Social Media Guidebook

NABIP

Shaping the *future* of healthcare

2023 Edition

PREFACE

Social media is a great tool for reaching a larger audience. The combination of text, visual, and audio can be used in a way that can't be used in print or broadcast media. Social media is often found at the fingertips of your clients, propsective clients and other followers.

This Social Media Guide was developed as a general guide for NABIP members to initiate and maintain social media accounts for their local areas. Its objective is to provide guidance and examples of ways to gain media exposure for the role of health insurance agents/brokers and coverage of health insurance issues.

This guide can be most beneficial if used in the following ways:

Acquaint yourself with the various social media platforms and tools that contribute to a successful account.

Review timely industry issues and find ways to relate them in a meaningful and legitimate way to the current events happening at the local level.

Find angles to help communicate the impact of how the national debate on healthcare reform is affecting your local community by sharing anecdotal information from your clients.

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TWITTER (X)

A. INTODUCING TWITTER FOR NABIP CHAPTERS

Twitter is a social networking site where users create 280-character messages to interact with other users. The main purpose for an individual to join Twitter is to connect and engage with other users who share their interests, but for businesses, the purpose is three-fold. First, Twitter creates opportunities for businesses to engage with customers through more personal interactions, thus increasing positive customer relations. Secondly, Twitter offers a venue to generate new business by sharing information, which in turn establishes the business as an authority. Thirdly, and perhaps least importantly, Twitter is a platform to promote a business.

For our state and local chapters, this is a wonderful avenue to interact with like-minded individuals as well as those seeking more information on health insurance and healthcare reform. It can also be an effective tool to promote upcoming events, meetings, new healthrelated initiatives to enhance your members' experience and recruit more members. Being able to interactive will help build positive sentiment towards our industry and encourage positive word of mouth referrals. Tweeting can help amplify your message to a wider audience to drive more engagement with your content. In this simple campaign outline, you will learn for to effectively promote your Twitter profile.

B. CREATING A TWITTER CAMPAIGN

There are more than 300 million active Twitter users, and more than 500 million tweets are sent every day. That's 300 million potential clients for your members, but it also means that you have a one-in-500 million chance of people noticing what you're saying. Luckily, there are ways to increase your odds of getting noticed and generating followers

To boost your followers, messages and interactions, you can invest in a Twitter campaign. This can be done through Twitter Business at business.twitter.com, your own efforts or a combination of both. With Twitter's ad campaign platform, you set your own pricing, so it can be as high or as low as you'd like. If you go it on your own, be prepared for the time and effort you'll need to invest to make the campaign worthwhile.

TWITTER (X)

C. ESTABLISH A TWITTER PRESENCE

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C. 1. CREATE YOUR PROFILE

A. SET UP AN ACCOUNT

Go to **twitter.com** and find the sign up box, or go directly to **twitter.com/signup**. Enter your **chapter name**, **phone number**, and a **password**. Create a user name that is simple yet recognizable. For example, the national office chose the full name "NABIP" and the username "@nabipsocial" so our members and other interested parties could easily find and follow us. Click **Sign up for Twitter**.

Join Twitter today.

Full name

Phone or Email

Password

Username

☑ Tailor Twitter based on my recent website visits. Learn more.

Sign up

By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided.

TWITTER (X)

