



we-do-IT®

# EMPLOYEE SOCIAL MEDIA PLAYBOOK

This Playbook is intended to encourage we-do-IT employees to increase professionalism around your LinkedIn account and provide guidelines on how to optimise your social media interactions.

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GETTING STARTED WITH LINKEDIN.

Your LinkedIn profile is a professional landing page for you to manage your personal brand. A LinkedIn profile is a great way for you to let people know who you are, what you stand for, and what you’re interested in, through your work experience, skills, and education.

A

This section will help you set up your LinkedIn profile and provide you with the guidance to complete your profile.

1. Sign up.

Setting up your LinkedIn profile is simple. Visit <https://www.linkedin.com/> to create your account using your email and choose a password.

2. Choose a photo.

Your photo is a key part of your profile. It is important in all professional situations for creating a good first impression. When selecting a photo, choose a clear head and shoulders shot with a plain background where you are professionally dressed and avoid uploading a picture too casual. Your face should fill up about 60% of the space. Smile – people view you as more likeable, competent, and influential if you smile.

Visit:<https://www.linkedin.com/business/talent/blog/product-tips/tips-for-picking-the-right-linkedin-profile-picture?trk=lms-blog-librand&src=bl-po> to pick the right profile picture.



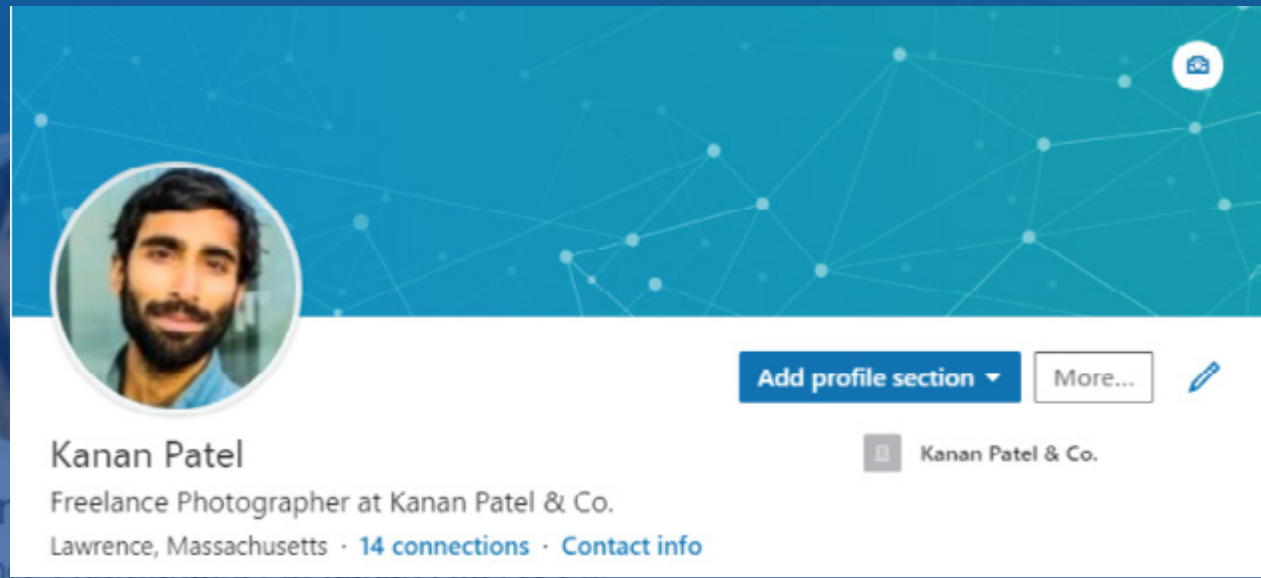
3. Chose a background photo.

Your background photo appears behind your profile photo in the introduction section of your profile. To add a background photo, click the Me icon at the top of your LinkedIn homepage. Click View Profile. Click Camera icon on the upper right corner of your introduction section. Click upload photo to select an image from your computer and click Open. Click Apply and the photo will upload automatically. You can reposition the photo, delete or change a photo as needed.

