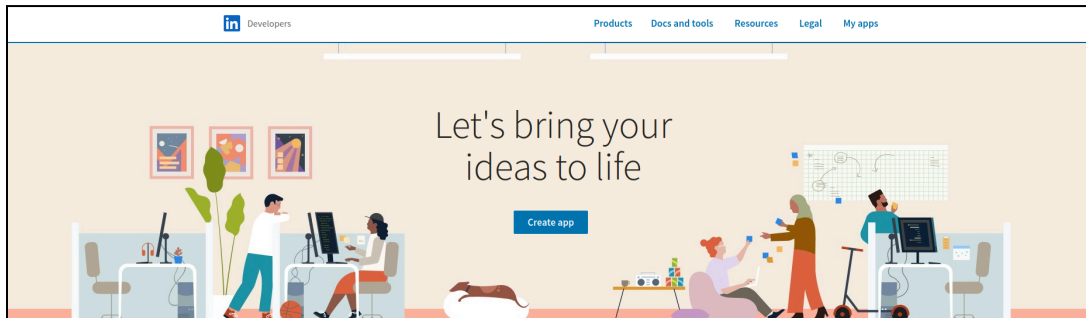


LinkedIn Configuration Setup: Step-by-Step

Step 1: Create Your LinkedIn Account

Step 2: Go to the Developers portal of LinkedIn <https://developer.linkedin.com/>

Step 3: Click on **Create App**



Step 4: Before filling in the details to create the app, ensure that you have a LinkedIn Organization Page. If not, click on "**Create a new LinkedIn Page.**"

Create an app

* indicates required

App name *

Enter your app name

LinkedIn Page *

This action can't be undone once the app is saved.

Enter your company's name or LinkedIn Company Page URL (eg, <https://www.linkedin.com/company/...>)

For Third Party/Enterprise Developers: The LinkedIn Company Page you select will be associated with your app. Verification can be done by a Page Admin. Please note this cannot be a member profile page.

For Individual Developers: API products available to individual developers have a default Company page associated with them and you must select that default Company page to proceed.

To learn more about the products and the default Company pages, click [here](#).

+ Create a new LinkedIn Page

Privacy policy URL

Begin with <http://> or <https://>

App logo *

This is the logo displayed to users when they authorize with your app

Upload a logo

Square image recommended. At least one dimension should be at least 100px.

Legal agreement

When you develop on our platform, you are agreeing to be bound by our [API Terms of Use](#).

☐ I have read and agree to these terms

Cancel

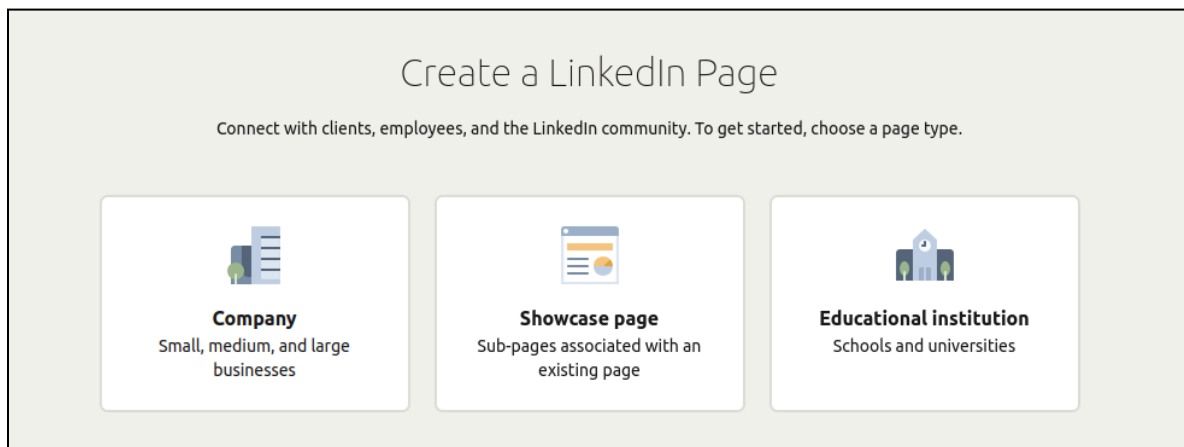
Create app

For Creating a New LinkedIn Page -

It presents three types of pages you can create:

- **Company** - For small, medium, or large businesses. Ideal for brands, organizations, and companies looking to build a presence on LinkedIn.
- **Showcase Page** - A sub-page linked to an existing company page. Useful for promoting specific products, business units, or initiatives.
- **Educational Institution** - Designed for schools, colleges, and universities to connect with students and alumni.