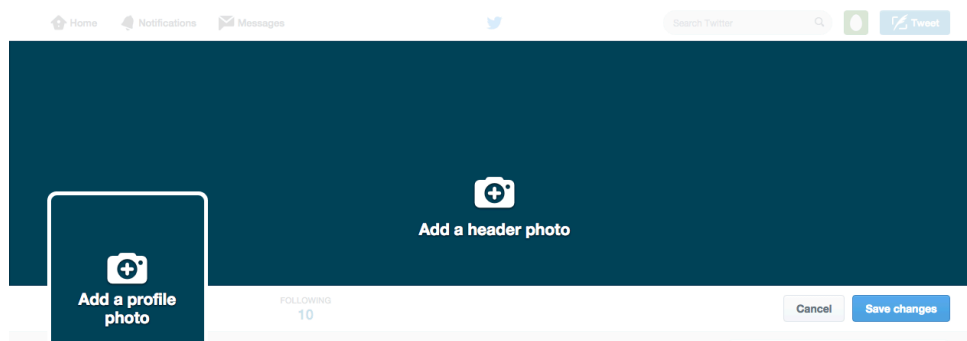## C. 1. CREATE YOUR PROFILE

B. START FOLLOWING

One of the easiest ways to build a following is to start following other users. When you first create your account, Twitter will ask you what categories you are interested in following, and then they will recommend other users for you to follow. We encourage you to follow other NABIP chapters and members as well as local, state and federal policymakers. News organizations, health commentators and health-care-related businesses might also be good options of users to follow.
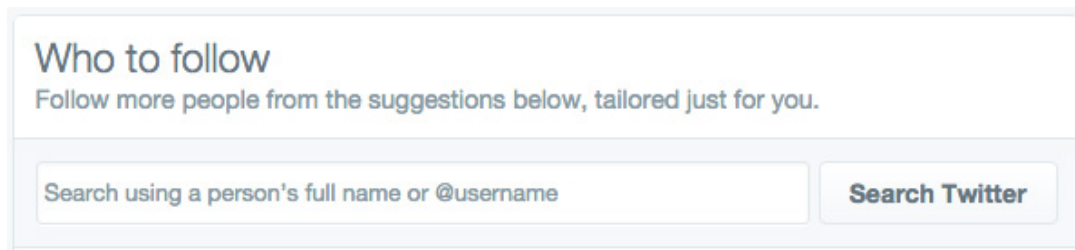
C. DESIGN YOUR PROFILE AND BRAND

When you get redirected to your newly created Twitter page, click Edit profile to write a short bio, add your location, link to your website and individualize the look of your page. A Twitter profile picture is 240 pixels by 240 pixels (a 4-inch by 4-inch picture). A Twitter header picture is 1500 pixels by 360 pixels (a 25-inch by 6-inch picture). Make sure that these images reflect the persona your projecting through your tweets. For example, a header photo of chapter members dancing at an event isn't as professional as a picture of a group of members visiting the White House, and a profile picture of a flag isn't as specific to your image as a profile picture of your chapter logo. This is the first step in establishing your Twitter brand.

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C. 1. CREATE YOUR PROFILE

D. PIN A TWEET

Pinning a tweet means that your first tweet will stay at the top of your page. Tweets can only be 140-characters long, but you can also add photos, web links, user tags and hashtags. To tag another user, type @ along with the users name—for example, @nabipsocial or @CNN. You can also click the reply button on any comment to automatically tag a user. If you want to post on a certain topic or join an existing conversation, use # along with a word of phrase—for example, #NABIPAC2023 or #Wellness. So type your first message and click Tweet. To pin the tweet, click · · · (More) at the bottom of the posted tweet and select Pin to your profile page.

C. 2. BUILD A CONTENT STRATEGY

A. START TWEETING

Before you send your first tweet, you should take a moment to see what others are tweeting. Seek out organizations and people you respect to see how they manage their Twitter account. By first gathering ideas, you will be able to more effectively share your own thoughts. At the top right-hand corner of any Twitter page, you can find a Search Twitter box that will help you find Twitter users and topics. On the center-left of your homepage and the center-right of your profile page, you can find Trends that are currently popular on Twitter.

After you learn what people are saying and who (or what organization) you'd like to emulate, you need to determine your own voice. Do you want to be friendly and approachable? Do you want other users to view you as a news source? Can you use humor effectively or will it detract from your message? What can you offer that makes you stand out from the 300 million other users?

TWITTER (X)

C. 2. BUILD A CONTENT STRATEGY

B. CONTENT MARKETING AND BRANDING

Branding isn't just about developing a recognizable look—it's about developing a relationship with your audience so they come to expect high quality, reliable information from you. Keep a consistent voice and only repost things from credible sources.

Knowing what you're going to post days (or even weeks) in advance can help make tweeting easier and more fun. For example, you can plan what-to-expect Mondays, business-promotion Tuesdays, Q&A Wednesdays, customer-spotlight Thursdays, feel-good Fridays, industry-news Saturdays and family-time Sundays. If you read a good article over the weekend, bookmark it so you can share it the next week. If you're having a local conference, tweet interesting tidbits about it every day for the first week registration is open.

