The Novagraaf Guide to LinkedIn
Becoming Ambassadors

As a company, we need to increase our visibility by intensifying our digital activities, and in particular, our social media activities. We need your help to do this!

Please follow this simple guide on how to use LinkedIn to become Novagraaf ambassadors, as well as to build on your own professional brand.

Creating and completing your LinkedIn profile (if you haven't already)

1. Sign up to LinkedIn **here**.

2. Upload a profile photo.

3. Write your Headline, as well as your summary on your skills and motivation in your 'About' section.

4. Fill in your work experience in 'Experience'. **Don't forget to add Novagraaf as your employer in your Current Position!** Also, fill in your education experience in 'Education' and add your relevant skills in 'Skills & Endorsements'. You can find LinkedIn's tips on completing your profile **here**. You can also use your Goodhabitz account to take a short course on 'LinkedIn for Professionals' **here**.

Following Novagraaf and NovumIP accounts

1. Search for 'Novagraaf' in the top left corner search bar on LinkedIn and click on Novagraaf's company page. Click the blue '+ Follow' button.
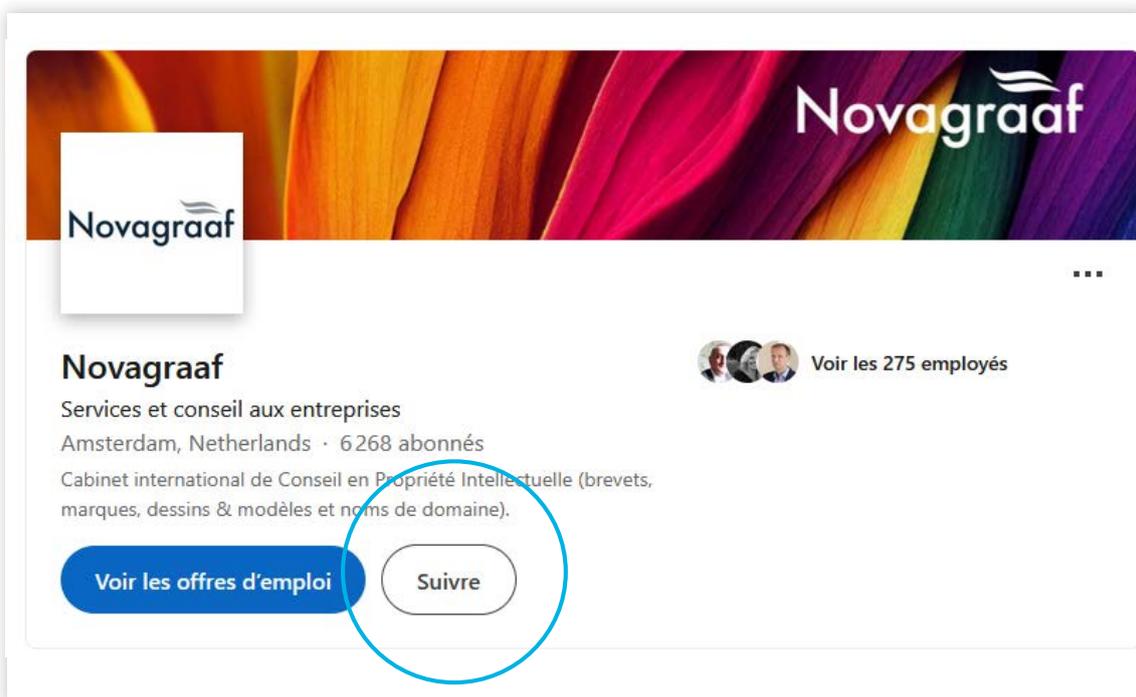

2. Search for 'NovumIP' in the top left corner search bar on LinkedIn and click on NovumIP's company page. Click the blue '+ Follow' button.

Sharing stories from your LinkedIn feed or Novagraaf's LinkedIn page

There are a few ways to share a Novagraaf story on LinkedIn.