Choose Company from the options shown as we want it for organization purposes.



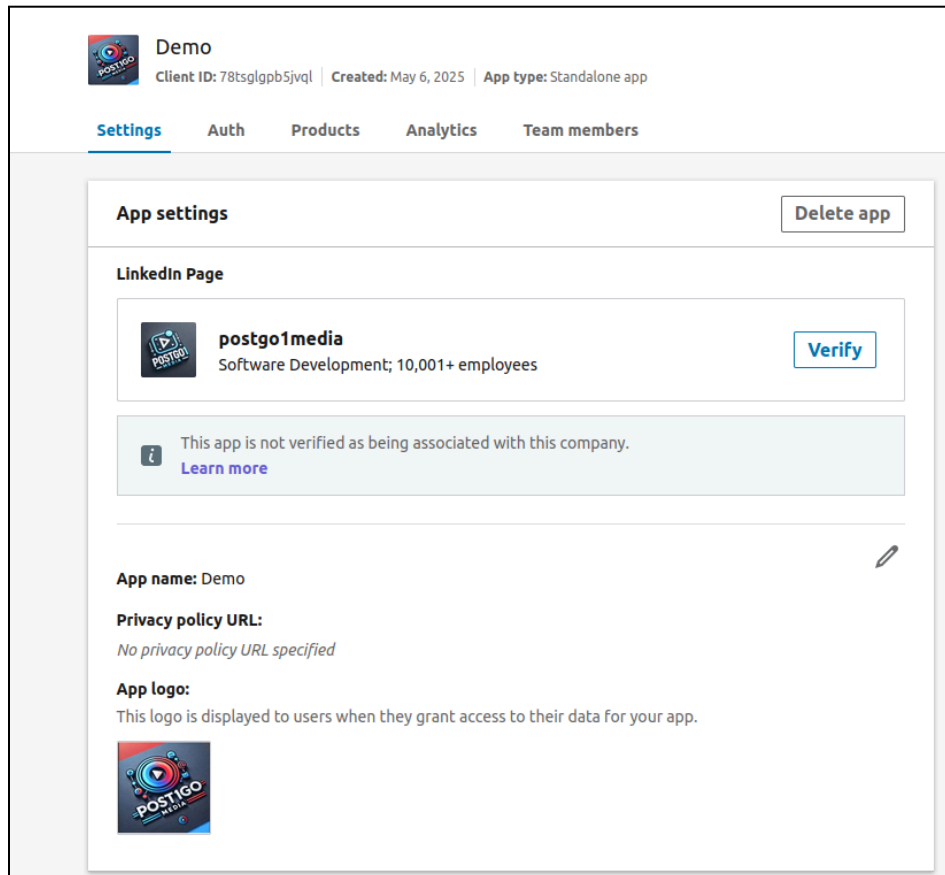
- Then fill out the following details, check the checkbox for verifying, and then click **Create Page**.

This screenshot shows the detailed form for creating a LinkedIn Company page. The header says 'Let's get started with a few details about your company.' A note indicates that asterisks (*) denote required fields. The form includes input fields for 'Name*', 'linkedin.com/company/*', 'Website', 'Industry*', 'Organization size*', and 'Organization type*'. There is a 'Logo' section with a 'Choose file' button and a note about recommended dimensions (300 x 300px) and supported formats (JPGs, JPEGs, and PNGs). A 'Tagline' field is also present with a character count (0/120). At the bottom, there is a checkbox for verification: 'I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.' Below this is a link to 'Read the LinkedIn Pages Terms'. A 'Page preview' section on the right shows a mockup of the page with the company name, tagline, industry, and a '+ Follow' button. A 'Create page' button is located at the bottom center.