You can use this generic image for we-do-IT employees if you do not have a preferred image, and play with the positioning of the photo to create your own look:  
[https://wedoitapac.sharepoint.com/:i:/s/Marketing/EewXkgwN6MJJhnddYrfj9\\_kB-jC-sqlvR-nqYzbd-PJmtTg?e=ejQpg](https://wedoitapac.sharepoint.com/:i:/s/Marketing/EewXkgwN6MJJhnddYrfj9_kB-jC-sqlvR-nqYzbd-PJmtTg?e=ejQpg)

[file-summaries-that-we-love-and-how-to-boost-your-own](#) to have a convincing summary.

See the best practice example:



4. Add a headline.

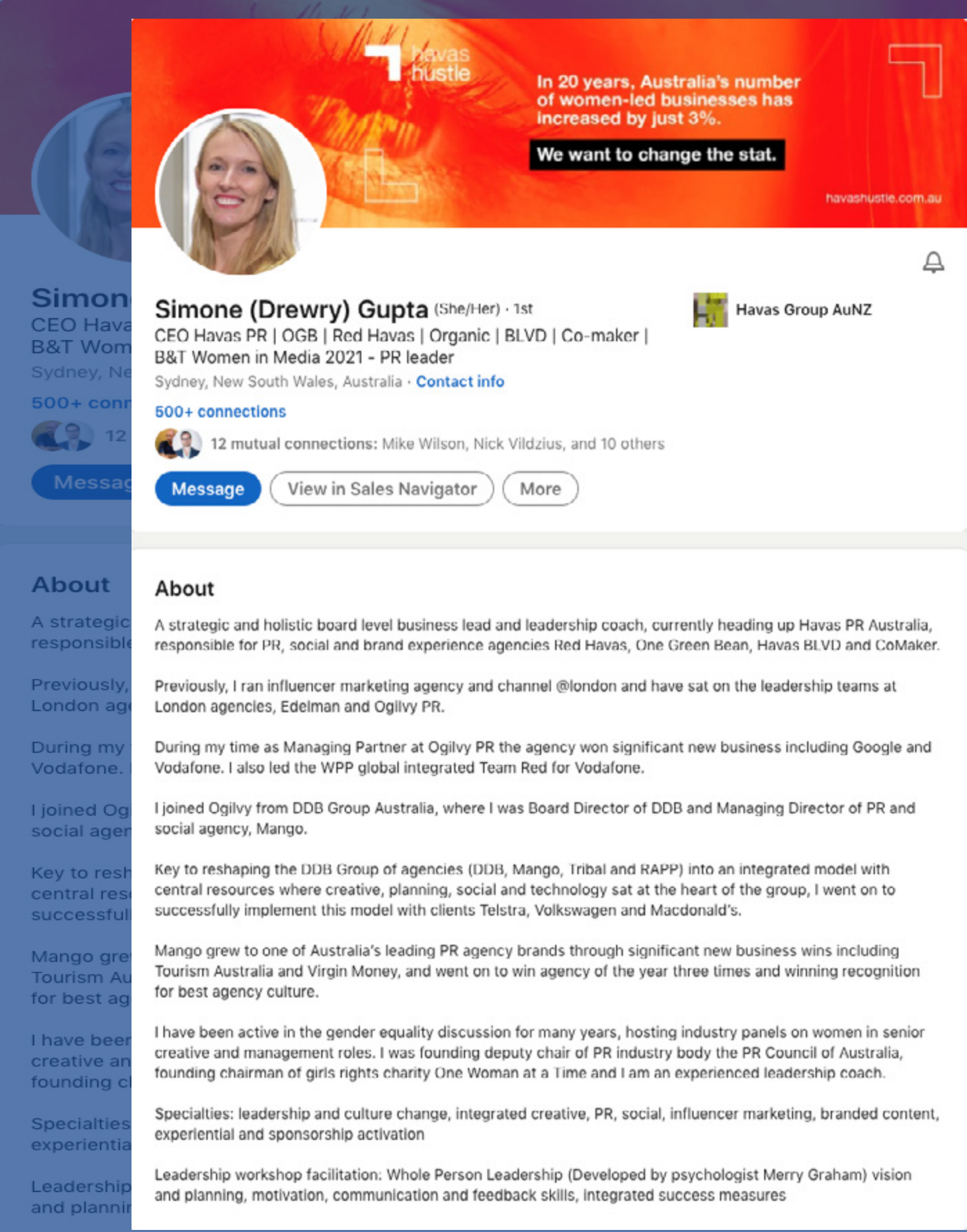
Headline incorporates both your job title and professional value. You may use this section to provide more details on your role, profession, what you do or what type of opportunities you are seeking.

