



AIPN SOCIAL MEDIA ENGAGEMENT MANUAL

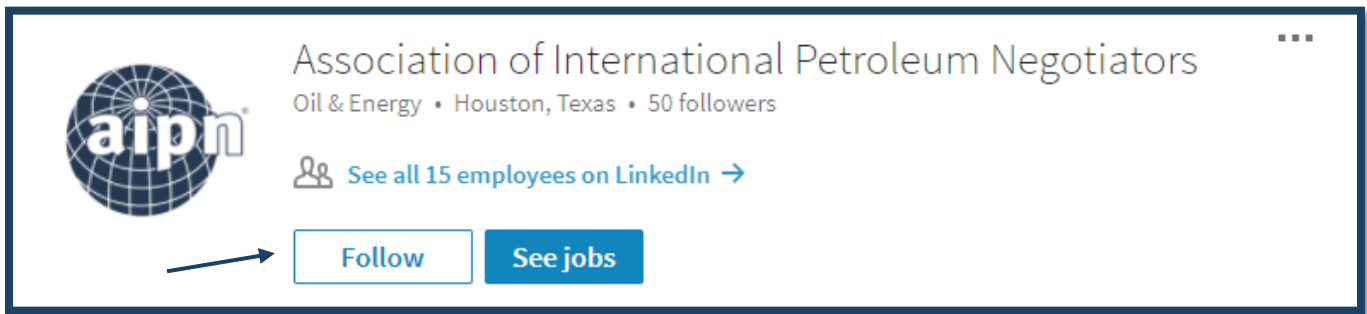
Table of Contents

LINKEDIN	1
Follow the AIPN Company Page	1
Share AIPN Posts to Your Feed or as a Direct Message	1
Mention AIPN in Your Personal Posts.....	2
Add AIPN in Your Profile Under Organizations	2
Join the AIPN LinkedIn Group.....	3
Join the AIPN Young Negotiators LinkedIn Group.....	3
FACEBOOK	4
Like & Follow AIPN’s Facebook Page	4
Share & Like AIPN’s Posts.....	4
Feature AIPN’s Posts	4
TWITTER	5
Follow AIPN’s Twitter Page.....	5
Mention AIPN in Your Tweets.....	5
Share & Like AIPN’s Tweets.....	5

LINKEDIN

Follow the AIPN Company Page

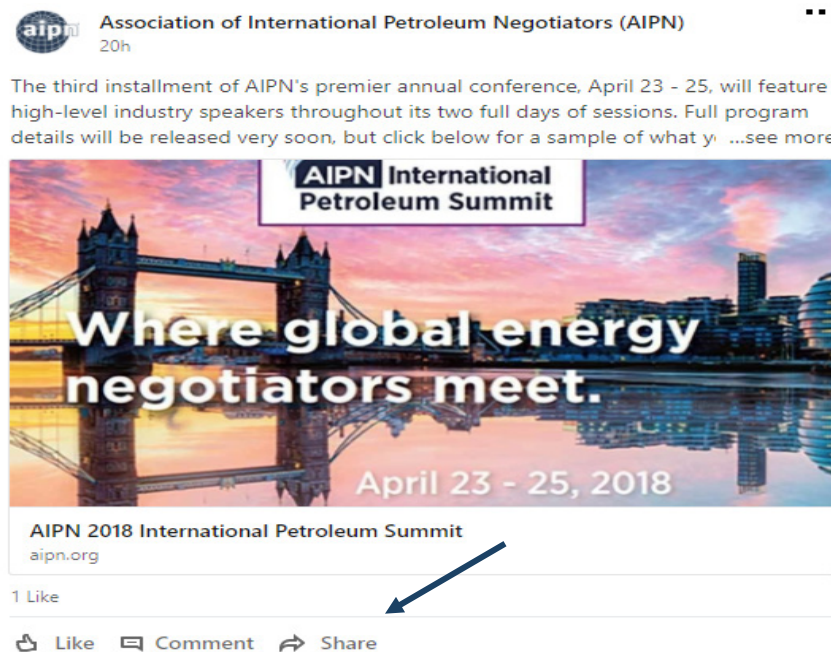
Visit [AIPN's Company Page](#) and click "Follow"



Share AIPN Posts to Your Feed or as a Direct Message

You can only share AIPN posts from the company page (not the AIPN group page).

