Getting and Providing Access to Create Direct Sponsored Content.

Direct Sponsored Content lets advertisers sponsor content directly to the LinkedIn feed without publishing it on your Company Page or Showcase Page. This enables advertisers to better personalize and test content, without having that content appear on your page, or in your followers' feeds. Because Direct Sponsored Content includes your page name and logo when it appears in the LinkedIn feed, advertisers need permission to create new content.

Company Page Admins

If you're a Company Page admin, by default you have permission to create Direct Sponsored Content for your own page. All you need to do is log in to your Campaign Manager account at linkedin.com/ads/home.

Here's how to grant permission for Direct Sponsored Content to a colleague or agency partner:

1. Go to your Company Page or Showcase Page.
2. Click the blue Edit button in the upper right.
3. Scroll down to the Direct Sponsored Content Posters section and add the LinkedIn member you wish to enable.
4. Click Publish in the upper right.

Advertisers

If you're an advertiser, you'll need to ask permission offline to create Direct Sponsored Content. By sending along the Company Page Admin instructions on the left, you may speed up that simple process.

If you're not sure who the admin is, and if you share the same confirmed email domain on LinkedIn as your company, you'll be able to see a list of potential admins you could reach out to in the right-hand rail of your page.

To identify your admin, follow these steps:

1. Navigate to the page you want to create Direct Sponsored Content for.
2. Scroll down to the section in the right-hand rail that says, "Want to help manage this page?" and click "See admins."
3. Identify the admin and follow up offline.

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