

Engage Asia with Paul Keijzer

Leadership strategies for managing talent in Asia's emerging markets

12 Ways to Improve Your Company Branding Strategy Using LinkedIn

From 4 Asian companies who are doing it right

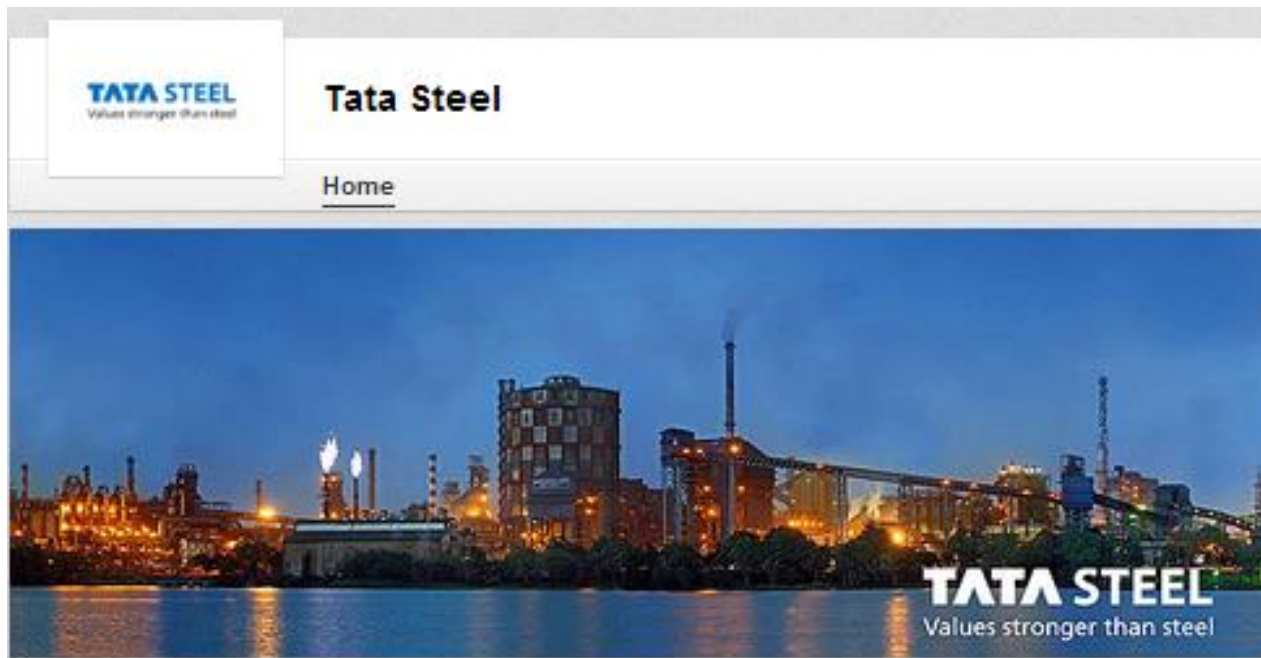
TATA STEEL



**NIKKEI
ASIAN REVIEW**

Tata Steel

1 Upload a **Catchy Cover Image** Tata Steel's cover image just makes it interesting



Tata Steel

2 Encourage Employees to **Join Social Platforms**

They have over 16,000 on LinkedIn alone.



How You're Connected



2 second-degree connections

16,313 Employees on LinkedIn

[See all](#)

Tata Steel

3 Update your Company Page Regularly

They update a few times a week and it's all worth reading!

Tata Steel Tata Steel remembers Russi Mody



Tata Steel remembers Russi Mody

tatasteelindia.com · ~ Mody, a man who embodied life, leaves behind a legacy of living life to the full ~ Padma Bhushan Rustomji Homusji Mody, popularly known as Russi Mody, is known for his long standing association with Tata Steel Limited, formerly known as TISCO....

Like (59) · Comment (11) · Share 10 days ago

Sanjib Barma, Varun Kumar +57

See previous comments



mohammad shahid The end of living Legend.
9 days ago



Amit Singh "Life begins at 60" a comment made by him. A forever young. "Uthun jab mehfil se toh log ro pade, rahun mehfil main tab tak, jabtak zarurat rahe."- He will be alive among us, till the company lasts.
9 days ago

Add a comment...

Tata Steel Tata Steel remembers P N Bose, eminent geologist, on his 159th Birth Anniversary



Tata Steel remembers P N Bose on his 159th Birth Anniversary

tatasteelindia.com · Tata Steel observed 159th Birth Anniversary of Pramatha Nath Bose (P N Bose) today near Armoury Ground. The occasion was marked with garlanding the statue of P N Bose by the Chief Guest, Mr Anand Sen, President, TQM & Steel Business, Tata Steel,...