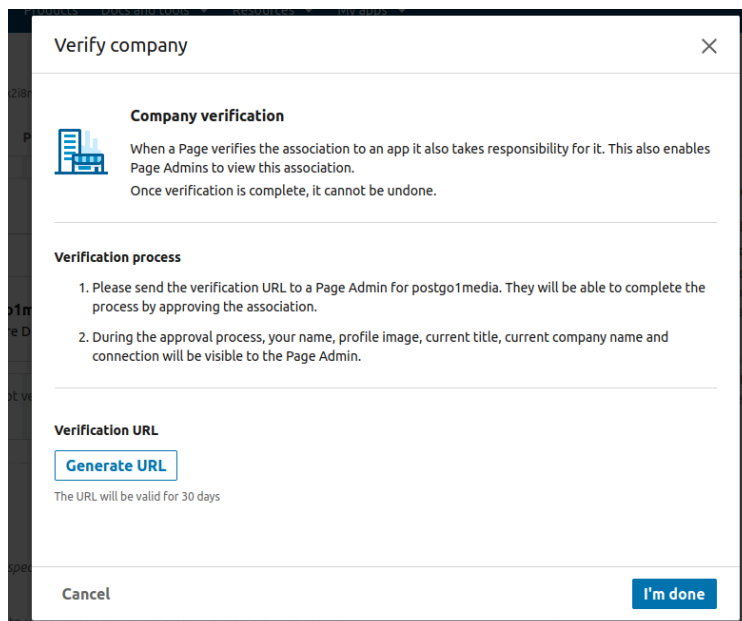
Step 5: Now, add the details to create the app as mentioned in Step 4, as follows:

- Enter the app name of your choice.
- Provide the URL of the LinkedIn Page you have created, or use the existing one.
- Upload the app logo of your choice.
- Check the box to agree to the legal agreement.
- Click **Create App**.

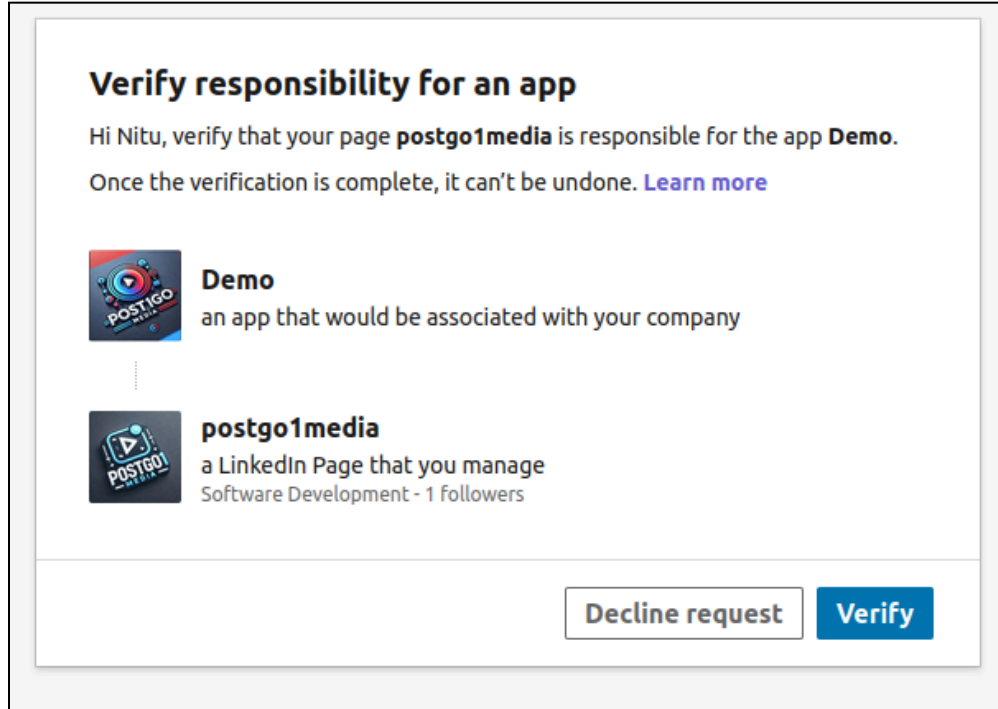
Step 6: Click on **Verify** on the Settings Tab to verify your app