C. SETTING GOALS

Be engaging and get responses. If you want to increase your followers by 10%, try a give-away that ends on the 30th. If you want to double the replies you average on your posts, ask an evocative question or ask for people to tag a friend. If you want your followers to understand how a topic impacts them personally, include photos of people on every post.

In the end, be flexible with your strategy. If something isn't working, change what you'd doing. If you get more interaction at noon than at 4 p.m., tweet before you eat lunch. If people ignore news stories you post but always comment on your pictures, utilize more visual elements. Don't be afraid to try something new to see how it works.

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C. 3. GROW AND ENGAGE FOLLOWERS

A. VALUE OF A FOLLOWER

When someone follows you on Twitter, they not only opt in to see your Tweets, they also take actions that provide value to your messaging. Even a single follower can change the course of a tweet and make it go viral. The more people who follow you, the better chance you have in making a Now multiply that benefit by your total number of followers. Then consider Twitter's millions of monthly active users and the followers that you can attract in the future. That's the true size of the opportunity for your business on Twitter.

B. BUILD A COMMUNITY

Getting 1,000 followers doesn't happen overnight, and if you don't let users know you're active on Twitter, it will be very difficult to find you.

• Utilize hashtags, both those you create yourself and those that are already established.

• Make reciprocity agreements by telling other users that you'll follow them if they'll follow you, or you can agree to reply to or retweet other user's posts once or twice a week if they will do the same for you.

• Guest tweet on another account for a few days so their followers become your followers.

• Tweet about businesses, organizations and people that share common interests.

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C. 3. GROW AND ENGAGE FOLLOWERS

C. ENGAGE YOUR FOLLOWERS

Once your community begins to flourish, maintain a loyal Twitter following by interacting with them in relevant conversations. Here are several ways your business can stay top of mind with followers.

• Collect feedback from Twitter users, consumers/members and friends. Make it a two-way conversation by posing open-ended questions. Ask what kinds of posts your followers want to see more of, then reply back with your appreciation for their input.

• Tap into real-time events. If you attend or host a meeting, find or create a Twitter hashtag and tweet up-to-date information from the meeting.

• Feature current events such as open enrollment, Supreme Court rulings, regulatory implementations, legislative bills and elections. Shared experiences cause natural spikesvin real-time conversations, so broaden your content strategy to include holidays, tradeshows, conferences, sporting events and other occasions that are relevant to largevgroups of users on Twitter.

• Twixclusives are exclusive offers on Twitter that your followers can't find anywhere else. Offer discounts to meetings for your followers who retweet a post or hold a drawing for free NABIP swag for your fist 100 followers. If your content is really compelling, you're more likely to get retweets that could attract new followers.

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C. 4. MEASURE RESULTS AND REFINE

Set goals so that you can measure your progress against them. The key to success on Twitter starts with establishing what you want to achieve and then crafting a marketing strategy to get there. Decide how you'll measure success with Twitter analytics (the bar-graph icon at the bottom of each of your tweets).

A. SET OBJECTIVES

There are many ways that Tweeting can help you achieve your marketing goals. Start by identifying the short-term goals you want to accomplish and then build your plan from there. For example:
• Do you need to drive more website traffic?
• Are you looking to generate leads to recruit new members?
• Would you like to increase media attention?
• Do you have a promotion or event that you are gearing up for?

B. TARGET AUDIENCE

Pinpointing who you want to reach on Twitter will help you curate content that appeals to their interests while reinforcing the relevancy of your message. There are many choices of audiences, but limiting your focus to one group at a time can help you concentrate your content.

• Current NABIP members
• Industry professionals who are not yet NABIP members
• Consumers looking for information on healthcare coverage
• Decision makers (local representatives, policymaker's staff, government regulators)
• Commentators and reporters

C. METRICS FOR SUCCESS

You should keep track of your growth in followers, such as how many new followers you get every day, week or month and how influential are those followers. Impressions (how many users see your tweets) and engagement (how many users reply to, retweet or favorite your tweets) can also help you determine how much of an impact your message has. You can also track how many people have tagged you in a tweet. You can find all of this information by clicking on the Notifications icon at the top, left-hand side of your Twitter home page.

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C. 5. WHAT TO PROMOTE?