Like (29) · Comment · Share 14 days ago

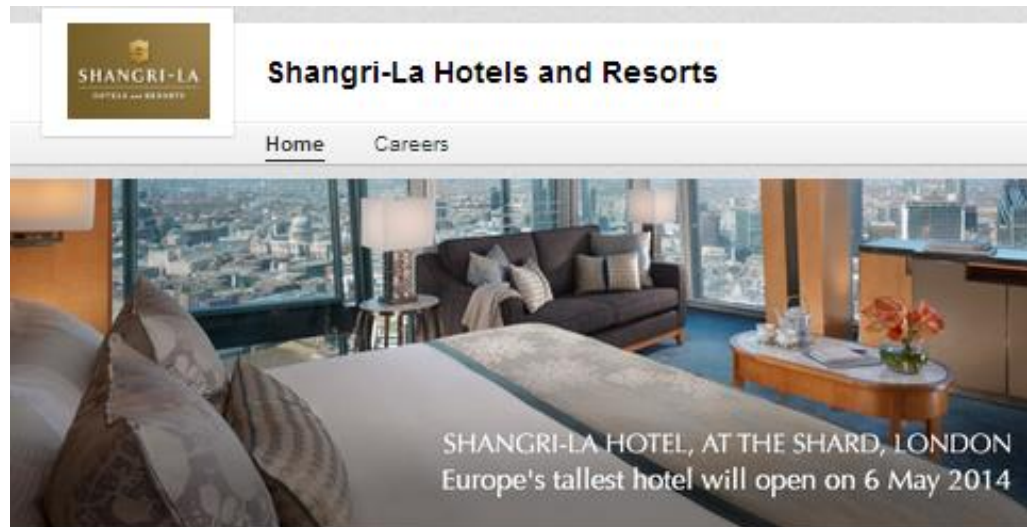
Praveen Gupta, sudhi thakur +27

Add a comment...

Shangri-La Hotels and Resorts

4 Announce **Important Events** Through the Cover Image

Shangri-La announced the opening of their London Hotel which also happened to be the tallest hotel in Europe.



Shangri-La Hotels and Resorts

5 Use Pictures to Tell Your Stories

They use an image in nearly all their updates.

Shangri-La Hotels and Resorts The peacock - one of the national animals of Myanmar - symbolises pride, elegance and beauty. Only fitting then that it adorns the walls of our luxury hotel in Yangon, a city rich in culture and history that has stood tall and proud. - at Sule... more



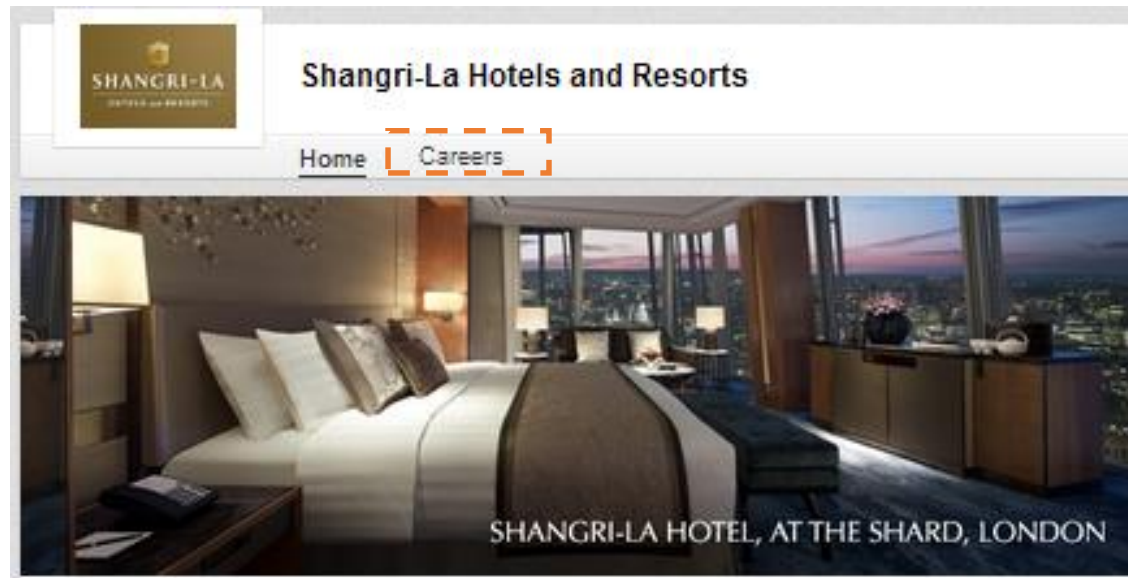
Shangri-La Hotels and Resorts What a great combination: the warm weather, the languid, long days of June and an outdoor pool that sits high among glistening towers of Vancouver's downtown core. Care to enjoy a dip, or lounge by poolside, taking in the sounds and sights around you... more