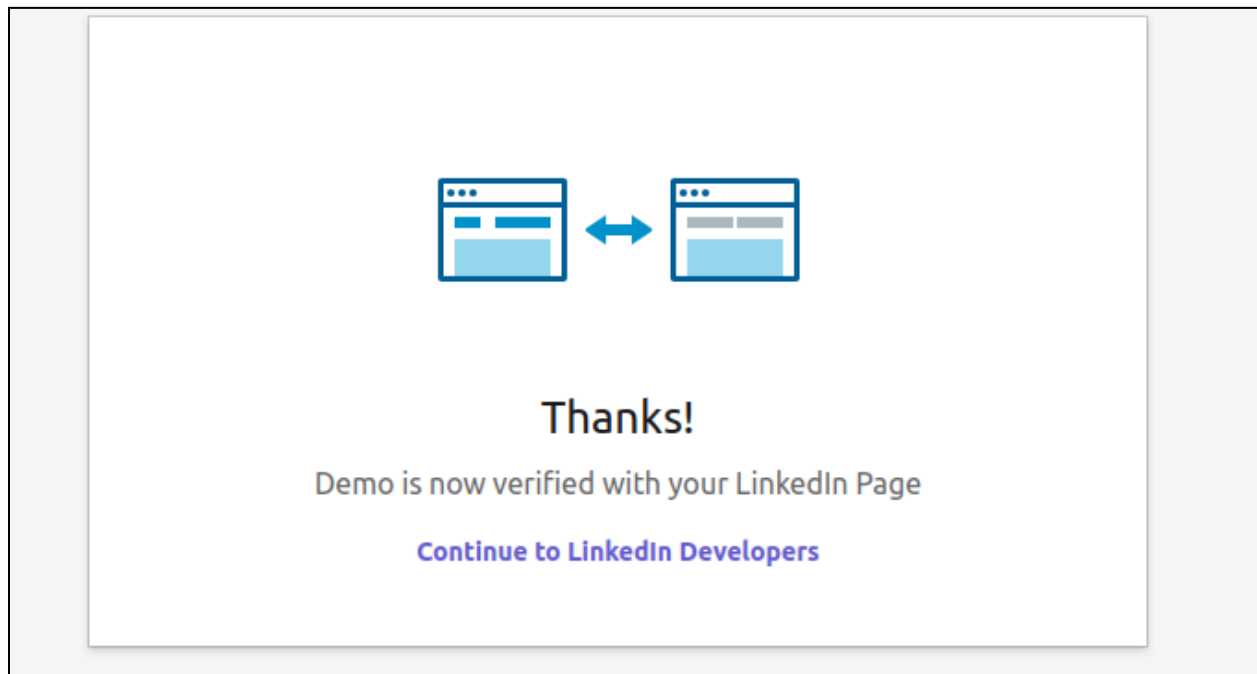
Click on Generate URL



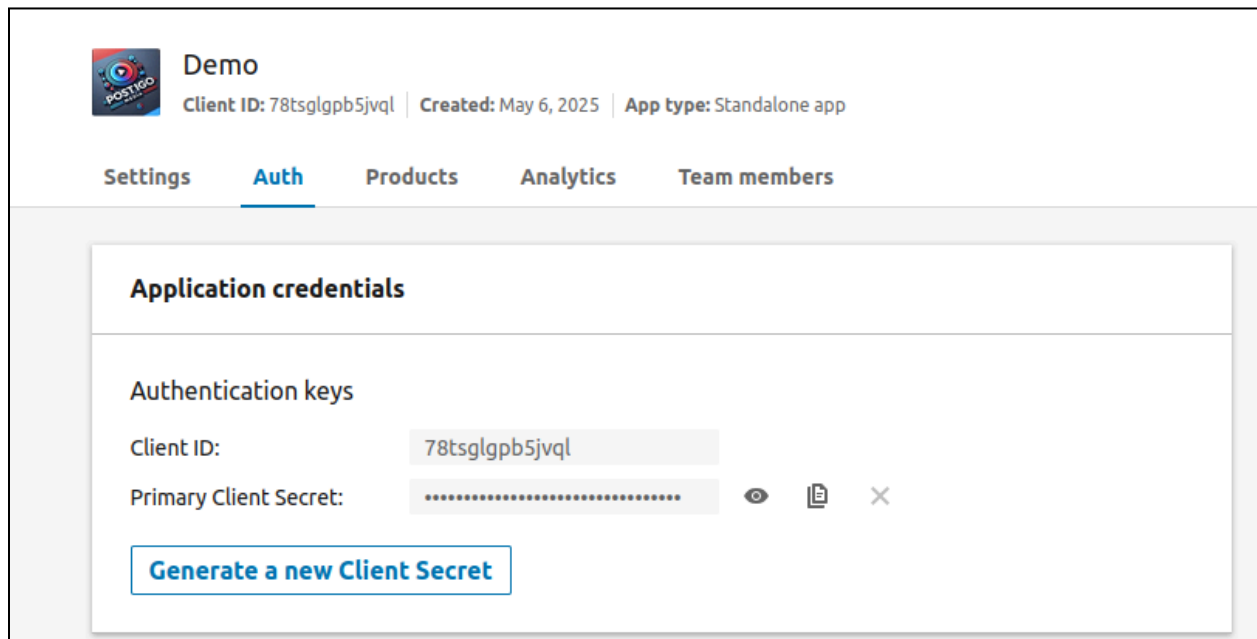
Copy the URL and paste in the browser and then Click on Verify



