

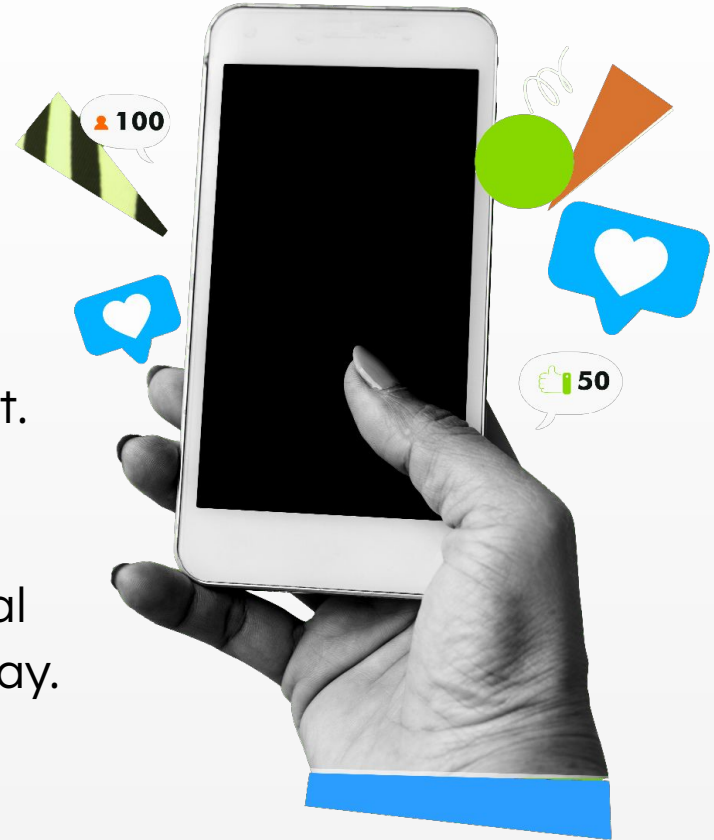
Social Training Deck

How Individual Voices Strengthen the Brand
LinkedIn Best Practices



Why We're Here

- Practical, realistic guidance you can actually use.
- You already have the expertise. Social media just helps more people see it.
- This is not about turning anyone into a marketer. It's about sharing real work, real insight, and real experience in a simple way.



People Like People

- Employee posts consistently outperform company pages
- People trust people more than logos
- Company expertise is strongest when it's human
- In conjunction with posts on a company page, individual profiles can amplify company content and vice versa
- Perspective matters more than promotion

Your role is not to sell; your role is to show how you think and what you see in the field.



Platform Focus: LinkedIn

For B2B companies, LinkedIn is the primary platform for employee voices.

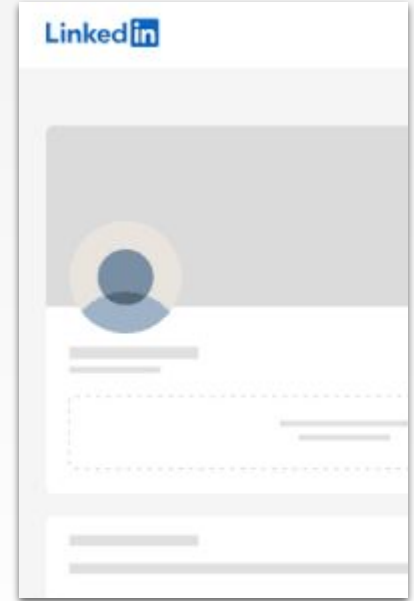
Best-performing content includes:

- Professional insights and lessons learned
- Project moments and installs
- Industry observations
- Team pride and culture



LinkedIn Profile Setup

1. **Update your profile** with a professional/business headshot, branded header, employment and education history
2. **Add an "About" section** to tell people a little bit more about you as a professional. *Think of this as an elevator pitch*
 - a. The Hook - who you are, your current title, your core specialty
 - b. Your Professional Story - briefly explain your career journey and focus on how you solve problems
 - c. Core Skills & Quantifiable Wins - include metrics if possible and key buzzwords
 - d. CTA - mention your company with a direct link to the website, invite people to message you



LinkedIn Best Practices



1. **Add relevant contact information** to your "Contact" section (this sits below your profile photo near your job title)
2. **Follow your company and turn on post notifications**
 - a. Go to their page on LinkedIn
 - b. Click the "Bell" icon
 - c. Select "All" and then hit "Save"
3. **Invite your connections** to follow your company (left hand sidebar on the company LinkedIn page, "Invite to Follow" will pull up your list of connections)



Posting Frequency

- 1-2 posts per month is great
- Engagement matters more than volume
- Commenting counts as activity
- Consistency beats perfection

*Don't
overthink it!
Just post!*



Content Buckets

All employee posts typically fall into one of these four buckets:

1. Expert insight
2. Project moments **(Celebrate Wins!)**
3. Culture & team **(Give Back & Highlight People)**
4. Industry news with commentary

If you're unsure what to post, start with one bucket and rotate over time.



