

Appendices

Appendix 1

Sharing that you're a member of the ICE

ICE letters after your name are a true mark of excellence. On LinkedIn, add the following letters after your name to show that you're a member of the Institution of Civil Engineers:

Associate Member: AMICE
Fellow: FICE
Member: MICE
Technician Member: TMICE

Sharing that you're a volunteer of the ICE on LinkedIn

While volunteering as part of the Institution of Civil Engineers, it is great to let everyone know by adding it to your LinkedIn profile. Your voluntary role should be added to the volunteering section of your profile, not the experience section. Adding your voluntary role to the incorrect section can pose a risk to the ICE as it may appear that you are an employee that represents the institution and may inspire scammers to pose as volunteers.

Below is a step by step approach of how to ensure you have the information in the right place on your profile (see appendix 2 for visual steps):

1. Visit your profile on LinkedIn, click "add profile section" and a window will appear.
2. Select: "additional" followed by "add volunteer experience".
3. Here you will be able to add the details of your voluntary role. Please ensure that you input the "Institution of Civil Engineers" as the organisation.

Taking part in conversations

Social media is a useful tool for connecting with others in the industry and engaging in debate. As a member of the ICE, we encourage you to take part in conversations on posts and groups on social media, however, be cautious of who you are engaging with. If you want to create a group of likeminded people on social media under the ICE brand, contact the ICE communications team (comms@ice.org.uk) to check whether a group already exists. This includes the creation of any social media accounts to represent the ICE within a region, special interest group or chapter (for example, early careers).

Sharing content on your LinkedIn

Posting content is a great way to stay connected, celebrate achievements and build your personal brand as well as sharing updates from the ICE. LinkedIn is the professional social network with the highest usage globally therefore it is recommended that you share updates there. Follow these tips for posting on LinkedIn:

- When should you share?
 - According to [SproutSocial](#), the best time of day to post on LinkedIn is between 9am and 3pm Monday-Thursday.
 - All audiences are unique, and the time of day your connections are active on LinkedIn may differ to the data presented above. Test various times of day (for example, commuting times), and check to see how your content performs to find out what's best for your audience.
- Reposting an ICE post (See appendix 3):
 - Reposting the ICE's content helps extend the reach to your connections. If you want to share a post the ICE has posted on its LinkedIn profile, simply click the "repost" option. You'll be presented with two

repost options:

- Repost with your thoughts: this gives you the opportunity to add your point of view. This is the best way to repost content as it allows you to tell your connections why you're resharing it.
- Repost: this will repost the content immediately with no input from you. Reposts with no additional text typically underperform in comparison to "repost with thoughts" as the post presents itself as an ICE branded post rather than a post from you.
- Sharing your own content (See appendix 4):
 - Posting your own content typically performs better than reposting as LinkedIn boosts organically produced content.
 - To share a post, head to linkedin.com and click "start a post".
 - When sharing content on LinkedIn, you have nine options:
 - Text-only post: This option allows you to share your thoughts with just text. If you want to hyperlink to a website, you can paste the link in the open text box, which will generate a preview of the link. All other post types compliment the text-only post option. **Note:** the LinkedIn algorithm prefer its users to stay on LinkedIn, so using hyperlinks can negatively impact the performance of your post. If you would like to link to an external site, it is suggest you add the text "Click the link in comments" to your post, then, once you've shared the post, adding a comment with the hyperlink.
 - Media post: To compliment your text, you have the option to add photos or videos. If you are using an image or video that doesn't belong to you, check before posting that you are allowed to share that content, and credit the creator in the text part of the post. When sharing an image, the recommended size is 1200 x 627px. **Note:** video will automatically resize.
 - Create an event: If you are organising an event, you have the ability to create an event and invite people to it. Using this option will allow your connections to RSVP and receive reminders to attend. **Note:** If you want to create an event on the behalf of the ICE, please speak to the communications team.
 - Celebrate an occasion: This quick and easy to use post type allows the user to give kudos to a connection, celebrate a project launch, welcome colleagues and more. When selecting this option, you'll be able to choose an image from a selection generated by LinkedIn. **Note:** it is advised you still add text to compliment the celebration.
 - Share that you're hiring: This option allows you to announce a job in your team that you may be hiring for. This will also send a notification to connections. Use the text box to describe what you're looking for.
 - Create a poll: Want to learn more about your audience? Use the poll feature to ask for their anonymous opinion. This type of post tends to generate a lot of engagement. **Note:** use this feature sparingly. Too many polls will likely switch off your audience.
 - Add a document: Got a PDF you want to share? For example, a whitepaper or report you've read. This feature allows you to easily share PDFs and is a great alternative to create carousel type content (where the user can swipe through). **Note:** Double check that you have the right to share the report and that it doesn't contain any information that shouldn't be shared.
 - Find an expert: If you're looking for support with a project and want to get the opinion of an expert, this feature allows you to share what you're looking for. **Note:** this can be confused for hiring posts, so make it clear that this is for an opinion only.
 - Write an article: The article feature opens a separate area of LinkedIn to write a blog-style article. Articles allow you to share your knowledge in a long-form style, and you can embed photos and videos as well. **Note:** to publish an article you must compliment it with a post, otherwise it will not go live.
 - Drafting your social content (appendix 5):
Many people are nervous to create their own content. When writing your content, ask yourself these three questions:
 - Would you share this in an in person work setting? If the answer is "no", then do not post it.
 - Can you shorten it into a bitesize piece of content? Attention spans online are shorter, so try to keep your social posts to 100 words or fewer.
 - Is it easy to read? Big paragraphs can make the audience switch off or scroll past your post. When drafting your content, keep paragraphs short (one or two sentences), and separate them using the "enter" key.

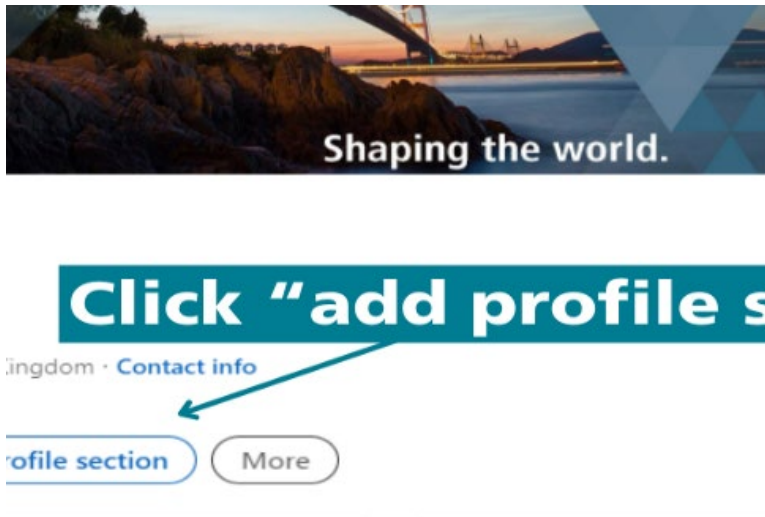
- Hashtags (appendix 6):
 - Hashtags extend the reach of your post by grouping it with similar content. Any word can be a hashtag, but they cannot include spaces or special characters (such as a full stop or exclamation mark).
 - Research your hashtag before selecting it. On LinkedIn, search your hashtag in the search box and you'll see how many posts and followers a hashtag may have. Here are three tips to choosing the right hashtag:
 - It *could* be a hashtag, but it doesn't mean it *should* be a hashtag: If a hashtag has been used a few times, it probably won't be beneficial to your post.
 - Bigger isn't always better: If a hashtag has been used thousands of times, it's unlikely it will extend the reach of your post. Think of it as being in a stadium full of people, and hoping the player on the pitch can hear what you've got to say. If it's unlikely, then skip it.
 - Less is more: using too many hashtags will negatively impact your reach. Limit the amount you use to three or four hashtags.
 - Consider screen readers: hashtags can be read by screen readers, but if you're using multiple words, use camel caps (Capitalising The First Letter Of Each Word). This will make the difference between a screen reader trying to read #civilengineering as one word or #CivilEngineering as two.
 - Accessibility is key (appendix 7):
 - Many social media users do not use the accessibility features, which can result in alienating your audience. Even if you're unaware of anybody using accessibility tools, you could be missing out on a potential audience.
 - When uploading an image to LinkedIn, you'll be given the option to add alt-text. This feature allows you to describe what is in an image for anyone using a screen reader. Try to be descriptive, but don't write a novel. Express your intended message and include any text that is on the image too.
 - When uploading videos, you can enable the "auto captions" option, to allow anyone to read subtitles of the people speaking.
 - Don't overuse emojis: screen readers read a description of an emoji, so limit the amount you use to two per post.

