navigate to the company page and click "Settings".
2. Click on "Manage Admins".
3. Select the blue "Add Admin" button.
4. Type in the name of the LinkedIn user (name of the new hire) that you are adding as an administrator.
5. Assign their role as "Super Admin" and then press save.
6. Alert the new hire that they have been added as an administrator and they may complete the rest of the required instructions.

## 4 Types of LinkedIn Access Roles

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LinkedIn offers different levels of account access based on user needs. The five possible roles are: super admin, content admin, curator, and analyst.

**Table 1: LinkedIn Permission Roles**

Name of Role	Role Responsibility
Super admin	<ul style="list-style-type: none"> <li>• Manage Page and paid media admins</li> <li>• Edit all available fields of the Page</li> <li>• Invite connections to follow</li> <li>• Create Showcase Pages</li> <li>• Deactivate the Page</li> <li>• Approve association between company and developer application</li> <li>• Restrict members from your Page</li> <li>• See organic posts by author</li> <li>• Create, manage, comment on, and react to posts and Sponsored Content as the Page</li> <li>• Boost or sponsor organic posts</li> <li>• Post Jobs</li> <li>• Create and manage Events</li> <li>• Go Live from the Page</li> <li>• Create and edit recommended content</li> <li>• Untag Page from photos posted by members</li> <li>• Send employee notifications</li> <li>• Post content through third-party sites</li> <li>• Manage messages to the Page</li> <li>• Create Product Pages</li> <li>• Edit Product Pages</li> <li>• View and export analytics</li> <li>• See social activity notifications</li> <li>• See admin suggestion notifications</li> </ul>

Name of Role	Role Responsibility
Content admin	<ul style="list-style-type: none"> <li>• Invite connections to follow</li> <li>• Restrict members from your Page</li> <li>• See organic posts by author</li> <li>• Create, manage, comment on, and react to posts and Sponsored Content as the Page</li> <li>• Boost or sponsor organic posts</li> <li>• Post Jobs</li> <li>• Create and manage Events</li> <li>• Go Live from the Page</li> <li>• Create and edit recommended content</li> <li>• Untag Page from photos posted by members</li> <li>• Send employee notifications</li> <li>• Post content through third-party sites</li> <li>• Manage messages to the Page</li> <li>• Create Product Pages</li> <li>• Edit Product Pages</li> <li>• View and export analytics</li> <li>• See social activity notifications</li> </ul>
Curator	<ul style="list-style-type: none"> <li>• Create and edit recommended content</li> <li>• View and export analytics</li> </ul>
Analyst	View and export analytics