



Share Guide

General Maintenance

- Have an updated, professional photo
 - Keep your profile updated with job descriptions, job titles, projects, etc.
 - Make sure your company description, job description and posts are consistent with your company's messaging
 - Customize your profile URL
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Activity:

Every day (when applicable)

- Like, comment on, and/or share new posts from your company page
- Like, comment on, and/or share new posts from colleagues that are relevant to your company or industry
- Respond to comments on your posts
- Accept pending connections (if connections are appropriate for your business or networking purposes)
- Check who has viewed your profile

Every week

- Share an interesting link to an article or video related to your industry
- Search for 5-10 people you can connect with and send them an invitation (if connections are appropriate for your business or networking purposes)
- Send thank you messages to those who have connected with you throughout the week
- Post to a group that is relevant to your industry

Every month

- Share one piece of original content (e.g. blog post, case study, answering a question you frequently get, etc.)
- Catch up with one of your connections that may foster new business opportunities
- Follow a new thought-leader in your industry
- Post about any events you will be attending during the month (especially if you are speaking at them or sponsoring them)
- Leave groups that are not active and look for new ones that may be beneficial to you and your company