Appendix 2

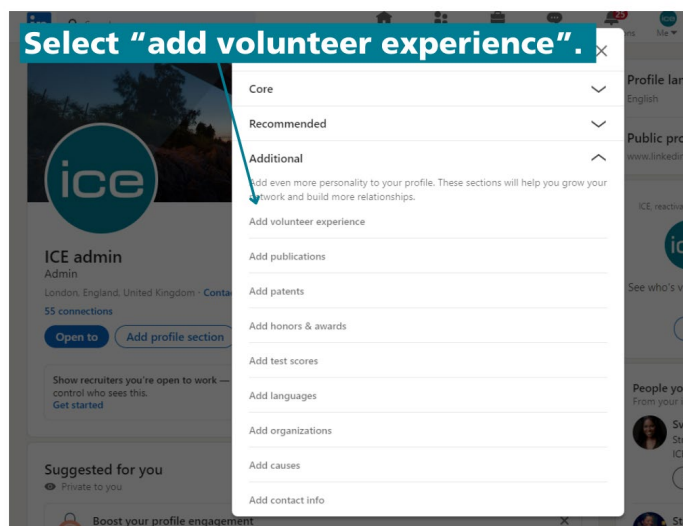
Sharing that you're a volunteer of the ICE on LinkedIn

While volunteering as part of the Institution of Civil Engineers, it is great to let everyone know by adding it to your LinkedIn profile. Your voluntary role should be added to the volunteering section of your profile, not the experience section. Follow these three simple steps to update your profile:

1. Visit your profile on LinkedIn, click "add profile section" and a window will appear.



2. Select: "additional" followed by "add volunteer experience".



- Here you will be able to add the details of your voluntary role. Please ensure that you input the “Institution of Civil Engineers” as the organisation.

Please ensure that you input the “Institution of Civil Engineers” as the organisation

* Indicates required

Organization*
Institution of Civil Engineers (ICE)

Role*
Volunteer

Cause
Please select

I am currently volunteering in this role

Start date
January 2024

End date
Month Year

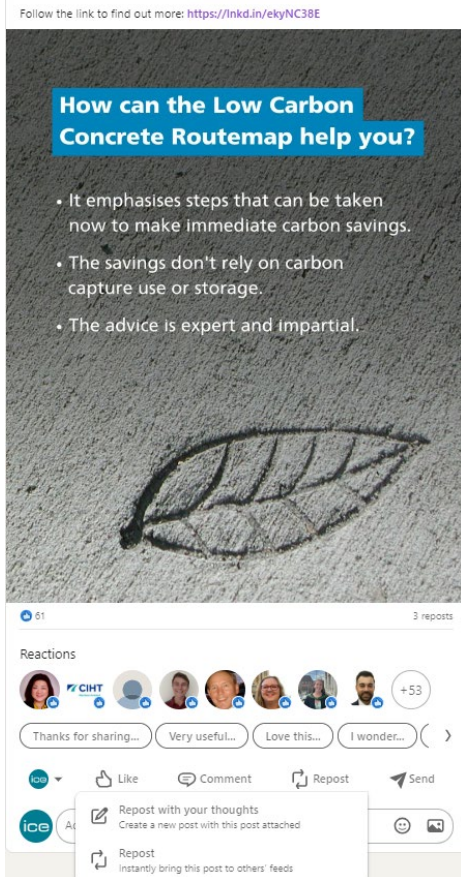
Description
Ex: I raised funds for our annual charity 5K.
0/2,000

