

Postbeyond:

Why join the #TeamSunLifeUS Social Media Ambassador program? It can help us increase employee engagement and expand our reach to top talent through employee advocacy on social media. Basically, brand awareness = more leads.

- For more information on employee advocacy, be sure to check out this blog post from PostBeyond: [Social Recruiting with Employee Advocacy: The Secret to Attracting and Retaining Awesome Talent](#).

Getting started:

1. Visit [this link](#) for specific instructions on getting your account set up.
2. Utilize the following resources to familiarize yourself with Postbeyond:
 - a. Postbeyond training session:
https://postbeyond.zoom.us/recording/share/u00UZpZGYdjglCf7-TdC-PNwNqevx5J_ng3JwL9FhOwlumekTziMw?startTime=1562265502000 It's roughly 30 minutes in length.
 - b. Free weekly training sessions are available — you can register at <https://register.gotowebinar.com/rt/2695430061129489931>
3. Here is a link to the help page, which will have the most up-to-date resources on the questions you may have: <https://help.postbeyond.com/en/>
 - a. This link is more specific to Postbeyond users with questions: <http://help.postbeyond.com/en/collections/1930740-user>

Helpful information and resources:

Postbeyond navigation:

1. [How to create social media accounts](#) (LinkedIn, Facebook, Twitter) (You need to do this before you can link your accounts)
2. [How to link company pages on Postbeyond](#) (*Via mobile apps*)
3. [How to unlink networks](#)
4. [How to download the mobile app](#)
5. [How to share posts](#) (*Via mobile app*)
6. [How to queue a post](#) (*Via mobile app*)
7. [How to schedule a post manually](#): (*Via mobile app*)
8. [How to edit the schedule for your queued and scheduled posts](#) (*Via mobile app*)

9. [How to access a post's shareable link](#)
10. [How to download the browser extension \(Video\)](#)

Social media navigation:

1. [Comparing the different social networks](#)
2. [Content and tone across social networks](#)
3. [How to personalize the wording of a post](#)
4. What is a retweet? Like? Endorsement? Hashtag? [Here are some social media lingo definitions](#)
5. [What is an interaction?](#)

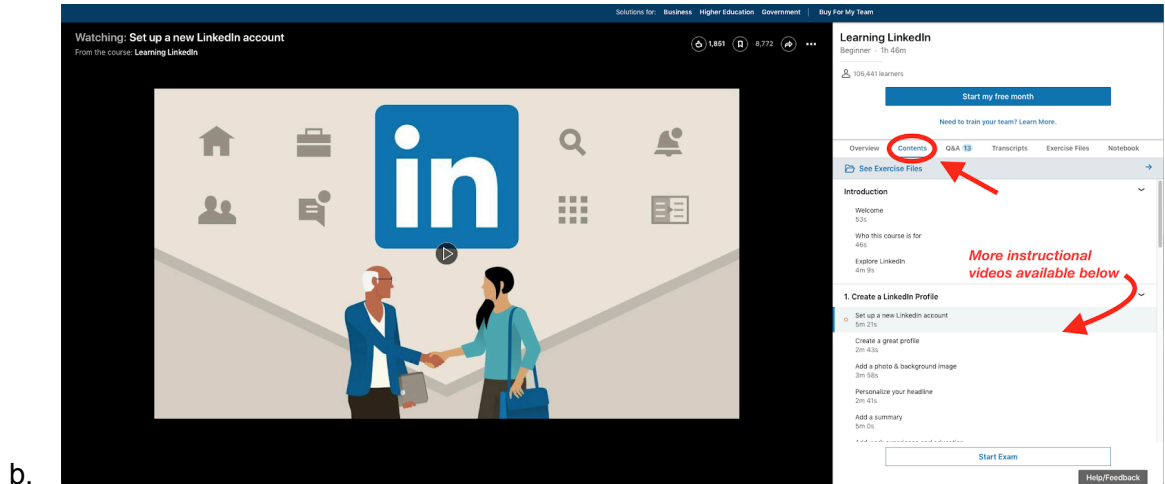
Troubleshooting:

1. [How to reset a forgotten password](#)
2. [If you are having trouble logging in](#)
3. [If you are unable to share a post](#)
4. [Unshare a post](#) (You can't — you have to go on the network you shared it on and manually delete it.)
5. [If you are unable to personalize a post](#)
6. [If your leaderboard data is inaccurate](#)

LinkedIn:

Getting started:

1. This video is helpful for setting up a new LinkedIn account:
<https://www.linkedin.com/learning/learning-linkedin-3/set-up-a-new-linkedin-account>
 - a. If you go under the "Contents" tab on the right-and side, you will see more *Learning LinkedIn* modules that you may find helpful



Guides to creating a great LinkedIn profile

1. [An in depth, organized guide](#)
2. [PDF overview from LinkedIn itself](#)
3. [A video explanation of crafting an effective profile](#)
4. [Forbes article](#)

Some questions you may want to ask yourself after you build your profile:

What's my LinkedIn Social Selling Index?

