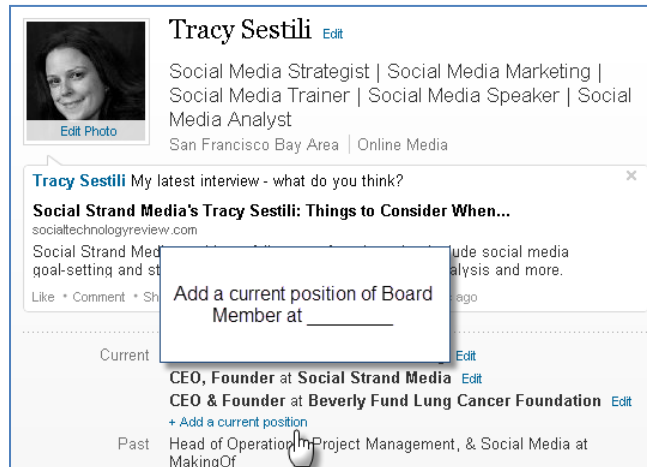


5 Easy Steps Your Board Can Take To Support Your Organization on LinkedIn

1. Board members/staff can list they are a board member or staff member at your organization in their current work experience

Edit Profile>Add Current position>Follow instructions below.



Tracy Sestili [Edit](#)

Social Media Strategist | Social Media Marketing | Social Media Trainer | Social Media Speaker | Social Media Analyst
 San Francisco Bay Area | Online Media

Tracy Sestili My latest interview - what do you think?
Social Strand Media's Tracy Sestili: Things to Consider When...
 socialtechnologyreview.com
 Social Strand Media... include social media goal-setting and st... analysis and more.
 Like • Comment • Share

Add a current position of Board Member at _____

Current
 CEO, Founder at **Social Strand Media** [Edit](#)
 CEO & Founder at **Beverly Fund Lung Cancer Foundation** [Edit](#)
 + Add a current position

Past
 Head of Operations, Project Management, & Social Media at MakingOf

Add Position

1. Type in the name of your organization. Select it from the options displayed. If your organization is not displayed, talk to your Organization about getting a Company page set

Company Name: **Beverly Fund Lung Cancer Foundation** [\[Change Company\]](#) [\[Edit Display Name\]](#)
Health, Wellness and Fitness; 1-10 employees; HQ:United States

Title: Board Member

Location: _____

Time Period: I currently work here
 September 2011 to present

Headline: Update my headline to:
 Board Member at Beverly Fund Lung Cancer Foundation

Description: _____

[See examples](#)

or

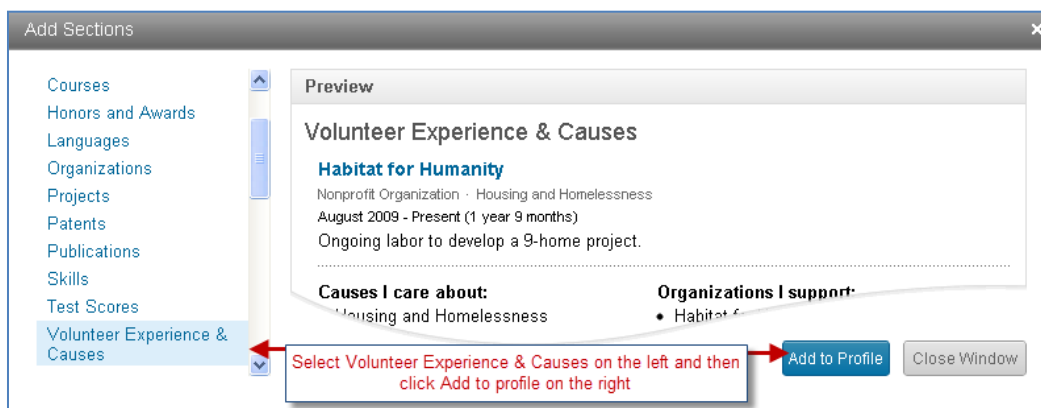
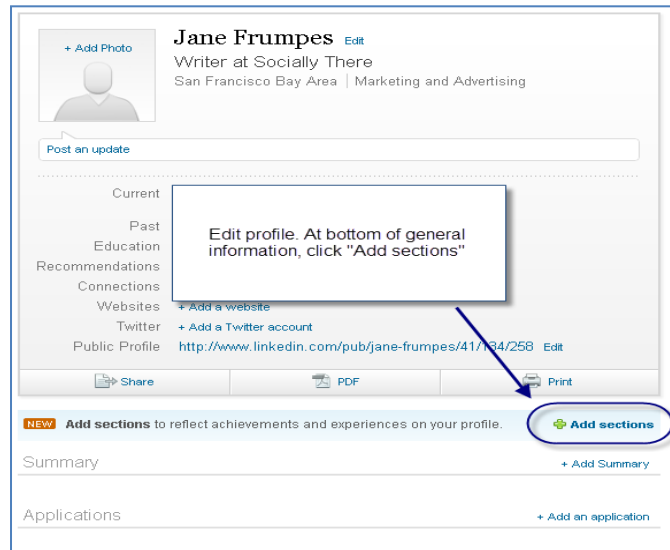
2. Title should be "Board Member" or "Volunteer" (Note: staff members should add appropriate)

3. Time Period is checked. Fill in month and year you've been involved with organization.

4. Board members should uncheck box for "update my headline to:"

2. Board members/staff members/volunteers can list your nonprofit in the new Volunteer section on LinkedIn

Edit Profile > Click Add Sections > Select Volunteer Experience & Causes > Add to profile > Fill out necessary information (see below):



Edit Volunteer Experience & Causes

Causes (Optional)

1. Check appropriate box(es)

What causes do you care about?