Visit:<https://www.linkedin.com/business/talent/blog/product-tips/recruiters-with-eye-catching-linkedin-profile-headlines> to have a compelling headline.

5. Profile summary.

Your LinkedIn profile summary should touch on your key skills and experiences, touching on those that are most relevant to your career. Write in first-person. Keep the tone professional. Make sure that there are no spelling or grammar mistakes.

Visit:<https://www.linkedin.com/business/talent/blog/product-tips/linkedin-pro>



## 6. Add details to your profile.

This section is to flesh out your profile with your education, professional history & achievements.

- List out your accomplishments.
- Outline your work history.
- Highlight your education.

## 7. Get a custom URL.

It's recommended altering your URL while you're on the Edit Profile and URL page to make it easier to find your profile. When you sign up for LinkedIn, you'll usually be given a default URL. Replace the default with your full first and last names in your URL. If your name is taken already, try adding middle initial(s).

## 8. Expand your network.

Start connecting with new people and increasing your network in a professional capacity or educational capacity. You don't have to personally know someone to add them as a connection. You should however use some discretion when you receive an invitation to connect, checking to ensure it is a genuine profile.

Visit: <https://www.linkedin.com/business/talent/blog/product-tips/building-strong-virtual-network-quality-over-quantity> for more details on how to expand your network.

## 9. Engaged with content.

LinkedIn thrives on discussions and meaningful conversations, engage with post updates, post links to blogs or with other people's posts to get benefited.

## 10. Get endorsements.

You are encouraged to add abilities and set of skills to your profiles, others can endorse your expertise in a specific field with just one click.

## 11. Request recommendations.

LinkedIn recommendations are proof of an individual's competency, skills, and abilities. Request recommendations from your past colleagues which attach to your profile testimonials are so much better than references "upon request", making your profile far more attractive

## Recommendations

Recommend Simone


Received

## Recommendations


Recommend Simone

Received


Given

- 

**Annabelle Gigliotti** · 2nd  
Head of Entertainment @ Havas Group AUNZ  
August 17, 2015, Annabelle reported directly to Simone

An inspirational manager with strong business savvy Simone understands of her team with the needs of her clients to achieve spectacular results.
- 

**Ella Collier** · 2nd  
Associate Vice President, Consumer Communications at Global Blue  
March 6, 2014, Ella reported directly to Simone

During her period as Managing Director at Mango, Simone was a great support to me. In a fast paced and dynamic agency that required 110% energy and enthusiasm, her coaching helped me to prioritise, keep perspective and position myself as an authority to clients and colleagues. I'd recommend her coaching to anyone looking to realise their full potential.
- 

**Hannah McLeod** · 2nd  
Managing Director at City Mental Health Alliance Hong Kong  
November 22, 2013, Hannah reported directly to Simone

I had the pleasure of reporting into Simone whilst at Mango (DDB) and can safely say that she has been one of the biggest influences on my career to date. Her progressive attitude and view towards management is what made our Mango team so successful and happy under her expert guidance. A lot of people have said this about Simone, but having not only a high IQ but also a high EQ she really ...see more

Show all 14 received

## 12. Check your dashboard.

The LinkedIn dashboard allows you to track and report on key performance indicators (KPIs) for your personal profile including the number of views for profile, people who visited your profile and views on posts.

