



How can I contribute to the USGBC South Florida Chapter's LinkedIn page?

1. Search “U.S. Green Building Council South Florida Chapter” in the search bar and press Enter.
2. Click “Join” to be added to the group.

Start a Discussion

1. Navigate to the Chapter’s Page via the search bar as above.
2. Type your message into the box reading, “Start a discussion or share something with the group ...”
3. Be sure to include any links and click the discussion type in the dropdown box.
4. Your post will be awaiting approval by an administrator to be posted to the Chapter’s main page.

A screenshot of the LinkedIn 'Start a discussion' form. The form has a text input field with the placeholder text 'Start a discussion or share something with the group...' and a character count of '200' with a close icon. Below this is a smaller text input field with the placeholder text 'Add more details...(optional)'. Underneath the input fields, there is a 'Discussion type:' label followed by three radio button options: 'General' (which is selected), 'Job', and 'Promotion'. A blue 'Share' button is located at the bottom right of the form.

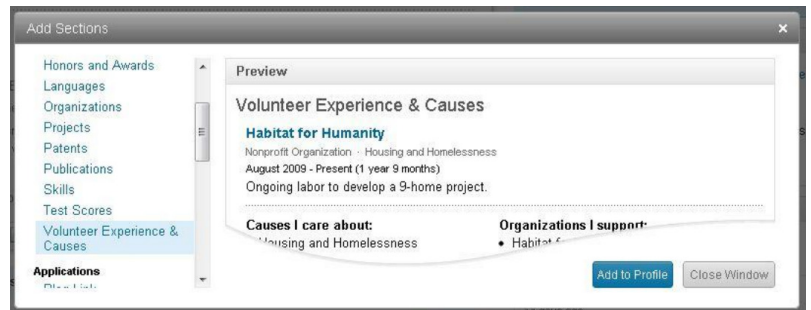
Add your experience with the USGBC to your Profile

1. Sign into LinkedIn using your Username and Password.
2. Click on “Profile” in the upper left-hand corner.
3. Once on the Profile Page, click “Add a Position” if you’d like to list the USGBC as an employer, or click “Add Sections” and then select “Volunteer Experience & Causes” and click “Add to Profile”.

(cont.)

4. Fill in the required information and post to your profile.

Post Status Updates to your LinkedIn about your work with USGBC South Florida



1. Sign in to your LinkedIn Profile.
2. In the “Share and Update” box, post your update just as you would on Facebook, and click “Share”.
3. If you have a Twitter account, click the check box to the left of Share to have your status automatically posted on Twitter as well!

What are the rules for what I can and can't post?

1. No Advertising: Please do NOT post any product endorsements, suggest certain retailers, or advertise any goods or services on the USGBC South Florida Chapter's social-media network. As a nonprofit organization, we are in the education and advocacy business, not the retail business.
2. Use Proper Grammar and Spelling: The rules for posting on social-media sites are more relaxed than most other mediums; however, the lack of proper spelling, punctuation or grammar immediately makes the site look uninviting for further growth.
3. Be Creative and Engaging: Social-media pages for nonprofits or businesses are an extension of their website, sales or marketing engines. While this definitely has a place in the social-media sphere, it should not be the only thing that shows up on our sites. Whenever possible, please try to jazz up your posts with links to interesting articles that build upon your idea, captivating videos, or blog posts that further explain what you're trying to get across. A dab of creativity in each post goes a long way!
4. Encourage Interaction: Social media should not be a one-way conversation. If people aren't commenting on posts, liking links and videos, or posting their own thoughts and ideas on your post, we're not getting the full potential out of the platform. Remember to ask questions, come up with trivia or FAQs, or link to other posts that will start conversations on our Chapter's page. The more interaction, the better! Tag other people in your posts, tag pictures you upload, and encourage people to comment.

Thanks for your participation in helping spread the word about the USGBC South Florida Chapter, the USGBC, and this amazing transformative movement! If you have questions regarding the Chapter or if you would like to join our volunteer family, email info@usgbcsof.org.