1. Go to your **LinkedIn feed** - this is your home screen on LinkedIn.

2. Find a post from Novagraaf in your feed, or go to **Novagraaf's page** to ind one.

3. Click the '**Repost"** button on the post.
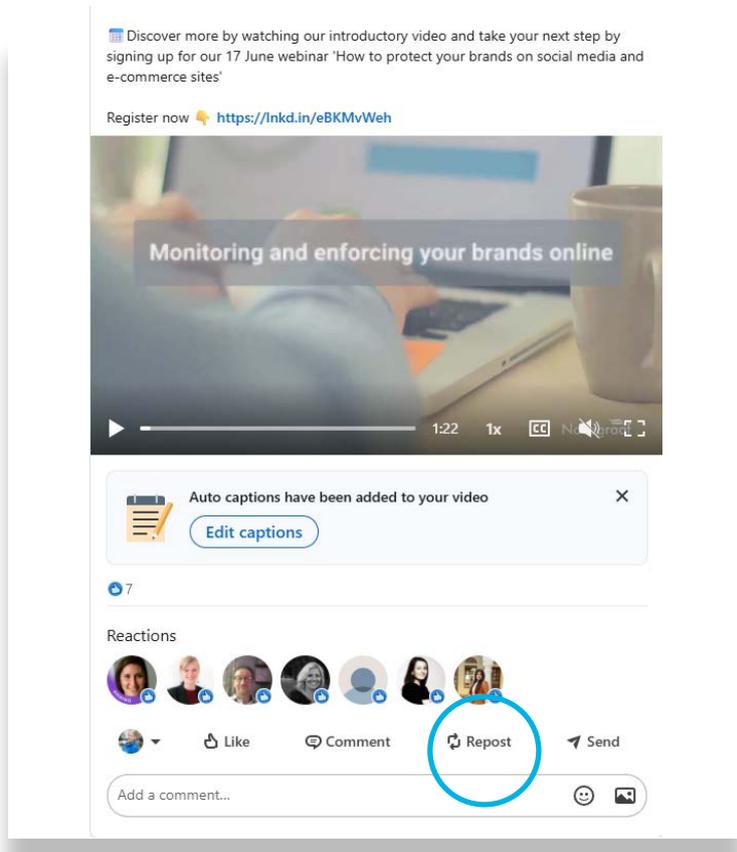
4. Click 'Anyone' to choose who you want to be able to view the post:

- Anyone – anyone on or off LinkedIn.
- Anyone + Twitter – anyone on or off LinkedIn and your Twitter followers (if you have Twitter connected).
- Connections only – the post will not be viewable by anyone who you aren't connected with on LinkedIn.
- Group members – you can choose a LinkedIn Group you're in, allowing group members to view it.

5. Write a caption for the post, or leave it blank.

Quick tip: the difference between a 'Share' and a 'Like'

- A 'Share' makes the post appear in your own feed and in the feed of your connections:

- A 'Like' shows your connections that you liked a post:

Sharing articles via copying and pasting URLs and social share buttons

When you copy and paste a URL to your LinkedIn page or use a LinkedIn social share button (which you can find on the **stories on our website**), it renders differently to when you share a post from Novagraaf's LinkedIn page.

In order to show that the story you are sharing came from Novagraaf, you will need to @ mention Novagraaf (by typing '@Novagraaf' and clicking on Novagraaf's company page), as demonstrated here:
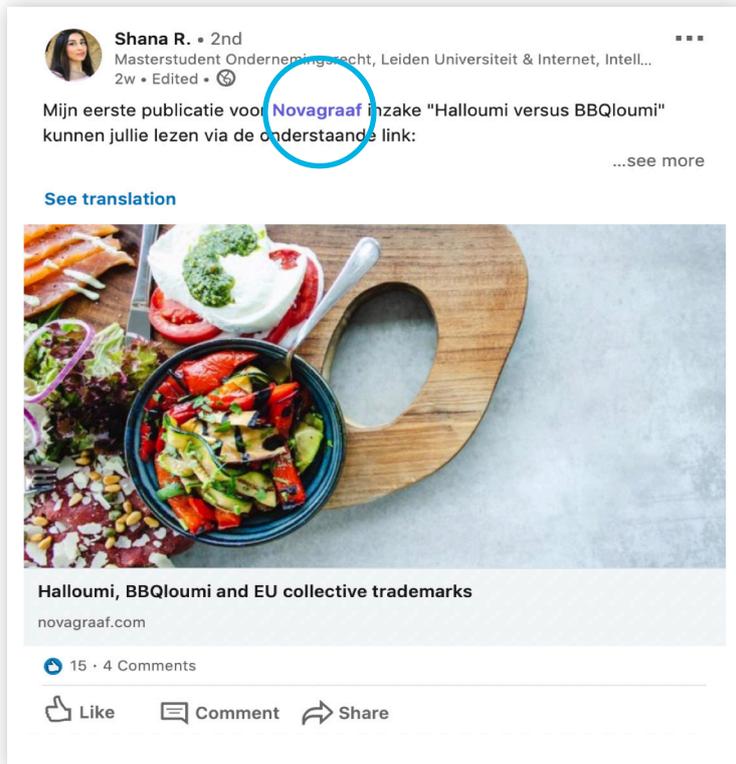
Using the @ mention for the Novagraaf company page can help us gain followers because it acts as a link to the page.

All of the steps in this guide can help towards not only building Novagraaf's visibility, but also building your own professional brand.

More information
If you have any questions on how to use LinkedIn or how to improve your pro ile please contact Marketing team at **marketing@novagraaf.com.**