



Presented to:



## How do I contribute to the USGBC SF Social Media Movement via LinkedIN?

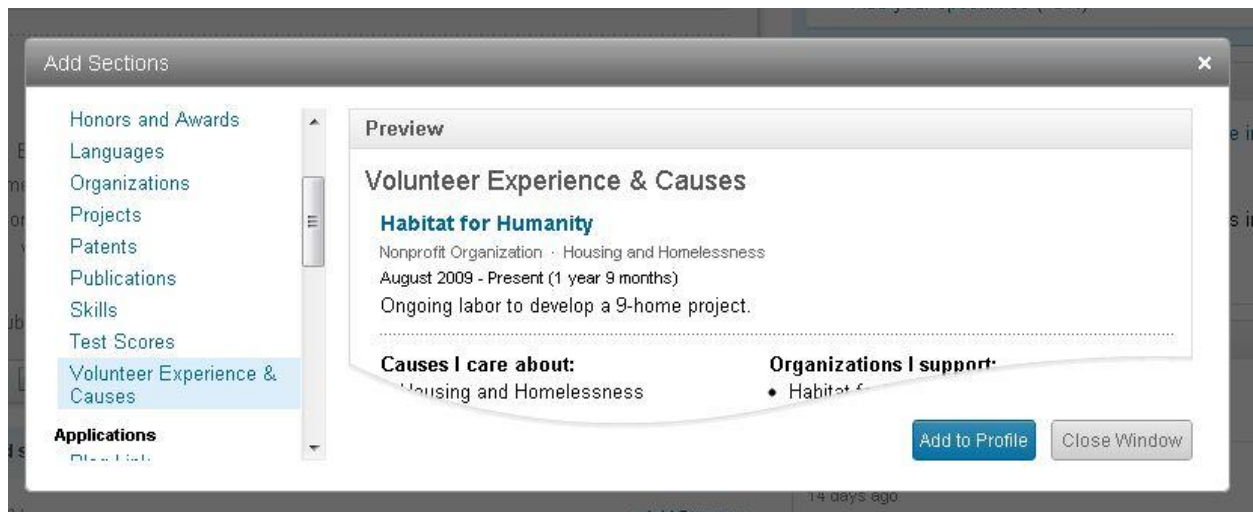
---

There are two easy ways to tout USGBC SF's Presence on LinkedIN:

### **Method 1. Add your experience at USGBC to your Profile**

Navigate to <http://linkedin.com>. Sign in using your User Name and Password

1. Click on "Profile" in the upper left hand corner
2. Once on the Profile Page, click "Add a Position" if you'd like to list USGBC as an employer, or click "Add Sections" then select "Volunteer Experience & Causes" and click "Add to Profile"



3. Fill in the required information and post to your profile.

## **Method 2. Post Status Updates to your LinkedIn about your work with USGBCSF**

1. Sign in to your LinkedIn Profile
2. In the "Share and Update" Box, simply post your update just as you would on Facebook and click "Share". If you have a Twitter account, click the check box to the left of Share to have your status automatically posted on Twitter as well!

# What are the rules for what I can and can't post?

---

Posting to Facebook, Twitter and LinkedIn isn't complicated, but there are some simple rules to follow if you're looking to get the most out of Social Media for a non-profit organization.

**1. No Advertising.** Do NOT post any product endorsements, suggest certain retailers, or advertise any goods or services on USGBC's Social Media network. USGBC SF's Facebook, Twitter and LinkedIn pages are (or will be very soon) extremely popular, highly interactive, and trusted places for our supporters to get the information they're looking for. However, people are going to want to get free advertisement on the pages. We must guard against this. If you feel that your post may be questionable or in some way related to a for-profit company, Follow Method 2 above and let Out Ahead's team pass it through the proper channels for approval.

**2. Use Proper Grammar and Spelling:** The rules for posting on social media sites are more relaxed than most other mediums. However, the lack of proper spelling, punctuation or grammar immediately make the site look sloppy, uncared for, and may turn off people completely. If you're unsure of your post, simply post it in the Google Docs spreadsheet (details found in Method 2 above) and Out Ahead Marketing will be sure it is properly edited before going out to the web.

**3. Be Creative and Engaging:** Too often social media pages for non-profits or businesses are an extension of their website, sales, or marketing engines. While this definitely has a place in the social media sphere, it should not be the only thing that shows up on your sites. Whenever possible, jazz up your posts with links to interesting articles that build upon your idea, captivating videos, or blog posts that further explain what you're trying to get across. Just a dab of creativity in each post goes a long way.

**4. Encourage Interaction:** Social media should not be a one way conversation. If people aren't commenting on posts, liking links and videos, or posting their own thoughts and ideas on your wall/feed, you're not getting the full potential out of the platform. Remember to ask questions, come up with Trivia or FAQs, or link to other posts that will start conversations on your page.

The more interaction, the better! Tag other people in your posts, tag pictures you upload, and encourage people to comment.

**5. Re Post, Re Tweet, Repeat:** There are few better ways to build “digital relationships” than helping spread messages that our supporters, sponsors and friends are posting. So long as it adheres to the rules above, feel free to repost and retweet and encourage others to do the same with our posts. The more people we can reach with our message, the better off we’ll all be!