

## Getting Started on LinkedIn, Facebook, and Twitter

Directions for getting started on LinkedIn, Facebook, and Twitter are available at <http://www.wef.org/about/about-wef/>. See below for tips on how to write for each of these platforms.

LinkedIn	
	Give them reason to keep reading. Open your email with something compelling enough to grab the reader's attention, and convince them it's worth their time to continue reading. It helps to include a mind-blowing statistic here, if you have one. Use a clear but interesting transition to connect that first sentence to your main offer. The connection needs to be relevant and continue to keep the reader's attention.
	Have a call-to-action! Whether it's an eBook, a blog post, a coupon, or an event page, send your readers somewhere they can get more information that will benefit them. And to track the success of that offer, be sure to use a link shortening and tracking service like Bit.ly. This will help you gauge the type of offers that work best for your LinkedIn Group.
	Make your call-to-action compelling. It's not enough to have a CTA -- you need to convince your reader to click through! Clearly tell recipients why they should download your content, attend your event, or use your product. Don't make them fill in the blanks -- be explicit with the value they will derive from redeeming your offer. Using bulleted lists or other formatting devices to call out these points will help you make your case.
	Pose a question about the offer. The email you send will be linked in a featured discussion on the LinkedIn Group (more on this in a minute). That means you need to give them a reason to engage with the post that appears.
	Monitor the announcement. People may start commenting on your announcement, so be sure you're looking out for notifications of new comments. That way you don't have to keep manually checking in with your LinkedIn Group, and can quickly respond to commenters.
	Make your discussion a featured discussion. By making the discussion featured, it'll appear permanently whenever someone comes to your group, in the upper right corner. Users will automatically know the message came from a manager of the group, and therefore the content is likely important and helpful.
	Automatically tweet the announcement. You can do this by clicking the little blue Twitter bird. It tweets both the headline, and a link to the post.
	Send yourself a test email! Sometimes reading the content in a different location -- like your inbox -- highlights small spelling or grammatical mistakes. If you have a friend or coworker who can review your email, it's a good idea to get another set of eyes on it, as well.

Facebook	
	Length: Posts can be up to 250 characters (including spaces).
	Access to more information: <ul style="list-style-type: none"> <li>• Hyperlink to a Wef.org (or any of WEF's microsities) Web page, photo, or video.</li> <li>• Include information available through other social media channels: a shortcode for texts; a hashtag for Twitter.</li> </ul>
	Call to action: Invite followers to do something such as watch a video, attend an event, or use WEF resources.
	Tone: Write in a friendly, casual style. Avoid jargon.
	Tagging: Use the @ symbol in front of a Member Association's (MA) or partner's username in your post to automatically create a link and display the post on the MA's/partner's page.
	Abbreviations: Avoid abbreviations, but if they're necessary, use sparingly and only if easily understood.
Twitter	
	Length: Tweets should be 140 characters or less, including a shortened URL.
	Access to more information: Include a hyperlink to Wef.org (or any of WEF's microsities) or a MA/partner website, an @ mention, or a hashtag.
	Call to action: Start the tweet with a verb if possible: Use watch, read, learn, etc.
	Tone: Write in friendly, action-oriented style.
	Mentions: Use the @ symbol in front of a Member Association's (MA) or partner's username in your post to automatically create a link and display the post on the MA's/partner's profile.
	Abbreviations: Avoid abbreviations, but if they're necessary, use them only if they are easily understood, do not change the meaning of the tweet, and are not immature or unprofessional.

**Tutorials for each platform are available at:**

- LinkedIn - <https://www.linkedin.com/help/linkedin/answer/710/creating-a-linkedin-company-page?lang=en> and <https://www.lynda.com/LinkedIn-tutorials/Setting-up-new-LinkedIn-Profile/383249/383255-4.html>
- Facebook - <https://www.facebook.com/business/learn/set-up-facebook-page>
- Twitter - <https://support.twitter.com/articles/100990>