Begin tweeting your chapter's upcoming events and meetings, share chapter information, etc. This will help your chapter stay connected with its internal members and with other NABIP chapters. Promoting your profile will help you grow your following directly—possibly with other health associations, local new reporters who are seeking healthcare expert for a quote or to drive in potential clients searching for advice on health coverage. There are many creative ways to promote your tweets and trends that gives you a slightly different way to get your message across. This is an incredibly powerful form of promotion when used in combination with one of the other methods listed below.

A. TWITTER WIDGET

Placing a link to Twitter on your blog is obvious, but actually listing your tweets is an even more effective way to gain new followers. You can even get a customized widget from Twitter itself that works on any site at https://twitter.com/settings/widgets. Static HTML sites like Tumblr, Blogger and WordPress allow you to add customized code to your account.

B. WEBINARS

This is a perfect medium to get Twitter followers, since you can link directly to your Twitter account during and after the webinar for attendees. Encourage Twitter users to follow you throughout the presentation, offering more tips, tricks, reports, discounts, and offers via Twitter. Another strategy is to actually offer to interact with webinar participants via Twitter during the event. If you plan on hosting a Q&A session, ask attendees to follow you on Twitter and tweet their questions.u are gearing up for?

C. MEETINGS AND EVENTS

TWITTER (X)

C. 5. WHAT TO PROMOTE?

C. MEETINGS AND EVENTS

Let members, prospective members, policymakers, media and your community know about meetings and events. You can do this by setting up preview tweets that announce:
• Essential details such as title, date, time and place.
• Give a sneak-peek at speakers with short bios of links to their website.
• Provide registration information and exclusive deals on hotels.
• Provide updates on the number of attendees and vendors.
• Links to press releases and press coverage.

You can also live-tweet and event with:
• Pictures of attendees, speakers and activities—especially "behind the scenes" pictures that even attendees don't get to see.
• Quotations from speakers.
• Information about vendors and special offers
• Mobile tools and announcements to attendees.

Finally, follow up with tweets:
• Thanking people for attending.
• Highlights from the event.
• Preview the next meeting/event that is in the works.

TWITTER (X)

C. 5. WHAT TO PROMOTE?

D. CONTESTS

Running a contest is a great way to attract new followers. Offer a good prize and make sure you clearly communicate the rules of entry. If your prize is related to your brand then it can also help find targeted followers who are interested in your area of expertise.

E. PODCASTS

Podcasts showcase your expertise and help garner a wider audience. Twitter users are generally more tech-savvy and would be interested in listening to information while on the go.

F. MOBILE APPS AND WEBSITES

If you are launching a new mobile app, redesigning a website, adding user content to a website or providing a new service, don't hesitate to make an announcement on Twitter. Get your followers excited for the projects you're working on, and give them exclusive sneak-peeks at information before you release it to the general public.

TWITTER (X)

D. TYPES OF TWITTER AD CAMPAIGNS

There are five types of Twitter ad campaigns: Followers, Website Clicks or Conversions, Tweet Engagements, App Installs or Engagements and Leads on Twitter. To get started, you can go to ads.twitter.com to see your ads dashboard. From here, you establish your payment plan for the ads, and Twitter will keep track of all the campaigns you've build and run so you can return to them if needed. You can also check the status of your campaigns and how well they're performing by clicking Analytics in the top left-corner of your ads dashboard.

D. 1. CAMPAIGN OBJECTIVES
A. FOLLOWERS

Tell your audience why they should follow you. Targeted users will see ads in their timelines and "Who to follow" suggestions. Campaigns will be optimized and charged for followers.

B. WEBSITE CLICKS OR CONVERSIONS

Clicks on the image and button go directly to your site. Users you target will see your ads in their timelines and in search results. Campaign will be optimized and charged for website link clicks.

C. TWEET ENGAGEMENTS

Tweets with images and Twitter cards drive engagement. Users you target will see your ads in their timelines and in search results. Campaign will be optimized and charged for Tweet engagements.

D. APP INSTALLS OR ENGAGEMENTS

Clicks on the image and button take users to download or open your app. Users will see your Tweets in their mobile timeline. Campaign will be optimized and charged for clicks to install or open your app.

E. LEADS ON TWITTER

Users can send you their email at the click of a button. Users you target will see your ads in their timelines and in search results. Campaign will be optimized and charged for leads on Twitter.