## 13. Social selling index (SSI).

You can check how well you are reaching and selling to other people through social selling index (SSI). This indicates your personal status as a credible professional on LinkedIn. You can visit on: <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

## OTHER RESOURCES:

<https://blog.hubspot.com/marketing/linkedin-profile-perfection-cheat-sheet>



# LINKEDIN PROFILE FAQ'S

## How do I access my profile?

You can access your profile by clicking the Me icon at the top of the LinkedIn homepage and then **View profile**.

## How can I manage my profile?

Generally, your profile is fully visible to all LinkedIn members who've signed in to LinkedIn.com or our apps. However, you can control what appears on your profile, notifications to your network, and your profile privacy preferences. You can also edit your profile to showcase your experience and education or add recommendations and skills to highlight your expertise. You can add sections to your profile and update the introduction section to create your own personal brand.

## How do I know who viewed my profile?

The **Who Viewed Your Profile** feature displays your profile visitors in the last 90 days and can provide additional trends and insights about viewers. There are differences between Basic (free) and Premium account versions of Who's Viewed My Profile.

Your public profile appears when people search for you using a public search engine like Google, Yahoo!, Bing, etc. as well as on other third-party applications and platforms, subject to your privacy settings. You can change your public profile to turn on or off the sections you want visible on public search engines.

## How do I edit my profile?

You can edit individual sections of your LinkedIn profile to best reflect your professional experience.

To edit sections on your profile from your desktop:

1. Click the **Me** icon at the top of your LinkedIn homepage, then click **View profile**.
2. Click the **Edit** icon to the right of the section you'd like to make changes to.
3. Make changes in the fields provided.
4. Click **Save**.

## How do I manage my Account and Privacy Settings?

The **Settings & Privacy** page allows you to manage your LinkedIn account settings, update your privacy and security settings, and set your preferences for how frequently you're contacted. At the top of the page, you'll also see an overview of your account details, including your profile headline, number of connections.

To access this page:

1. Click the **Me** icon at the top of your LinkedIn homepage.
2. Select **Settings & Privacy** from the dropdown.

**Note:** You can also type <https://www.linkedin.com/psettings/> into your browser's address bar.

# GETTING SOCIAL

B

This section, will assist you to improve your personal brand and authority on LinkedIn and what content stands out among the audiences.

# WHAT TO SHARE.

## 14. Blog posts.

You may publish your own blog post and/or share external blog posts from credible sources into your LinkedIn profile.

## 15. Industrial insights.

You may create posts or share research-based case studies, reports, and whitepapers to your profile.

## 16. Lifestyle posts.

You may upload images or share images day to day posts relevant to your work life balance, motivation quotes, weekend quotes to increase engagement of your profile.

## 17. Tips.

You may share useful insights and topics relevant to your professional criteria that stimulate user productivity, leadership, and professional success.

## 18. Photo updates.

You may upload attractive and compelling photos taken at business events or at your office personal images in professional capacity.

### 19. Personal achievements.

You may share personal achievements including job promotions, certificates, awards etc.

### 20. Company updates.

You may share company news, visuals and interesting stories to increase company's image as an inspirational employer.

C

This section, will assist you to reduce reputational issues to your personal brand emerging from your online behavior through avoiding the following posts.

## WHAT NOT TO SHARE.

### 21. Controversial posts.

Avoid topics and terms that polarize people linked with negative connotation which can hurt your professional relationships.

### 22. Political and religious opinions.

Avoid profanity-laden rants or political memes and bias-religious opinion which discriminates other religions that could have a negative effect on your personal brand and companies' reputation.

### 23. Sharing irrelevant personal information.

Random and non-work-related information are greater way to gain attention from your audience. Avoid sharing irrelevant personal information (i.e. How you broke a toe).