Media
Add media like images, documents, sites or presentations. Learn more about [media file types supported](#)

[+ Add media](#)

Save

Appendix 3 – Reposting



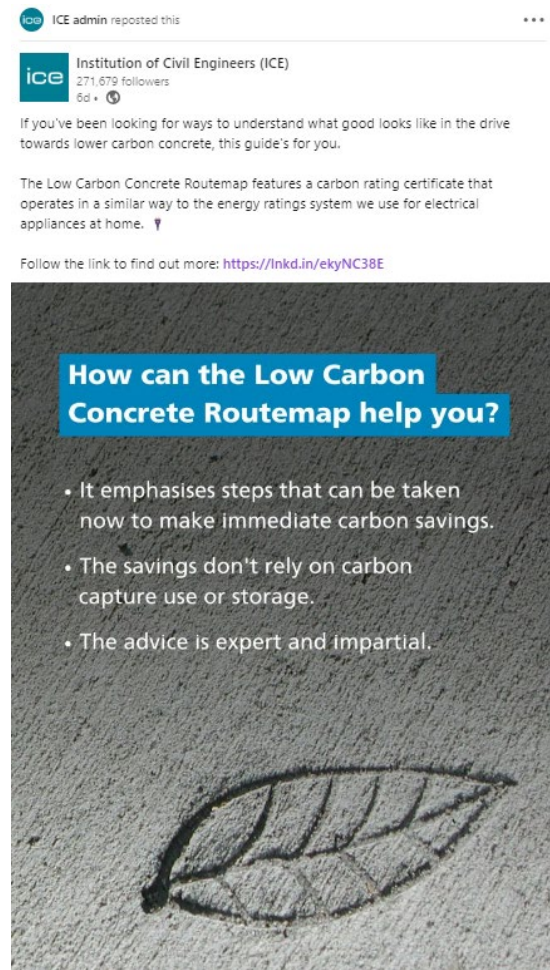
When reposting, you have two options:

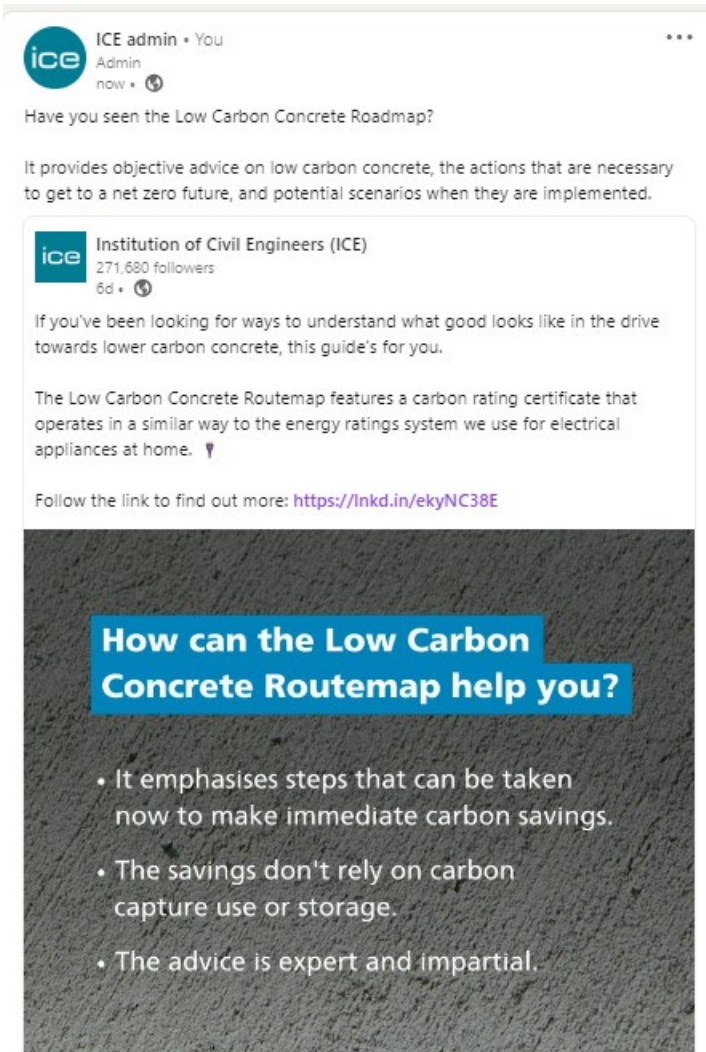
- Repost with your thoughts
- Repost

Reposting with your thoughts will extend the reach of your post and allow your audience to understand why you're reposting it.

Repost immediately shares the post, however, it is not clear in the newsfeed that you are the one reposting.

The example below shows how a repost appears in the newsfeed. ICE admin has reposted, without adding thoughts, presenting itself like a post from the ICE brand account.





Reposting with thoughts enables you to add your point of view. In this image on the left, it is clear that this post has been reposted by ICE admin.

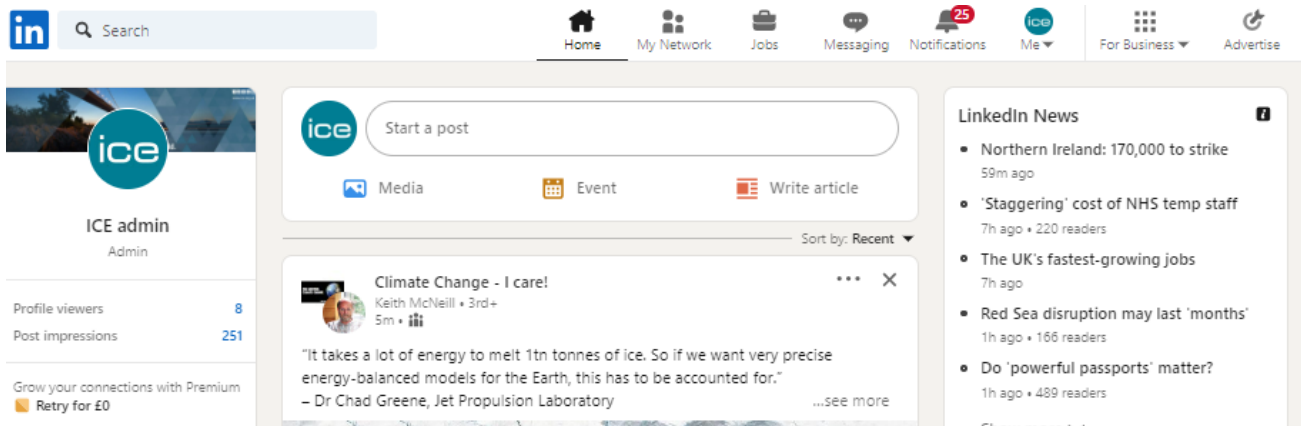
This post will achieve a higher reach as it allows you to add any relevant text and hashtags.