TWITTER (X)

D. 2. CREATING A CAMPAIGN

A. BUYING IN

Name your campaign and select when you'd like it to run. No one else sees the title of your campaign except you.

B. CREATIVE

Compose or select tweets to promote. Your Tweets will show in both mobile and web timelines. Adding Tweets (optional) helps you gain more followers. In your Tweets, you should highlight the benefits of following your account.

C. TARGETING

Enter countries, states/regions, metro areas or postal codes. Decide if you'd like you campaign to be gender specific (although Twitter doesn't ask users for gender identification, so they infer it from pictures and content). You can also select a specific language, chose to only run mobile ads or new Twitter users. There are several other ways to tailor your audience by their interests and behaviors.

D. BUDGET

There are two budget fields for each campaign: Total Budget and Daily Maximum. Use these to manage how much you spend each day and for the overall campaign budget. With Twitter, you pay per engagement (or how often people favorite, reply or click on your promoted tweet), so once your budget runs out, the ad stops running.
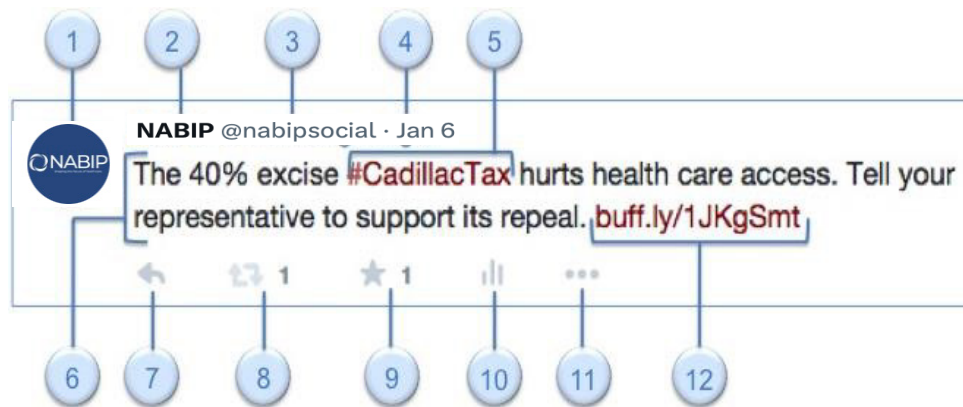
Untitled campaign
PROMOTED TWEETS

Give your campaign a name.

Untitled campaign

? When do you want to run this campaign?
◉ Start immediately, run continuously   ○ Customize start and end dates

TWITTER (X)

E. TWITTER TERMS

E. 1. ANATOMY OF A TWEET

1. Profile Picture: Your profile picture is a personal image you upload to your account. This is how you brand your tweets so that people recognize the source of information.

2. Twitter Name: Your account name should reflect what you are representing, either with your own name, the name of the organization you represent or a clever pseudonym.

3. Username: Also known as your handle, your username is a unique to you. A username is proceeded by the @ symbol in a tweet, and it is how you can tag other users in posts as well as how others can tag you.

4. Tweet Timestamp: This tells you when the tweet was sent. Click on the timestamp to view the permalink page for the tweet.

5. Hashtag: A hashtag is a word or phrase preceded by the # symbol. This symbol turns the word into a link that makes it easier to find a follow a conversation about that topic.

6. Tweet Text: Every tweet fits into a space under 140 characters—just the right size for a big idea, a headline or a timely observation.

7. Reply: You can use this button to reply directly to a tweet and start a conversation. Using the reply button links the entire conversation so you can view it all at once.

8. Retweet: Share someone's tweet. This button is similar to the forward button on an email.

9. Favorite: This star allows you to show support for another tweet. Twitter tracks all of your favorite tweets so you can go back to them later.

10. Tweet Activity: You can track the progress of a specific tweet with this button. You can view analytics how many people have seen the tweet (also called impressions) as well as engagements such as how many people have favorited, fretweeted, replied to, clicked on the link or checked out your profile from that one tweet.

11. More: This button gives you more options: copy link to tweet, embed tweet, pin to your profile page and delete tweet.