Shangri-La Hotels and Resorts

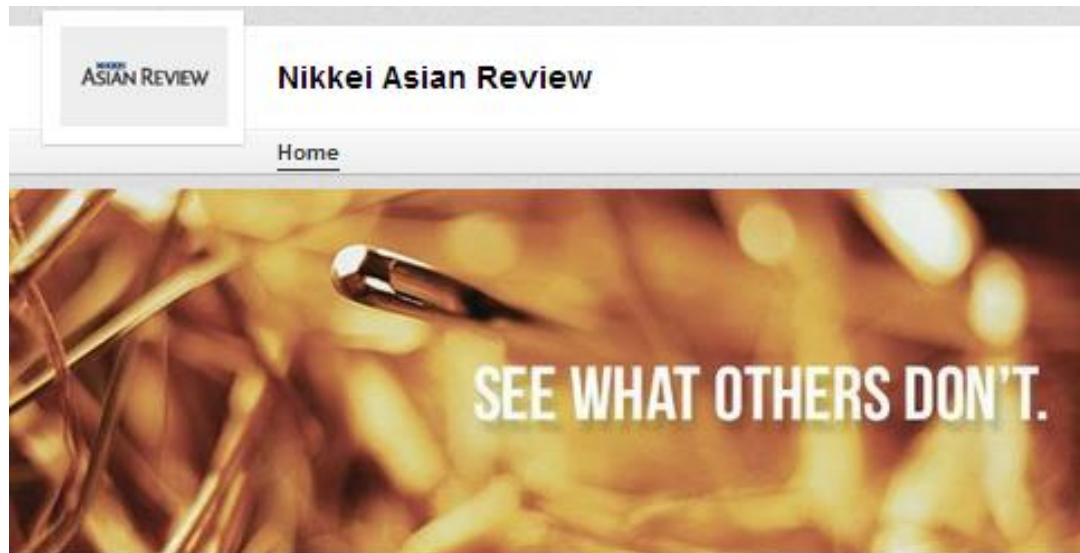
6 Don't Forget the **Career's Tab**

It requires a paid subscription to LinkedIn but is worth the investment to attract both passive and active job seekers.



7 Spike Curiosity by **Using a Teaser** in your Cover Image

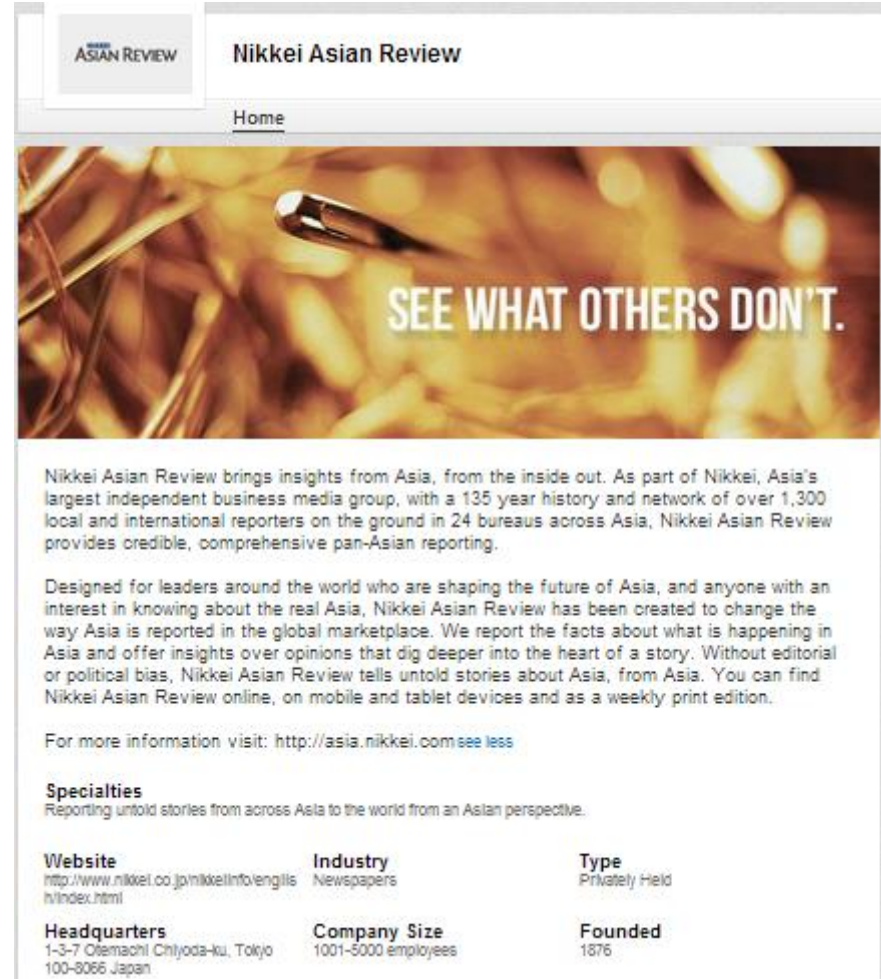
Nikkei Asian Review's says "See What Others Don't" which makes one wonder, what *do* they have to offer?



