



Presented by Melissa Washington

[www.MelissaWashington.com](http://www.MelissaWashington.com)  
@melissawashing



# About Melissa



**Navy Veteran**

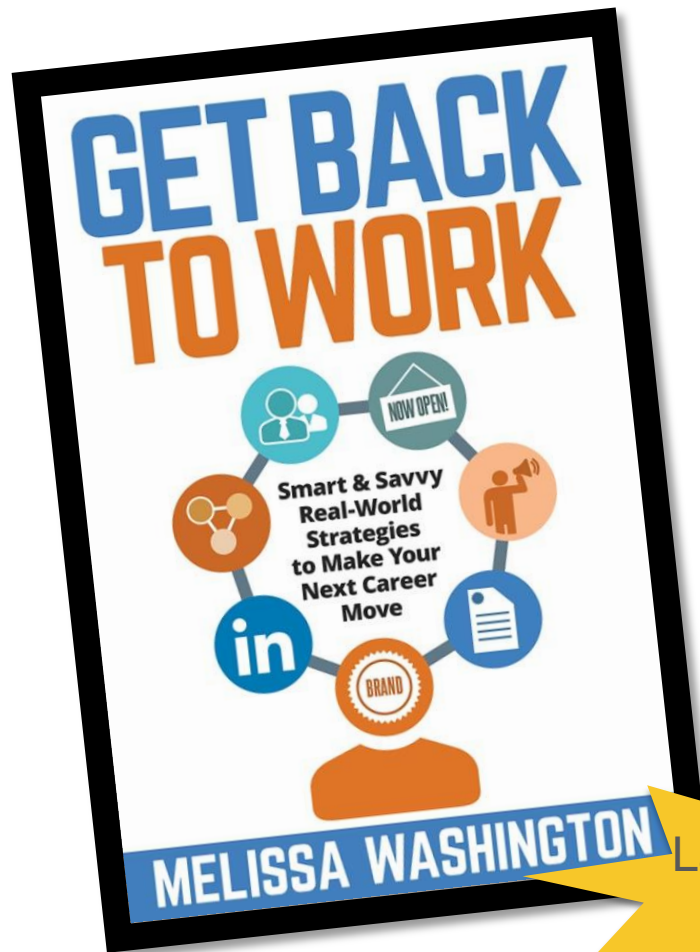


**Sales |  
Operations  
Leadership**



**Laid Off in 2009**

# About Melissa Next Chapter



Launched  
2014



Podcast



# Questions



1. We don't have a budget for a social media person? Who should manage our LinkedIn Account?
2. Company Page- Your business presence
  - Ways to attract followers?
  - Using it to maximize event attendance
  - Impactful posts?- engagement

# Questions



3. Ways to Advertise (have a presence/engagement)- Increase event awareness

Company Page

Employees- Share updates, Blog Posts

Groups

Paid – Sponsored posts from company page

# Tweets from linkedin session

## #SOMETUS15

Social is about collaboration with your whole team, not just one department

Make sure your sales team is aware of your editorial and social media calendars.

Everyone at your organization is a brand ambassador.

Social media managers - make sure all your people have good-looking LinkedIn profiles linked to your company page.

Think about having your CEO and other employees doing @[LinkedIn](#) updates and blog posts & Post to company pg

# 5 steps to engaging followers on LinkedIn

1. Establish your presence
2. Attract followers
3. Engage followers
4. Amplify through the network
5. Analyze and refine

# Work with Melissa

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[www.MelissaWashington.com](http://www.MelissaWashington.com)

[Facebook.com/melissawashingtonspeaker](https://Facebook.com/melissawashingtonspeaker)

[Twitter.com/melissawashing](https://Twitter.com/melissawashing)

[LinkedIn.com/in/washingtonmelissa](https://LinkedIn.com/in/washingtonmelissa)

Phone

916.253.7357

Email

[melissa@melissawashington.com](mailto:melissa@melissawashington.com)