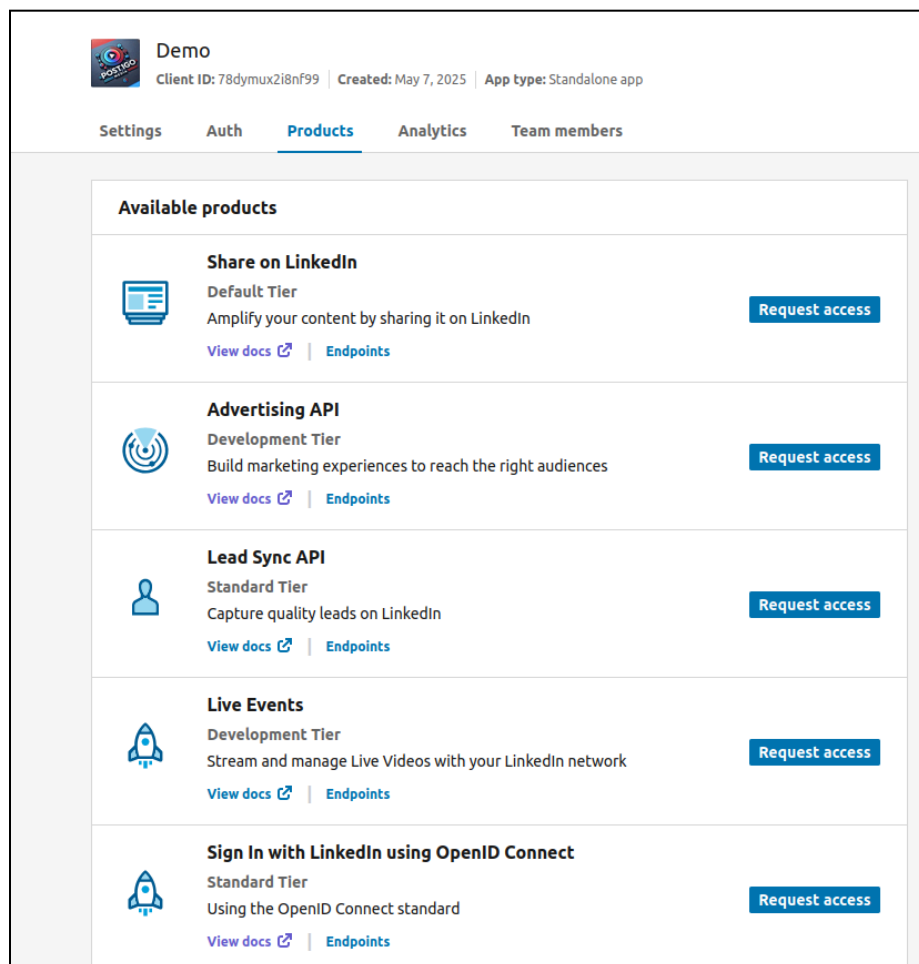
A Popup will come like this and then click on **Continue to LinkedIn Developers**



Step 7: Move to the **Auth** tab, where you will find the **Client ID** and **Client Secret** for your app. These details need to be saved in the **API Settings Page** of the Streamlit Social Echo application.