12. Hyperlink: You can link to webpages, news articles, photos and videos by simply pasting a web address.

TWITTER (X)

E. 2. TWITTER LISTS

Twitter lists allow you to organize Twitter users in groups and manage how you look at tweets. You can either create your own list or subscribe to a list created by someone else. Creating or subscribing to a list allows you to see only tweets from users on that list. Lists are not a way to send tweets to a select group, just to read them. To create a list, go to twitter.com/lists and click Create new list.

Create a name for your list and enter a short description. Choose if you want to make your list private (just for you) or public (anyone can subscribe to it). Click Save list.

F. RECURRING "TO-DO'S"

The most effective users tweet three or more times a day. One of these tweets should be your own content, one should be a retweet and one should be a reply. Make sure to keep the balance of new content, retweet and reply no matter how often you post. By interacting with others more often than you share your own information, the more positive interactions you'll have.

Using a free program such as BufferApp, Hootsuite, or another Twitter management tool to schedule your tweets makes for an effective use of time. These apps allow you to set up and time your tweets in advance so you don't have to be on your computer or phone all the time. By planning ahead, you can develop a long-term plan that uses hashtags, links and images.

TWITTER (X)

G. SAMPLE TWEETS AND TAGS

G. 1. SAMPLE TWEETS

The only wrong way to tweet is to not tweet at all. If you're stuck getting started or need a hand figuring out what a tweet should look like, here are a few examples that you can feel free to copy and paste.

• #Brokers can help you figure out if your health plans face higher costs! #MyRole=AdvisingConsumers

• Don't know what health insurance plan is best for you? Seek a #broker #ValueofABroker

• Let a #Broker enroll you into the prefect plan for your family's needs #TrustAHealthcareInsuranceBroker

• Small businesses, take action! Need help navigating health reform? #NABIPMembersAdvisesConsumers

• Want to know how #brokers are servicing ppl in your state? Check out #BrokersMakeADifference map -- http://buff.ly/1RPoZ3R

• "My clients are like family! I look out for their best interest; provide the best coverage at the best possible price." #BeingABrokerIsMyRole

TWITTER (X)

G. 2. HASHTAGS

The Twitter hashtag is more than a simple way to categorize content, identify themes or track real-time conversations. They're increasingly being used by companies to drive positive online conversation and build brand recognition and loyalty.

A. DON'T OVERUSE THEM

If every one of your tweets includes a hashtag, you dilute the usefulness of them by fragmenting the conversation with too many # symbols. We recommend using no more than two per tweet and most often using them at the end of a post rather than breaking up the middle of your content.

B. GIVE YOUR HASHTAG CONTEXT

If you use jargon or long phrases, most people won't know what your hashtag means, so give a quick explanation in one of your tweets. If you're making up a hashtag specific to a campaign, make it very apparent what it's talking about and be sure that it adds value for yourself and your followers.
• #NABIPMembersAdviseConsumers
• #BeingABrokerIsMyRole
• #ValueOfABroker
• #AdvisingConsumersIsMyRole
• #ProfessionalInsuranceAdvisor
• #TrustAHealthcareInsuranceBroker
• #BrokersMakeADifference

FACEBOOK

A. GETTING STARTED
A. 1. SIGNING UP

Step 1: Go to www.facebook.com

Step 2: Fill out the Sign Up form located on the homepage, including full name, e-mail address, a password and birthday, to start a free account. Click "Sign Up" and complete the security check and check the box showing you agree to Facebook's terms of use and privacy policy.

Step 3: Check your e-mail inbox for a Facebook registration confirmation e-mail and click the link to verify your new account.

Step 4: Go to www.facebook.com and log in to Facebook with your email and password.

A. 2. ADDING FRIENDS

Step 1: Search your e-mail address book for friends
On your first log-in, a screen appears to type in your e-mail address and password to run a search of your e-mail address book for possible friends and contacts.

Step 2: Search for friends by name/school/company
Using the search bar at the top of your screen, search by name/school/company. Once on that person or company's profile page, click "Add as a friend" or "like."

Step 3: Accept Friend Requests
Click the "Friend Request" icon located on the search bar at the top of the page. Confirm or ignore friend requests, or click on names to explore profiles. If you choose to ignore a friend request, that person will not be notified.

