

TO: All Employees
FROM: Kylan Rutherford, Director of Operations
DATE: April 18, 2017
SUBJECT: "Linking in" to Customers Through Social Media

Megan Duffy and I have been discussing ways to increase sales in the coming quarter. Numbers in the fourth and first quarters have been lower than expected; we have concluded that this drop is not a result of shortcomings by any of you, but rather symptoms of a continually changing market. We hope to take advantage of these changes by using new methods to reach customers, and we believe that one effective way we can achieve this is through social media, specifically LinkedIn. To begin utilizing social media in our company, **by April 28, we expect all employees to have a LinkedIn profile.** We will provide the incentives and resources detailed below to help make this process as painless and effective as possible.

Why LinkedIn

Factbrowser.com observes that 43% of US marketers have found a new customer through LinkedIn. They also find that 83% of business-to-business marketers use LinkedIn. Forbes indicates that companies with a greater proportion of employees with a LinkedIn profile have more followers on a company page.

This data leads me to believe that LinkedIn is a powerful match for our company and business model. I strongly believe that increasing our LinkedIn presence will increase hits on our website, grow our customer base, and cultivate relationships with other companies.

How to Create a Profile

Social media can be intimidating, but LinkedIn markets to an older age group than sites like Instagram or Twitter, making it a bit easier for hesitant new users. Navigating to www.linkedin.com will open to a page that prompts you to enter your name, email, and a password. The site will then walk you through the setup process with basic questions to get your profile started. We encourage employees to form groups and work together to get started. Younger coworkers more experienced with social media can be great assets in creating profiles.

Incentives

To encourage employees to create LinkedIn profiles we will be introducing two incentives. First, for the rest of 2017, you will receive an extra 2% commission for any sales you make to customers found through LinkedIn. Second, if your profile gains an all-star rating on LinkedIn, we will give you one extra day of paid time off. LinkedIn discussion boards indicate that an all-star rating requires the following in your profile:

- Have a profile photo
- Include your industry and location
- Update your current position along with a description

- Contain at least two past positions
- Insert your education details
- List a minimum of 3 skills
- Have at least 50 connections in your network

Profile Photos

This coming Friday, April 21 we will be having a professional photographer come to take headshots of company leaders and a few sales representatives for our website. I have arranged extra time with the photographer, so that anyone who would like to have a professional photo taken for his or her LinkedIn profile may do so. A digital copy will be sent to you for easy upload. This photo may also be used for personal use.

Please feel free to contact me with any questions regarding this memo. If enough people have difficulties, I will arrange a time for either I or someone I assign to give a group training on creating profiles.