### 24. Sharing confidential information publicly.

Avoid sharing sensitive information of your employment or in your personal life that could be potential harmful for any party.

## AMPLIFYING WE-DO-IT

D

In this section, will assist you to determine ways you could use LinkedIn to amplify we-do-IT's brand and message.

### 25. Complete your profile with relevant work information.

List your entire work history on LinkedIn. Following indicators are required to fill by the employee with your own discretion.

- Title,
- Employment type,
- Company Name, ensure you select we-do-IT Group of Companies for your current role
- Location,
- Tick on for following statement; "I am currently working in this role".
- Start Date,
- Headline,
- Industry,
- Description,
- Media (Add or link to external documents, photos, sites, videos, and pre-sentations).

### 26. Add your we-do-IT email address to your LinkedIn account.

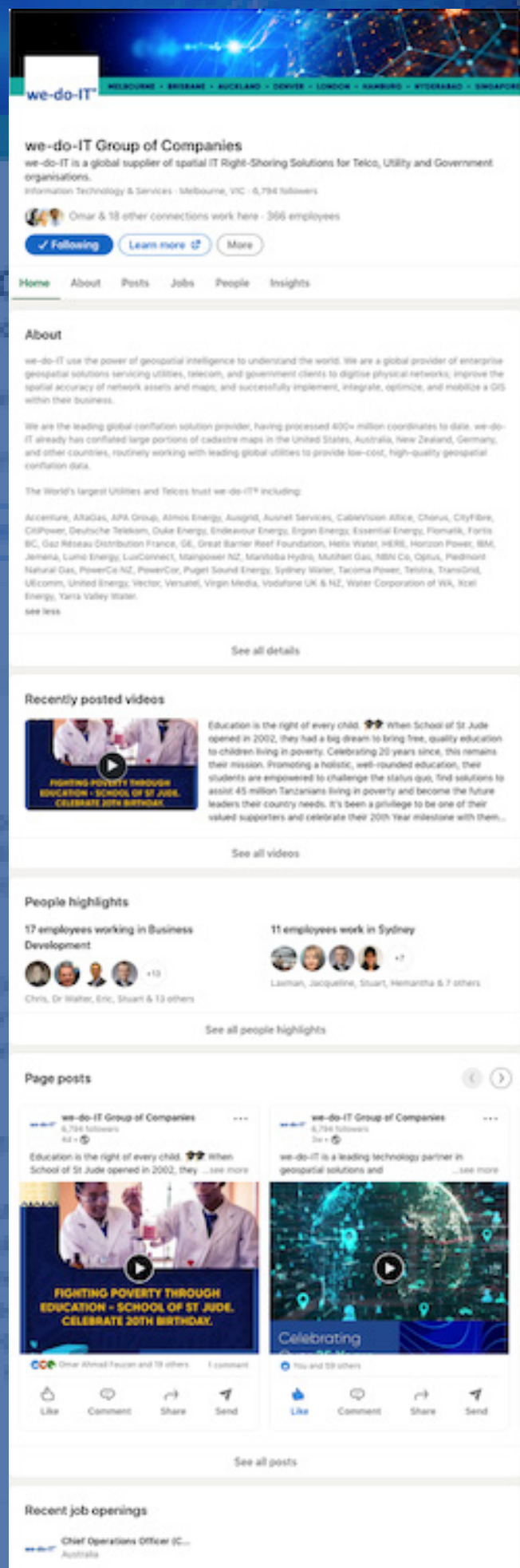
This will help us allocate a TeamLink Extend License or Sales Navigator Advanced Plus License to you when needed.

