



Note: The Kentico 11 functionality for managing LinkedIn company profiles no longer works after May 1, 2019 (due to changes in the LinkedIn API, see the [Developer Program Updates](#) announcement for details). If you wish to use this functionality, you need to upgrade to the latest version of Kentico.

Kentico collects statistical data from your LinkedIn company pages. You can view the metrics and trends of your LinkedIn company pages in the detail of each company profile in **LinkedIn -> Company profiles**. You can also view the statistics of individual company updates in **LinkedIn -> Company updates**.

Viewing LinkedIn company pages metrics and trends

1. Open the **LinkedIn** Kentico application.
2. **Edit** (✎) a company profile.
 - The **Statistics** tab appears.
3. Select a statistics type in the tree on the left.

A report graph appears. The graph displays a daily report for the statistics of the edited company profile. You can adjust the period displayed in the graph.

Viewing company update statistics

To view statistics for a particular company update, go to **LinkedIn -> Company updates**. The list of company updates shows selected statistics items next to each company update.



Kentico checks for new statistics data once a day.

- The statistics available on the Company updates tab provide you with data up to date at the time of collection.
- The statistics available on the Company profiles -> Statistics tab provide you with data up to date at the end of the preceding day. This is because the respective graphs display data for whole days only.

Required permissions for viewing LinkedIn statistics

To view LinkedIn statistics in Kentico, an administrator must give you the **Read** permission for the Social marketing module.

Available LinkedIn statistics

Company profile statistics	
Click count	The number of clicks on your content, company name, or logo. Interactions (shares, likes, and comments) are excluded.
Comment count	The number of times LinkedIn members commented on your company page.
Follower count - Organic	The number of followers you gained naturally, without advertising.
Follower count - Paid	The number of followers you gained through advertising, i.e. through <i>Sponsored Updates</i> and/or <i>Company Follow Ads</i> .
Follower count - Total	The total number of LinkedIn members following your company page.

Impression count	The number of times each update was shown to LinkedIn members.
Like count	The number of times LinkedIn members liked your company page.
Share count	The number of times LinkedIn members visited your company page, including duplicate visits to the page. For example, when a member refreshes your company page or navigates away from it, but returns later.
Unique count	The number of times LinkedIn members visited your company page, excluding duplicate visits to the page.
Company update statistics	
Clicks	The number of times the company update was clicked.
Impressions	The number of times the company update was shown to LinkedIn members.
Likes	The number of times the company update was liked.

For more information see [LinkedIn Help Center](#).