

Let's use our voices for power, together.

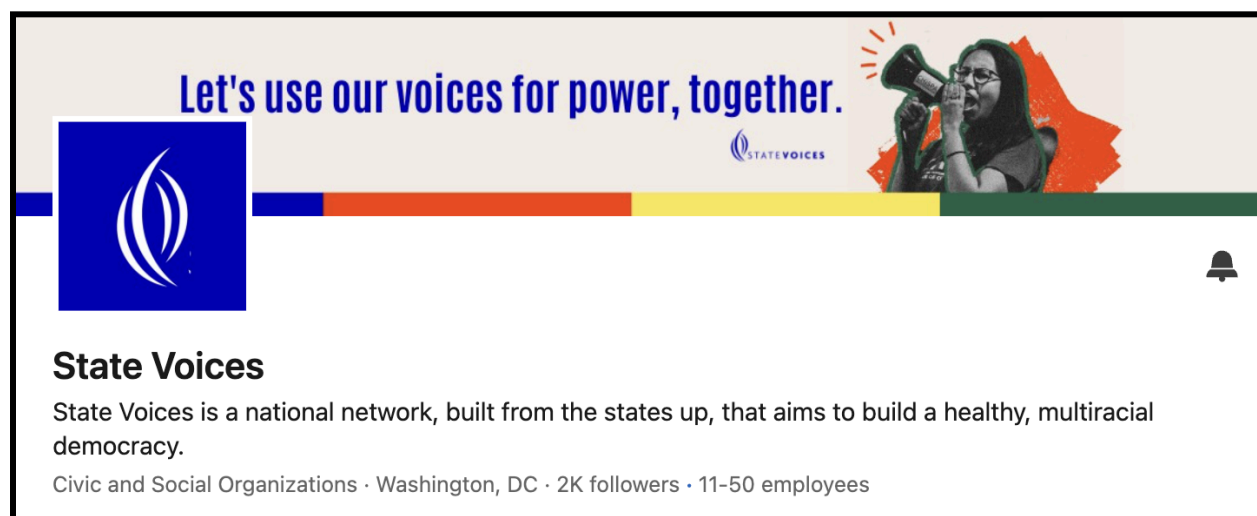
How To: Build Your Presence as a Movement Leader on LinkedIn

LinkedIn is *the* social media platform to elevate organizations and individuals as experts and connect with key audiences including leaders within the civic engagement space and funders.

Here's a quick guide to help you and your organization promote yourselves on LinkedIn.

Getting Started

- **For your organization: update or create your organization's LinkedIn profile.** Make sure your organization has a profile photo, banner image, short bio, overview, and custom URL. [Get tips here](#) and see the example below.



- **For organization leaders and staff: update your personal LinkedIn profile.** Use a high-quality headshot for your profile and banner images and make sure your work history and personal information are up to date.



- **Follow, connect with, and engage with relevant accounts.** Organizations *can and should* follow other organizations on LinkedIn. Individuals should connect with people they know and follow organizations too.
 - Get started by following the State Voices Affiliated Network using the table at the end of this doc.
 - Make sure you're regularly engaging with these accounts by liking, commenting, and reposting their content!
- **Create a content strategy.** You may post similar content on your LinkedIn as your other social media accounts, but make sure it's tailored to the platform and your audience.
 - Your LinkedIn audience will likely be peers and funders in the civic engagement and related spaces — different to a more hyperlocal or general activist audience on other platforms.
 - LinkedIn content should be professional in tone, share takeaways and highlights that interest your audience, and can include links and hashtags.

- E.g., Here's a [LinkedIn post](#) and an [Instagram post](#) that focus on the same topic but optimize for each platform.

Content Ideas

- **Share resources and tools your organization has created.** Your LinkedIn audience is likely engaging in similar work and will be interested in any resources and research you've created.
- **Uplift wins, events, and earned media hits.** Uplift the impact of your organization by sharing accomplishments, news stories, and upcoming events.
- **Create a realistic posting cadence.** It's best to be consistent! Know your capacity and stick to a regular posting schedule — whether it's once a week or once a month.
- **Repost relevant content.** A low-lift way to keep a regular posting cadence is to repost relevant content, adding a sentence or two to share your organization's perspective.
- **Use the State Voices toolkit!** Each month, State Voices releases a new batch of [LinkedIn content](#) with [customizable Canva graphics](#). Have requests? Reach out to toolkit@statevoices.org and let us know.

Best Practices

When posting or using the platform, here are some things to keep in mind.

- **Tag referenced individuals** in posts to ensure they see posts and engage with them. This could include tagging a partner you hosted an event with or who appeared in a news article with you.
- **Include photos and/or videos** from conferences, activations and protests. LinkedIn prioritizes photo and video content in peoples' feeds, so show your impact through visual storytelling.

- **Encourage staff to share their work** and tag the organization. Make sure to engage with and repost their content.

State Voices Affiliated Network LinkedIns

The strength of our network comes from our support for one another. Kick off your following spree by making sure you're connected with State Voices and Tables.

NOTE: Don't see your LinkedIn here? Email us at toolkit@statevoices.org, and we'll be sure to add it.

- | | |
|--|---|
| → State Voices | → Nebraska Civic Engagement Table |
| ◆ Alexis Anderson-Reed | |
| → Alabama Forward | → New York Civic Engagement Table |
| → Engage San Diego | → Ohio Voice |
| → State Voices Florida | → Pennsylvania Voice |
| → ProGeorgia | → Virginia Civic Engagement Table |
| → Power Coalition for Equity and Justice | → Washington Community Alliance |
| → Minnesota Voice | → Wisconsin Civic Power Table |