1. Visit [AIPN's Company Page](#) and find the post that you would like to share.
2. Click "Share" at the bottom of the post.

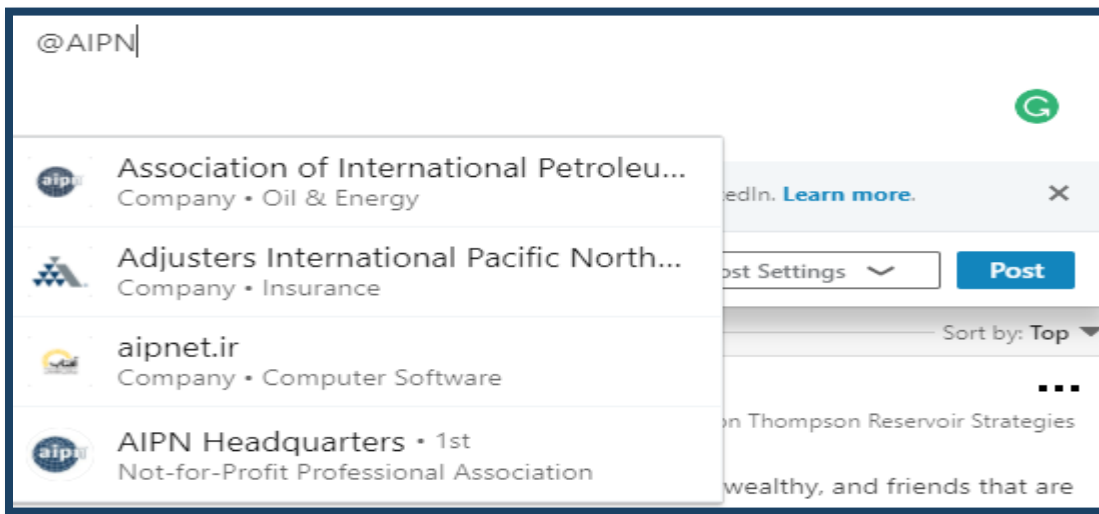


3. Write your own personal comment if you would like. At the top of the pop-up window, choose whether you would like to share it to your feed or send it as a message to any of your contacts and click "Post."

(Under Post Settings, you have the option to post to Public (recommended) or just to your LinkedIn connections. More details can be [found here](#).)

Mention AIPN in Your Personal Posts

1. Click “Home” at the very top of the page.
2. To mention AIPN, type “@AIPN” in the text box and you will see a list of results. Click on the AIPN page that has “company” listed under it.



Add AIPN in Your Profile Under Organizations

1. Click on “Me” in the top-right corner and then click on “View Profile.”
2. In the right sidebar, click on “Add Profile Section”
3. Click on “Accomplishments” and scroll to the bottom of the list and select “Organizations.”
4. Then, type in Association of International Petroleum Negotiators, your title at AIPN, and how long you have held that position or been a member.

Name

Association of International Petroleum Negotiators

Position held

President

Associated with

-

From

Month

Year

To

Month

Year

** AIPN also has a LinkedIn Group page, which functions differently than the company page. The Group is more geared toward discussions and does not provide as much visibility as the Company page. We are looking to potentially phase the Group pages out and convert to a subsection of the Company page, but in the interim you can join these as well**

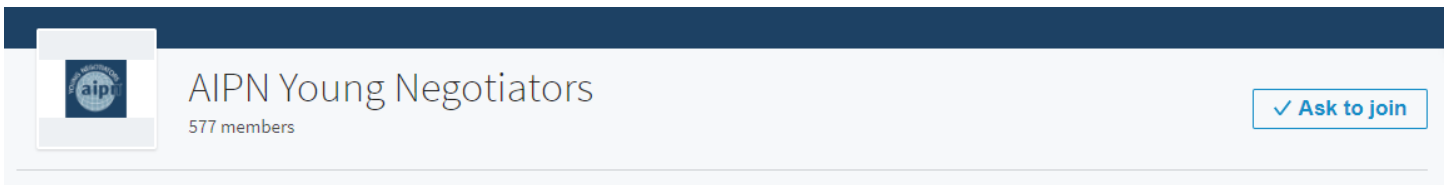
Join the AIPN LinkedIn Group

1. [Click here](#) to go to the AIPN LinkedIn Group page.
2. Click “Ask to Join” and your request will be accepted. You will also receive a personalized message welcoming you to the group upon approval.