The LinkedIn Social Selling Index (SSI) is a score out of 100 that measures activity levels on LinkedIn addressing four areas:

- establishing your professional brand
- finding the right people
- engaging with insights
- and building relationships

Particularly if you are involved in [#socialselling](#) efforts, you might want to see how you rate. To find out your LinkedIn SSI score, go to <https://www.linkedin.com/sales/ssi>

What's my social media impact?

Where do you rate on the social media maturity model? [Take this short quiz](#) to find out!

Am I making any mistakes on my LinkedIn?

According to LinkedIn Career Expert Blair Decembrele, here are the **most common mistakes** on LinkedIn profiles and how you can overcome them.

<https://www.forbes.com/sites/alizalicht/2019/04/24/the-top-8-tips-on-how-to-be-a-linkedin-master/#6841ddf368a4>

When should I post on social media?

The best times to post are unique to your own audience, but this guide can help provide insight as to the optimal times to post to Instagram, Facebook, Twitter, and LinkedIn.

<https://www.falcon.io/insights-hub/topics/social-media-management/best-time-to-post-on-social-media-2018/>

Helpful information and resources:

1. The official page for LinkedIn-related questions and/or help:
<https://www.linkedin.com/help/linkedin?lang=en>
2. LinkedIn Help Forum — a place where you can discuss issues/questions with fellow LinkedIn members and access help or advice:
https://www.linkedin.com/help/linkedin/forum?trk=forum_driver

Tips for Success:

- **Wake up to the benefits of LinkedIn**
 - At Sun Life, social media is an integral part of how we network and support the business. LinkedIn is the leading business-oriented social media site, with more than 260 million active users.
 - Is your profile optimized to increase your professional and client network? These tips can help you maximize your LinkedIn presence so you can market yourself as an industry expert, expand your LinkedIn network to build your book of business, and become a value added partner.
- Remember to review the Sun Life Financial Social Media Guidelines for employees before engaging with social media. These guidelines are located on The Source.
- **Update your profile with a professional picture.**
 - A picture creates a sense of familiarity and makes a great first impression. Also, profiles with a profile picture are 7 times more likely to be viewed.
- **Update your current employer (Sun Life Financial) and work experience.**
 - 5–10 bullet points using active verbs, ex. “facilitates, advocate, generate” that accurately describe your role (bonus points for including results).
- **Select the appropriate Location and Industry (Insurance).**
 - People often search for contacts by industry and by specific geographic location. Making sure that both of these are up to date will help more contacts find you.

- **Update your summary.**
 - Your summary should include a catchy lead sentence and information about your skills and accomplishments featuring key words like “digital, corporate, sales” vs. “creative, dynamic, effective”. If you are in a sales role, consider adding a paragraph that addresses how you can meet the needs of your potential clients. Close with a call to action asking people to connect with you and learn more. Feel free to explore what people in similar roles are using in their summaries to give you ideas on crafting your own.
- **Follow companies to get updates on the latest news and announcements.**
 - Follow Sun Life and other companies that you are interested in.
- **Use Advanced Search to find industry connections and expand your reach.**
 - Did you know that you can search for connections by location, current company, industry, past company, school attended and more? You can even search for contacts by level of connection and group memberships. Better yet, you can save your search criteria and set up a regular alert notifying you when anyone new matches your search. This is useful when exploring potential connections and leads!
- **Seize the moment! Invite people to connect.**
 - Whenever you meet someone, always follow up within 24–48 hours with a LinkedIn network request. If they don’t accept right away, write an invite message to include some context such as where you met them.
- **Post status updates to promote your current activity and share Sun Life approved content.**
 - Deepen engagement with your network by becoming a value added partner. Share Sun Life approved content as well as helpful industry news and insights with your thoughts on them.