Expert Insight

What this looks like:

Sharing what you're seeing, learning, or solving in your role.

Examples of prompts:

- “One thing we see companies underestimate is...”
- “A common misconception about [your industry] is...”
- “Something that makes a real difference in [your industry] is...”

Key tip:

Explain it the way you'd explain it to a customer or teammate, not the internet.



Project Moments

What this looks like:

Highlighting what you're doing day-to-day.

Examples of prompts:

- “On site this week working on...”
- “Another reminder why...” [give a real-life example]
- “Good example of how ...” [give a common problem & solution scenario]

Photos are helpful but not required.



Culture & Team

What this looks like:

Showing pride in the team, culture, and people behind the work.

Examples of prompts:

- “Grateful to work with a team that...”
- “Strong projects start with strong people...”
- “One thing I appreciate about working at...”



This builds trust without talking about products at all.



Industry News *(With Commentary)*



What this looks like:

Sharing relevant news and adding your perspective.

Examples of prompts:

- “Interesting read on [relevant topic]...”
- “This trend lines up with what we’re seeing...”
- “Good reminder that [relevant trend]...”

Always add your take. Sharing links without commentary adds little value.



How to Write Without Sounding Like Marketing

Simple post formula:

1. What you're seeing
2. Why it matters
3. One clear takeaway

Tone guidance:

- Human
- Clear
- Confident
- Conversational

*Write like
you talk. Short
paragraphs
beat perfect
phrasing.*



Engagement, Engagement, Engagement

Posting is only part of the equation.

Other high-value actions:

- Comment on your company's posts
- Add thoughtful replies, not just likes
- Tag teammates when relevant
- Join conversations already happening

Engagement expands reach without creating new posts.



Social Media & Sales

How you can effectively use
Social Media to drive new opportunities:



- Share company posts with your thoughts
- Comment on posts from clients and prospects with insights that are helpful/beneficial to them
- Share posts from clients and prospects to celebrate them
- Use social media to find deeper information about prospects
- Leverage LI messenger but in a human way (not AI/spam)



Quick Dos / Don'ts

Do

- ✓ Be yourself
- ✓ Share what you actually know
- ✓ Keep it simple
- ✓ Comment when posting feels like too much

Don't

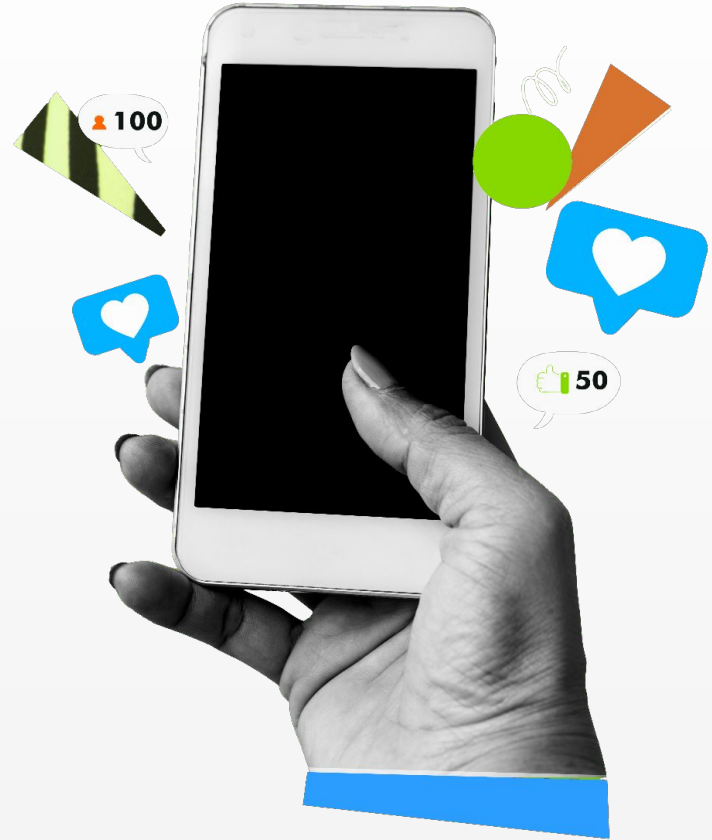
- ✗ Copy company posts word-for-word
- ✗ Force sales language
- ✗ Overthink formatting
- ✗ Worry about being perfect



Key Takeaways

- You don't need to sell
- You don't need to post often
- You already know what to say
- Your perspective builds credibility

Small, consistent actions add up over time.



Questions?

Thank you!

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