

Using Social Media: LINKEDIN

Signing Up

LinkedIn is a networking platform that has an informational and educational community.

Benefits to LinkedIn include:

- Networking with customers
- Providing more detailed information about products



Welcome to your professional community

Suggested follows:

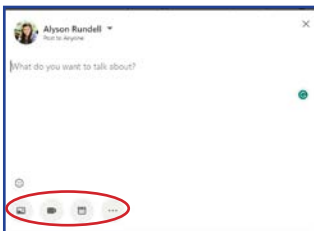
All branch managers
Marketing team

Connect with your customers:
Company Accounts, Individuals you interact with at the company, etc.

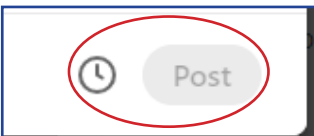
Creating a Post



At the top of the homepage you can create a new post.

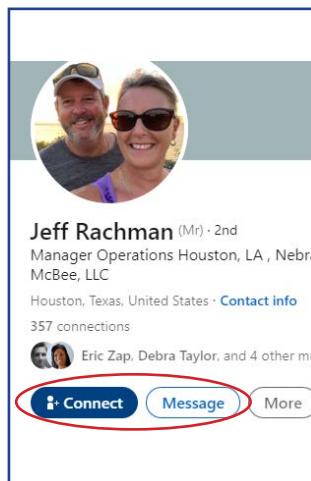


Write your caption and add any media using the icons at the bottom of the screen.
*To tag people type @ before the person's username
ex. @interstate-mcbee*



Schedule your content for later with the clock icon.
Select "Post" to post now.

Following



Search for the person or company. Click on their profile.

Select "Connect" to add them to your network. Add a message to make it more personalized.

Interacting

Click on the "Like" icon to like a post or click and hold to select another reaction from the menu.



Click "Comment" to view other comments or post your own.

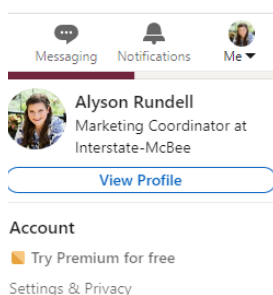
Click "Repost" to repost the content to your feed and add a statement if you would like to



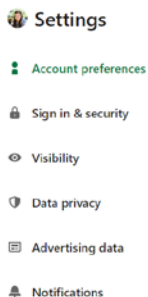
Click "Send" to share the content directly with a connection or share the content outside of LinkedIn.

Notifications

LinkedIn notifications provide you with current updates of what is going on in the industry.



Click on the dropdown below your profile icon.
Select "Settings & Privacy"



Click "Notifications" on the sidebar menu.
Adjust to your liking.

