

TIP SHEET: LinkedIn Best Practices

Visit the National 4-H LinkedIn Page:

<https://www.linkedin.com/company/national-4-h-council>



What and When Should You Post?

- It is highly recommended that you do not post any content that would be considered unprofessional
- Post thought leadership content, 4-H news, professional development news, blogs from respected contributors, your success stories, 4-H alumni stories and events, & volunteer opportunities
- Articles written by qualified specialists within respected fields
- Post 2-3 times per week

Helpful Tips and Tricks

- Use Advanced People Search to find connections, professional groups and alumni
- Follow the official National 4-H LinkedIn Page
- Join the official National 4-H Council appropriate groups (alumni, professionals, etc.)
 - 4-H alumni and professionals - <http://linkd.in/1gKnfU6>
- Engage with the 4-H groups you have joined to share club tools, updates, best practices, and of course, to network!



Sample Posts

- There are great stories of 4-H impact and service shared through the 4-H Today Blog: <http://bit.ly/1LMbOh3>
- The financial lessons that are learned at home can be reinforced through the new 4-H curriculum, My Financial Future, written by University of Florida Extension Specialists. The curriculum was written for middle and high school youth and is perfect for use in various settings such as camps, clubs, afterschool programs, and school enrichment: <http://bit.ly/1yqPOme>
- Here is a great list of free computer science learning resources that you can employ to start teaching computer science to youth and adult club leaders: <http://bit.ly/15y4J3x>
- Learn what it really takes to be a young woman in STEM via USA Today College: <http://shout.lt/NGQt>
- This is how we support the next generation of farmers: <http://bit.ly/16dT6hj>