Nikkei Asian Review

8 Don't Skimp on your "About" Section

Nikkei Asian Review not only gives an intro to the company but also provide quick information about their specialties, website, industry, type, headquarter address, company size and when it was founded.



ASIAN REVIEW Nikkei Asian Review

Home

SEE WHAT OTHERS DON'T.

Nikkei Asian Review brings insights from Asia, from the inside out. As part of Nikkei, Asia's largest independent business media group, with a 135 year history and network of over 1,300 local and international reporters on the ground in 24 bureaus across Asia, Nikkei Asian Review provides credible, comprehensive pan-Asian reporting.

Designed for leaders around the world who are shaping the future of Asia, and anyone with an interest in knowing about the real Asia, Nikkei Asian Review has been created to change the way Asia is reported in the global marketplace. We report the facts about what is happening in Asia and offer insights over opinions that dig deeper into the heart of a story. Without editorial or political bias, Nikkei Asian Review tells untold stories about Asia, from Asia. You can find Nikkei Asian Review online, on mobile and tablet devices and as a weekly print edition.

For more information visit: <http://asia.nikkei.com> [see less](#)

Specialties Reporting untold stories from across Asia to the world from an Asian perspective.	Website http://www.nikkei.co.jp/nikkeiInfo/english/index.html	Industry Newspapers	Type Privately Held
Headquarters 1-3-7 Otemachi Chiyoda-ku, Tokyo 100-8066 Japan	Company Size 1001-5000 employees	Founded 1876	

Nikkei Asian Review

9 Include **Video Updates**

At least once a week. Use YouTube like Nikkei Asian Review does and you'll be able to cross promote social media platforms.

Recent Updates

[Nikkei Asian Review](#) Announcing the official launch of Nikkei Asian Review, a new English language publication reporting untold stories from across Asia to the world, from an Asian perspective. Available online at asia.nikkei.com, on your mobile or tablet, and in print. ... more



"See What Others Don't": Official Nikkei Asian Review Launch Promo

[youtu.be](#) · The official launch video for Nikkei Asian Review, Asia's only English language publication about Asia, by Asia. Nikkei Asian Review brings insights from Asia, from the inside out. As part of Nikkei, Asia's largest independent business media...

Like (25) · Comment · Share · 6 months ago

👍 John Swanton, Afua Ankrah +23

Berger Paints India Private Limited

10 Ask Questions

Encouraging people to participate is a good way to become top of mind when it comes to people hunting for jobs.

Recent Updates

Berger Paints Nothing says royalty like the elegant #colour purple. How regal do you feel with this colour?



Berger Paints India Private Limited

1 1 Support Local Causes

Berger Paints encouraged their followers to participate in the Easy Clean India campaign which showed people they're aware of their social responsibility as a contributor to society.

Recent Updates

Berger Paints The unity which made us achieve independence is also the key to cleaning and creating the country of our dreams; tell us how you plan to participate?
www.easycleanindia.com

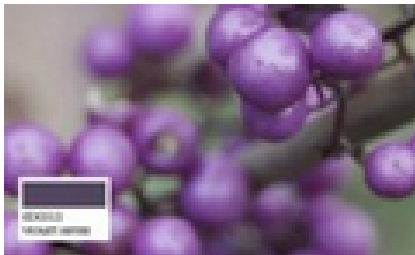


Berger Paints India Private Limited

12 Use Entertaining Posts

Berger ties in entertaining posts along with their business very well, such as providing links to the meanings of different colors.

Berger Paints Violet embodies the balance of red's stimulation and blue's calm. Create the perfect weekend by making sure your Saturday is as energizing as red and your Sunday as relaxing as blue! <http://ow.ly/i/5Fab2>



violet 1.jpg

[ow.ly](http://ow.ly/i/5Fab2)

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bit.ly/1aDvVwz



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