Step 8: Move to the **Products** tab to add Products for your app.



Here's a brief explanation of each product that we will require to add:

1. **Share on LinkedIn (Default Tier)**

Allows your app to **share content/posts on behalf of users** or organizations. Useful for auto-posting articles, job updates, etc.

✅ Available to request.

2. **Advertising API (Development Tier)**

Enables developers to manage advertising campaigns on LinkedIn. It provides functionality for creating, managing, and optimizing ads, as well as targeting specific audiences for better engagement and ROI.

🔒 Access must be requested and approved.

3. **Lead Sync API (Standard Tier)**

This is used to capture and synchronize lead data from LinkedIn into your CRM or other systems. It helps in automating the collection and management of leads, particularly through **LinkedIn's Lead Gen Forms**, improving lead nurturing and follow-up processes.

🔒 Access must be requested and approved.

4. **Sign In with LinkedIn using OpenID Connect (Standard Tier)**

Enables **LinkedIn login functionality** using the OpenID Connect standard. Ideal for apps that want to authenticate users via their LinkedIn accounts.

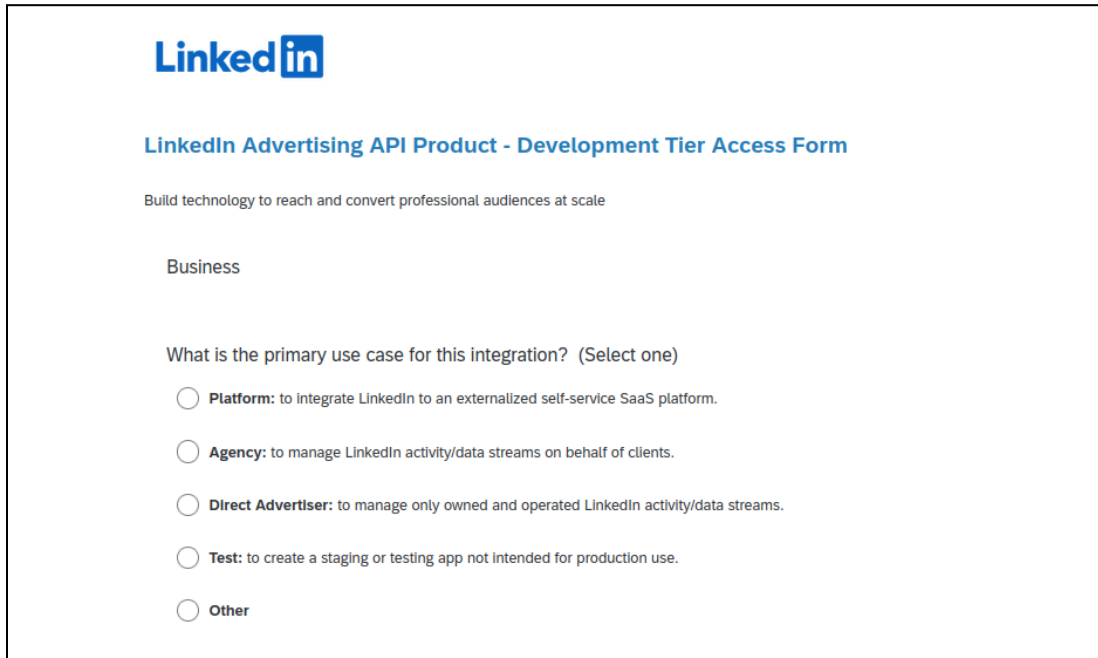
✅ Available to request.

Step 9:

- ❖ Click on **Request Access** for Share on LinkedIn, Sign In with LinkedIn using OpenID Connect, Advertising API and Lead Sync API Products.
- ❖ For both the Advertising API and Lead Sync API, LinkedIn requires you to fill out an access request form, which typically asks for:
 - Use case description (clear, detailed explanation of how you'll use the API)
 - App details (how it integrates with LinkedIn, who the users are)
 - Compliance and data handling info (security, data usage policies)

Here are some typical questions that may appear in both the forms, along with the recommended options to select for your reference.

