

## SOCIAL MEDIA TIPS



AMERICAN PUBLIC HEALTH ASSOCIATION  
*For science. For action. For health.*

# LINKEDIN



- 1 Use LinkedIn's "Company Profile" to feature your organization's work.
- 2 Be a thought leader, not a salesperson. Use groups to discuss your work, but not promote it.
- 3 Fully complete your personal and company profiles and keep them up to date.
- 4 No funny business: Keep in mind that LinkedIn is a professional setting.
- 5 Don't forget to include volunteer work or organizations you are a member of, especially if they are relevant to your field of work.

[VISIT LINKEDIN.COM](https://www.linkedin.com) TO BE PART OF THE CONVERSATION