FACEBOOK

A. 3. PRIVACY SETTINGS

Step 1: Adjust privacy settings
Locate the tab labeled "Account" in the upper-right corner and pull down to "Privacy Settings." Click and select what profile information you want displayed.

Step 2: Block people from seeing your profile
At the bottom of the privacy settings page, click "edit your lists" and type in the person's name and/or email address who you would like to block. Once you block a person, they are no longer a friend and do not have the ability to search or view your profile.

B. TIPS AND TRICKS

Write on friends' Walls: Interact with friends and stay in touch by writing and commenting on each other's Walls, wishing friends happy birthday and leaving comments on friends' posts and status updates.

Update your status often: Let friends know what you are up to and give them a chance to communicate with you by updating your status.

Create Facebook photo albums and tag your friends: By uploading pictures from vacations, get-togethers and other events and tagging your friends, become part of the interconnectivity on Facebook and help others feel included.

Avoid phishing attacks: Unless you specifically request to update your password, do not trust emails requiring you to reset your passwords. As a best practice, change your password directly on the Facebook site.

FACEBOOK

C. GLOSSARY/DEFINITION OF TERMS

Facebook users who join a page because they have a particular interest in the topic or a connection with the brand/product.

Group: A forum created by a user to foster group discussions around a particular topic.

News Feed: Highlights the latest activity in your social circles on Facebook.

Notes: A way to distribute information to all your friends or a select group of friends.

Notifications: News feeds from friends, sent automatically as they engage in activity on their profiles.

Poke: A virtual nudge typically used to say hello.

Status: A message updating your friends with what you are doing, thinking, etc.

Tag: Label friends in photos and posts by using the "@" symbol before typing their names. You have the option of untagging yourself from a picture or staying linked.

Wall: Located at the center of a Facebook user's profile; a place where users can add new photos, videos, notes, application content and comments.

LINKEDIN

A. GETTING STARTED
A. 1. SIGNING UP

Step 1: Go to http://www.linkedin.com to sign up for a free profile.

Step 2: Once on the main page, you will see a box on the right side with four entry fields. This is a "quick sign up" for LinkedIn. There is also a "join today" button on the navigation bar at the top.

Step 3: Once all information is correctly filled in, confirm by clicking the green "Join LinkedIn" button. LinkedIn directs you to another page asking basic questions: your current employer, title and location to help get you started. After filling in each field, click the blue "Create My Profile" button.

Step 4: LinkedIn should notify you that they have sent an e-mail confirmation. After approving the confirmation, your LinkedIn account is now live.

A. 2. CUSTOMIZING YOUR PROFILE

Edit/Create Your Profile
The first step is to find the "Profile" button on the top navigation bar. When hovering over the "Profile" section, select the option "Edit Profile." Here you can edit your basic information, current and previous employment history, your pictures and upload your resume. From top to bottom, the options can be very obvious. The first, your name and current information, then to the right, is where your photo would go with the option of "add photo" directly beneath. Everything beneath the current information is equally valuable to your profile. This is where you have the ability to add, edit and remove any additional information. Items in this area consist of: current positions, past positions, education, recommendations, connections, websites (personal or company), Twitter handle and a link to your public LinkedIn profile. All of this information occurs in ascending order, and is below your current "Title.

LINKEDIN

A. 3. SEARCHING FOR CONNECTIONS, COLLEAGUES AND FRIENDS

To find colleagues, past and present, or friends, you can use two options: the search bar in the top right-hand corner of the site, or e-mail search. Both are beneficial to new users and offer an easy way to find existing relationships with others on LinkedIn. Note: LinkedIn asks for your relation to any particular connection. As a best practice, refrain from requesting connections with individuals you do not know.

Step 1: Find Colleagues and Friends From Your E-mail Address Book
After logging into LinkedIn there will be a blue box that asks for your e-mail and password. LinkedIn will search your e-mail account for any other LinkedIn members you may know and will then generate a list of potential matches of people you may already know. A user can select or deselect people and click "send invitations" to make a connection with the other users.

Step 2: Search for Colleagues and Friends by Name, Job or Company
Search serves as an easy way to find people using a person's name, job or company. As users type, LinkedIn narrows their search through a live search function to find who the user may be looking for. Once the individual or company is entered in the search bar, clicking the magnifying glass will commence the search and find all results that match the terms.