Choose Platform from the options available because our app is a self-service platform where users authenticate and manage their own LinkedIn presence, making “**Platform**” the correct and scalable access type.



LinkedIn

LinkedIn Advertising API Product - Development Tier Access Form

Build technology to reach and convert professional audiences at scale

Business

What is the primary use case for this integration? (Select one)

- ☐ **Platform:** to integrate LinkedIn to an externalized self-service SaaS platform.
- ☐ **Agency:** to manage LinkedIn activity/data streams on behalf of clients.
- ☐ **Direct Advertiser:** to manage only owned and operated LinkedIn activity/data streams.
- ☐ **Test:** to create a staging or testing app not intended for production use.
- ☐ **Other**

Here you're asked to specify the **primary use case** for your API integration. Here's a brief explanation of each option:

1. **Platform**
You're building a **self-service SaaS product** that lets multiple external users (clients) connect and manage their own LinkedIn ads or data.
2. **Agency**
You manage LinkedIn ads or data **on behalf of multiple clients**, typically as a marketing or advertising agency.
3. **Direct Advertiser**
You are integrating LinkedIn's API **only for your own organization's internal use**—not for external users or clients.
4. **Test**
You're creating a **non-production app** used only for testing and development purposes.
5. **Other**
Your use case doesn't fit into the above categories; you'll need to explain it manually.

You can select all three options.

***What use case does your organization plan to enable with the Lead Sync API? (Select all that apply)**

☐ **Lead Sync:** Sync leads directly to a destination like marketing automation or CRM system.

☐ **Reporting:** Connect leads with sales data to understand if a lead translated to a purchase.

☐ **Notification:** Notify sales persons of new leads

☐ Other

Here's a brief explanation of each option for the **Lead Sync API use case**:

- 1. Lead Sync**
Automatically pulls lead data from LinkedIn Lead Gen Forms into your platform (e.g., CRM, database, or marketing tool) without manual export.
- 2. Reporting**
Allows you to track, display, or analyze metrics related to lead performance—like form submissions, conversion rates, and campaign results.
- 3. Notification**
Enables real-time or near real-time alerts (e.g., via webhook) when a new lead is generated, so you can take immediate action or trigger workflows.

Select **Bridge Service** and **CRM Sync Service** as our app will involve content posting, scheduling, campaign management, and analytics.

***What type of Lead Sync service are you building?**

☐ CRM

☐ Bridge

☐ Lead Validation/Enhancement

Here's a brief explanation of each type of Lead Sync Service you could build:

- 1. CRM Sync Service:** Syncs lead data across different CRM systems to ensure consistency.
- 2. Bridge Service:** Connects different systems to facilitate lead data exchange between them.
- 3. Lead Validation/Enhancement Service:** Validates and enhances lead data by checking accuracy and adding extra information.

Step 10: After submitting the form, the review process will begin. Once the submission is approved, the necessary permissions and scopes required for the app will be granted, ensuring full access to its features.

Step 11: Next, navigate to the **Auth** Tab, where you will now see all the granted scopes listed.

OAuth 2.0 scopes

- Scopes define what your app can do on a user's behalf.
- The OAuth consent screen will display descriptions to end users as they are seen below. Some variation may occur if your app has a custom OAuth experience.

openid

Use your name and photo

profile

Use your name and photo

r_ads_reporting

Retrieve reporting for your advertising accounts

r_organization_social

Retrieve your organization's posts, comments, reactions, and other engagement data

rw_organization_admin

Manage your organization's pages and retrieve reporting data

w_member_social

Create, modify, and delete posts, comments, and reactions on your behalf

r_ads

Retrieve your advertising accounts

w_organization_social

Create, modify, and delete posts, comments, and reactions on your organization's behalf

rw_ads

Manage your advertising accounts

r_basicprofile

Use your basic profile including your name, photo, headline, and public profile URL

r_organization_admin

Retrieve your organization's pages and their reporting data (including follower, visitor and content analytics)

email

Use the primary email address associated with your LinkedIn account

r_1st_connections_size

Retrieve the number of 1st-degree connections within your network