Join the AIPN Young Negotiators LinkedIn Group

1. [Click here](#) to go to the AIPN-YN LinkedIn Group page.
2. Click “Ask to Join” and your request will be accepted. You will also receive a personalized message welcoming you to the group upon approval.



FACEBOOK

Like & Follow AIPN's Facebook Page

Visit [AIPN's Facebook Page](#) and click "Like" AND "Follow."



Share & Like AIPN's Posts

1. Find the post that you would like to share or like.
2. To like the post, click the thumbs up icon at the bottom of the post.

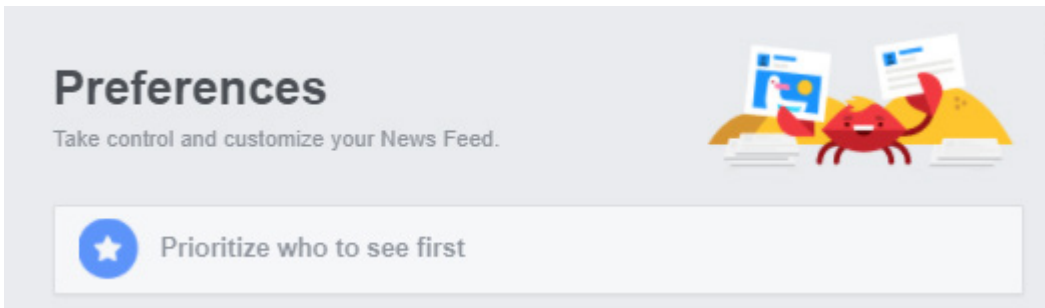
To share the post, click "Share" at the bottom of the post.. Write your own personal comment if you would like and then click "post."

Feature AIPN's Posts

1. Click the arrow pointing downwards at the top of the webpage
2. In the drop-down menu, click "News Feed Preferences"



3. Click on "Prioritize who to see first"



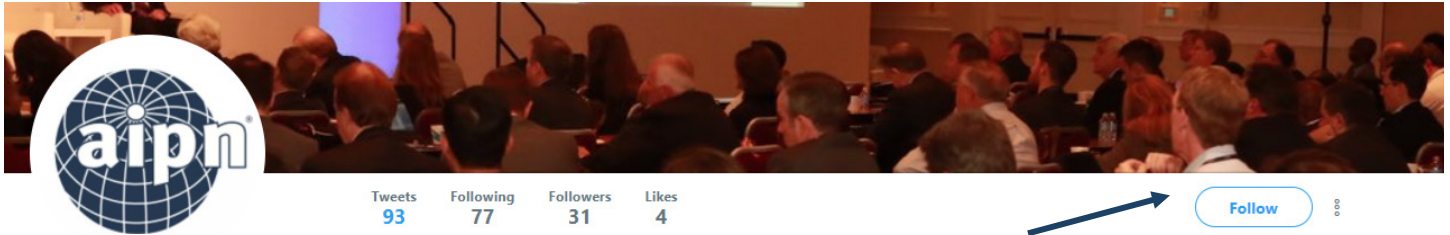
4. Click on "All" and scroll down to "Pages Only"
5. Then, click on the AIPN page and click "Done" at the bottom.



TWITTER

Follow AIPN's Twitter Page

Visit [AIPN's Twitter Page](#) and click "Follow"



Mention AIPN in Your Tweets

1. At the very top-right of the page, click "Tweet"
2. To mention AIPN, type "@aipnHQ" in the text box and hit the spacebar. Then, finish typing your message and press "Tweet."

Share & Like AIPN's Tweets

1. Find the post that you would like to share or like.
2. To like the post, click the heart icon at the bottom of the post.

To share the post, click the two arrows that are in the shape of a square to retweet the post onto your page. Write your own personal comment if you would like and then click "retweet."