Step 3: Accept Connections
When a person requests to make a connection on LinkedIn, this is the equivalent to a friend request on Facebook. You will receive an e-mail notification as well as be notified on your home screen on LinkedIn. Above your status bar, there is a small area with two tabs that read: "messages" and "invitations." Next to the invitations tab there will be a bright orange number that relates to the number of connections pending. Once "invitations" is clicked, the box will drop down and show the person(s) requesting a connection. From there, a user can approve or deny the connection.

LINKEDIN

B. TIP AND TRICKS

1. Make sure contact information is readily available.

2. When requesting a new connection, write a personal note in the message field.

3. Update positions, resume and other areas frequently.

4. Participate in LinkedIn groups.

5. Write recommendations for LinkedIn connections and colleagues.

C. GLOSSARY/DEFINITION OF TERMS

Glossary Applications: Add-ons to your LinkedIn site that pull in outside information from other services and networks from around the web.

Connection: A common term referring to those within a network with whom a user would consider a colleague, work partner or friend.

Groups: Belonging to a consortium on LinkedIn that hold similar interests in your professional field.

Invitation: A connection request via LinkedIn from another user you may or may not know.

Network Activity: Status updates, information or aggregation of information based on your connections.

Specialties: Area of expertise within your given industry and field of work.

Summary: A section in a profile where you describe abilities and services within your respected professional industry.

Updates: A personal status of your progress, additions and changes to your profile, which is sent out to other in your network.

LINKEDIN

D. ADVERTISING

LinkedIn offers users three ways to advertise. Text Ads are highly targeted, easy to create, and great for budget conscious campaigns. Text Ads appear on the top and in the right rail of many pages on LinkedIn's website.

Text Ads have strict limits on the number of words you can use. The Headline for a Text Ad can only be 25 characters, and the body can only be 75 characters. (See next page for some examples of what those character limits look like in practice.)

Advertisers compete with one another to have their ads displayed to a target audience by bidding in an auction.

Text ads are priced in two ways -- per click (CPC) and per 1,000 views (CPM). In both cases, the minimum bid is $2. So you can pay a minimum of either $2 for each click on your ad, or $2 for each 1,000 views of your ad. LinkedIn provides a suggested range for bids, based on estimates of the current competing bids from other advertisers targeting the same audience.

LinkedIn also requires a minimum daily ad budget of $10 per campaign. In order to determine your daily ad budget, multiply your bid by the number of clicks or impressions you'd like to receive per day. For example, if you want to receive 10 clicks per day and want to spend no more than $3 per click, you'd set your minimum daily budget at $30 per day.

Industry estimates put the cost per click of the average LinkedIn ad between $2 and $7 per click. In some cases, cost-per-click can reach $11 or $12.

To begin a Text Ad Campaign, sign into LinkedIn and hover over the "Work" icon in the top right of the screen. Click "Advertise," then "Create Ad."

For more information, check out the following articles on LinkedIn's website:
• "LinkedIn's Advertising Cost"
• "Setting a Bid, Daily Budget, Total Budget, and End Date for Your Campaign"

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D. 1. CREATE TEXT ADS

1. Select "Text Ads" from the three options
https://www.screencast.com/t/chaTBOBJ1q

2. Enter a campaign name and choose a language.
https://www.screencast.com/t/Ntfx2TwSin

3. Select where members should go when they click your ad.
    a. Page on LinkedIn.
    b. Your website.

4. Add headline, image, and copy.
    a. Headline can only be 25 characters long
    b. Body text can only be 75 characters long
https://www.screencast.com/t/MYvqBj03f

5. Click save and then next.

6. Select from the following target options that best fit your chapter.
    a. Location, Industries, Company size, Job titles, etc.
https://www.screencast.com/t/hdSrkrW9UGk

7. Click next at the bottom right once you have filled in your target audience.

8. Choose your bid type
    a. Cost per click
    b. Cost per impression.

9. Enter in your bid.

10. Enter in your daily budget.

11. Enter in your start date and select "next." (You can also choose to start immediately.)
https://www.screencast.com/t/yxFjx7IIm

12. Fill in payment information using a credit or debit card and click review order.
https://www.screencast.com/t/c5igPRHb5s

CONCLUSION

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