### 27. Follow we-do-IT Group of Companies page.

Visit our company page and select 'Follow'. This will keep you up to date with our company news in your LinkedIn feed. <https://www.linkedin.com/company/we-do-it/>

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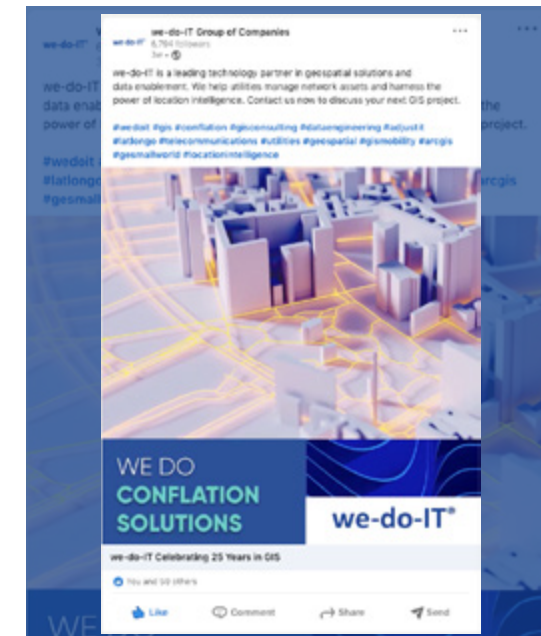


## 28. Celebrate your milestones with the company.

You may publish work anniversary or any other accomplishment post to celebrate your professional life at we-do-IT.

## 29. Engage with company's content.

You may interact with the company's content through likes, comments, sharing to your profile page and sending to someone on LinkedIn if the post might be of particular interest to someone in your network. Check your LinkedIn profile regularly for employee notifications about new company posts.



## 30. Share company post updates to your profile.

You may prioritize sharing company post updates to improve company visibility on LinkedIn for more business opportunities.

## 31. Send & receive endorsements with your work colleagues.

Endorse your work colleague for certain skills and ask your work colleagues to endorse your skills.

## 32. Send & receive recommendation with your work colleagues.

You may send & receive recommendations with your work colleagues as recommendations are essentially a form of employment references to your profile.

## 33. Take LinkedIn skill assessment.

LinkedIn Skill Assessments are a series of multiple-choice exams that allow you to prove the skills that are stated in your profile. You may navigate to the skills section of your profile and select the relevant Skill Assessment.

## 34. Activate your Teamlink Extend License

If you received an invite from we-do-IT/LinkedIn for a Teamlink Extend License, please activate it. This helps we-do-IT's sales team extending their 1st, 2nd and 3rd level connections across the we-do-IT network of employees. You will need to add your work email to your LinkedIn account, then activate the license.

# LINKEDIN CHECKLIST

## E

In this section, see a comprehensive guide which meets our company standards.

### Task 01 : Complete Your LinkedIn Profile

Setting up your profile

Uploading a profile photo (400 by 400 pixels recommended)

Uploading a background photo (1584 by 396 pixels recommended)

Create a compelling headline for your LinkedIn profile

Add a summary

List your experience / work history

List your education

List your qualifications / accomplishment

List your skills / expertise

List of your projects (If any, and where confidentiality allows)

### Task 02 : Grow Your Network

You may send invitations to connect with your work colleagues

Join relevant LinkedIn groups

Create a welcome message to accepted connections

### Task 03 : Create conversations with your audience

Share insights with your audience through post contents

Upload/Publish authentic contents with your audience

Sharing external blogs to your profile

Celebrate your audience milestones by sending good luck messages and wishes

### Task 04 : Engage with we-do-IT

Complete your profile with relevant work information

Add your we-do-IT email address to your LinkedIn.com account.

Follow company page from your profile

React, comment on company posts

Share company updates to your profile

Send posts to individuals in your network if of particular interest to them

Celebrate milestones with your company by creating posts (i.e., work anniversary etc.)

Receive (Ask) for skill endorsements from your work colleagues

Receive (Ask) for recommendations from your work colleagues (Min. 5 recommendations)

Give skill endorsements to your work colleagues

Give recommendations to your work colleagues

Accept and activate your 'Teamlink Extend License' if you receive an invite