<input type="checkbox"/> Animal Welfare	<input type="checkbox"/> Health
<input type="checkbox"/> Arts and Culture	<input type="checkbox"/> Human Rights
<input type="checkbox"/> Children	<input type="checkbox"/> Politics
<input type="checkbox"/> Civil Rights and Social Action	<input type="checkbox"/> Poverty Alleviation
<input type="checkbox"/> Disaster and Humanitarian Relief	<input type="checkbox"/> Science and Technology
<input type="checkbox"/> Economic Empowerment	<input type="checkbox"/> Social Services
<input type="checkbox"/> Education	<input type="checkbox"/> Other
<input type="checkbox"/> Environment	

Which organizations do you support?
Start typing to find an organization on LinkedIn, or enter organizations separated by tab or return.

2. Type in your organization's name

Experience (Optional)

3. Add any relevant experience here.

* Organization:

* Role:

Cause:

Time Period: I currently volunteer here
Month... Year... to Month... Year...


Description:

4. Save Changes

or

* Organization and role are required if entering experience.


- Board members can post a personal status updates on their own profile highlighting events or your cause every once in a while. (Tip: the marketing team can give them the text to say).


LinkedIn  [Go to LinkedIn Ads >](#)

Home Profile Contacts Groups Jobs Inbox 1 Companies News More People ▾

Go to your Home page and you should see the status update box.

Post a status update here. Click Share.

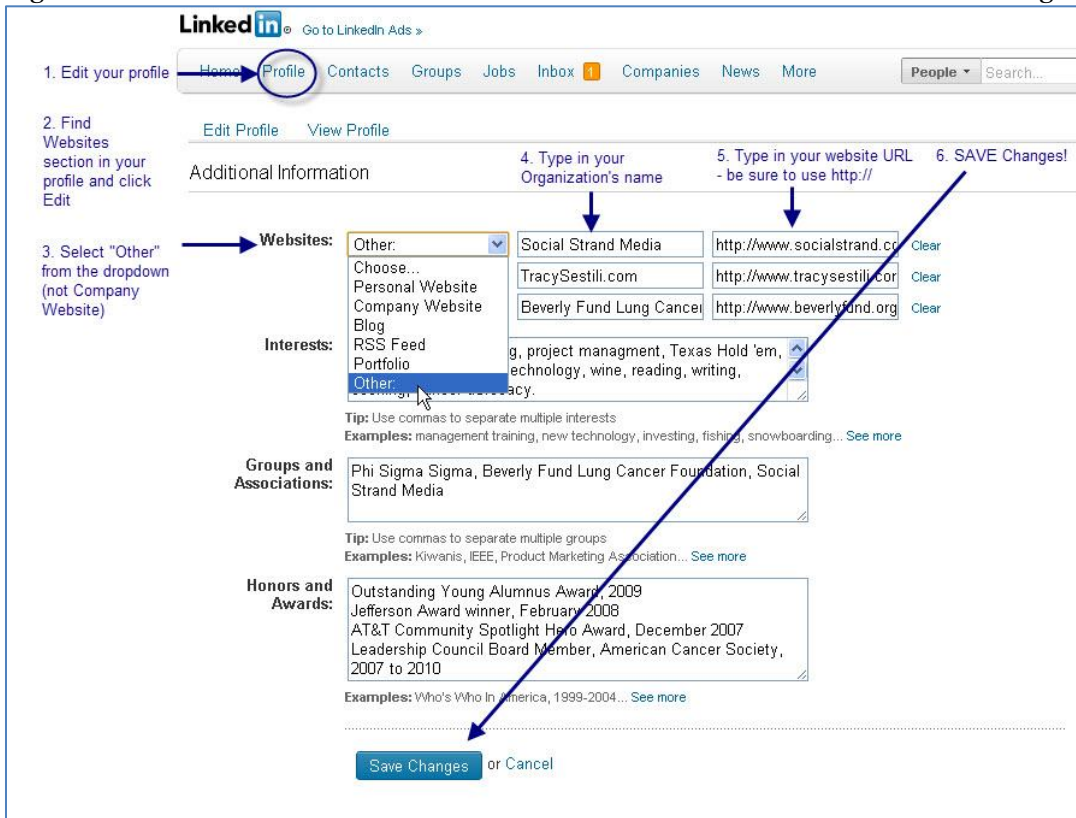


[Attach a link](#) 

My latest interview - what do you think? · [http://lnkd...](#) · Like · Comment · More > · 22 hours ago

- Board members/staff can [list your nonprofit's URL and Facebook URL](#) under websites and make it custom so that it reads the name of your nonprofit

Edit profile>Edit Websites>Choose 'Other' in dropdown (not Company Website)>enter organization name in the first box> enter website URL in the second box>Save changes.



LinkedIn [Go to LinkedIn Ads >](#)

1. Edit your profile [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [Companies](#) [News](#) [More](#) [People](#) Search...

2. Find Websites section in your profile and click Edit [Edit Profile](#) [View Profile](#)

3. Select "Other" from the dropdown (not Company Website)

4. Type in your Organization's name

5. Type in your website URL - be sure to use http://

6. SAVE Changes!

Websites:

Interests:

Groups and Associations:

Honors and Awards:

or

- Board members/staff can list your Twitter handle under the Websites section above. Choose Other> Type in your Twitter handle @yourorganizationsTwitterhandle>Type the Twitter URL (i.e. http://twitter.com/socialstrand)