Appendix 4

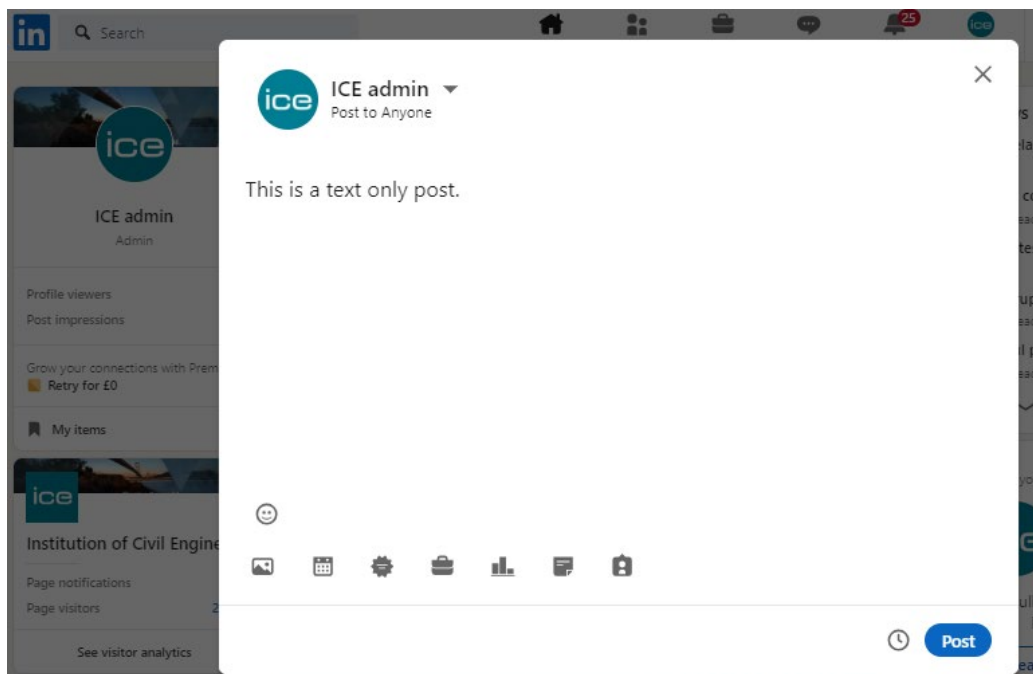
Sharing your own content that references ICE on LinkedIn on LinkedIn:

To share a post, head to linkedin.com and click “start a post”.

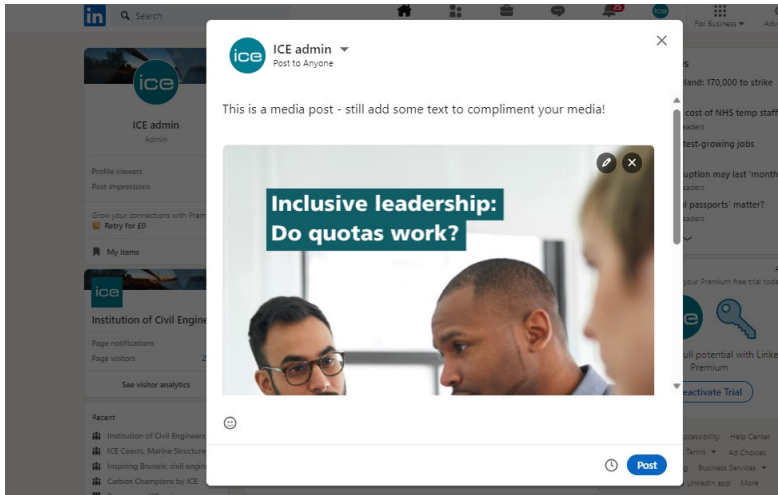


LinkedIn post types:

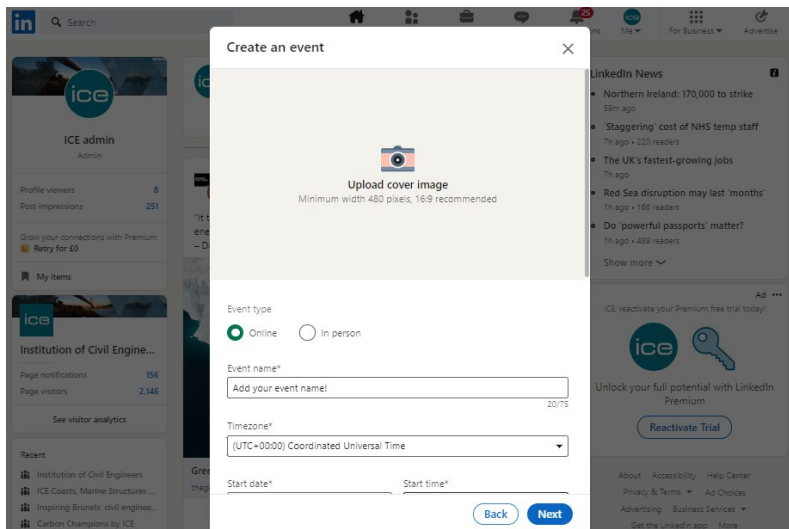
Text only:



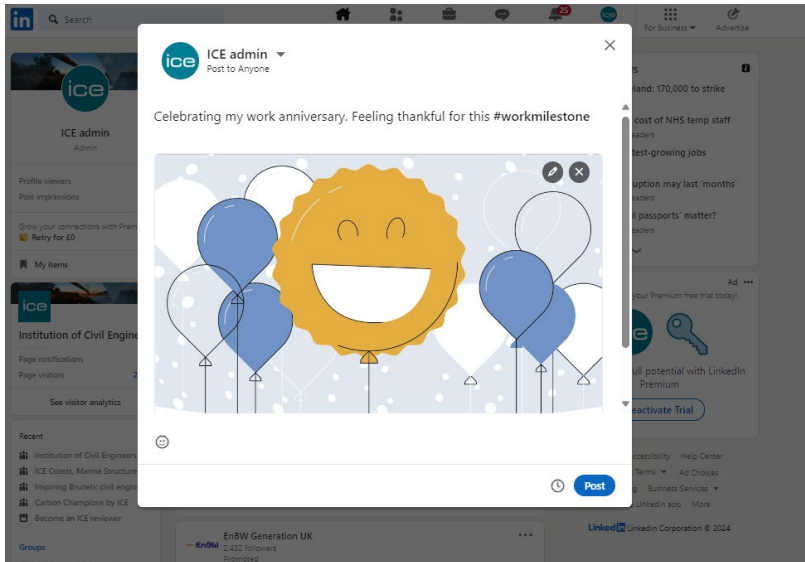
Media post:



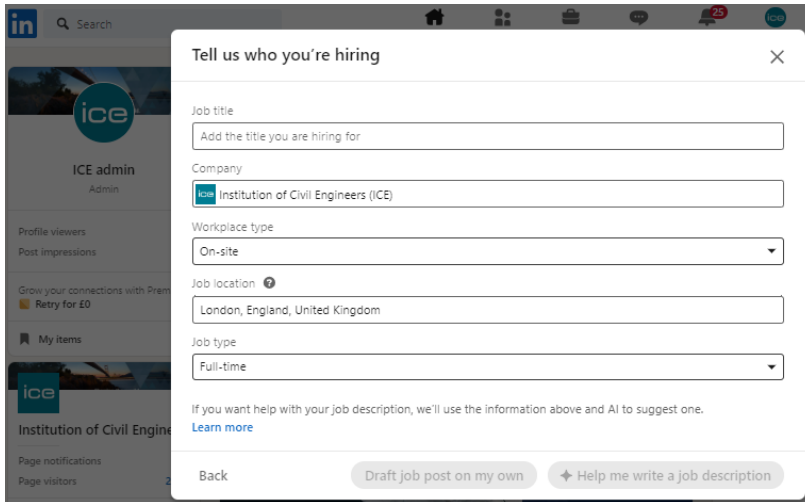
Create an event:



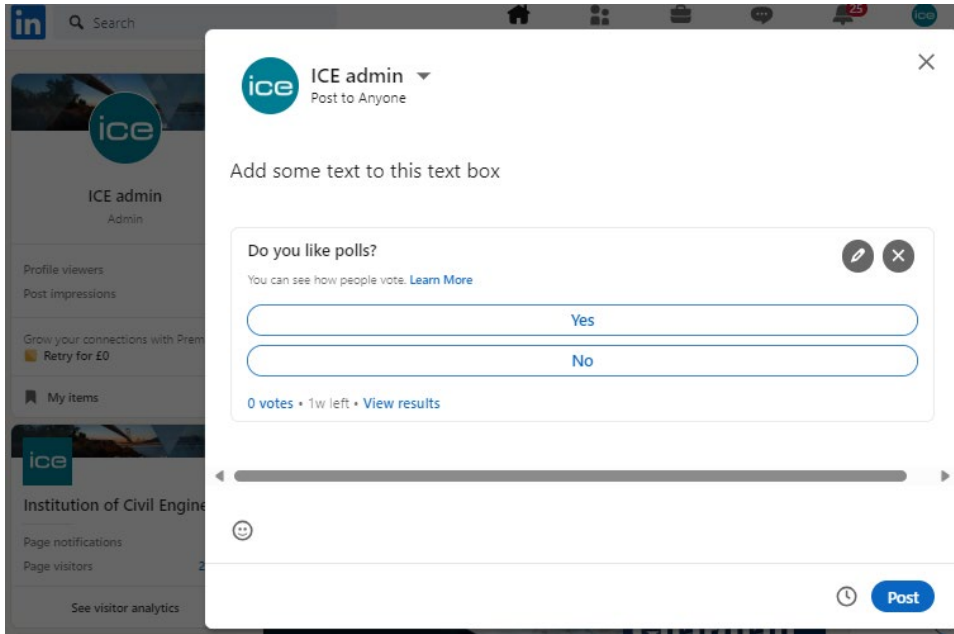
Celebrate an occasion:



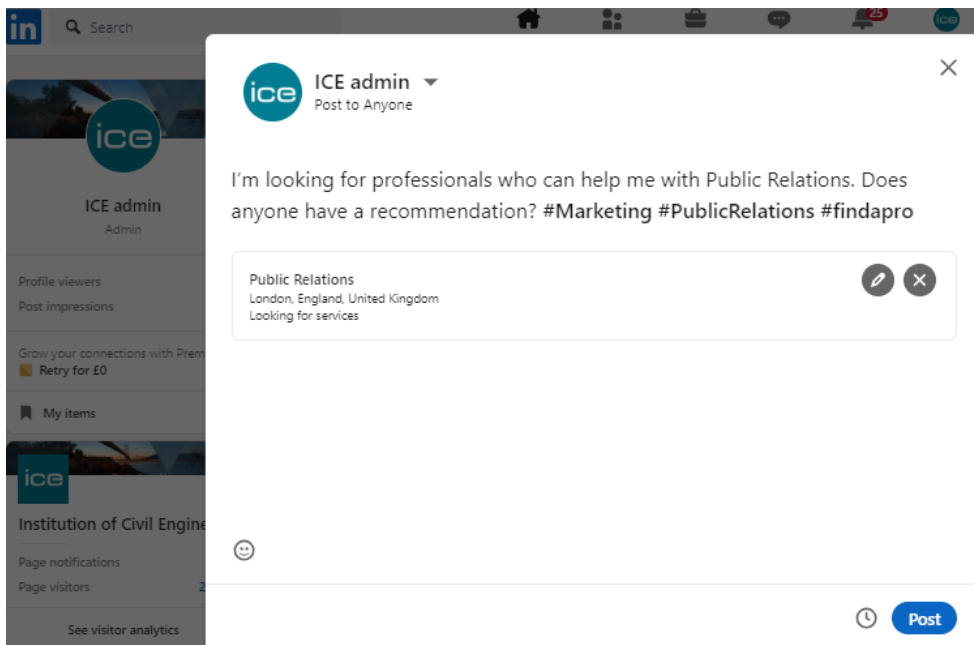
Share that you're hiring:



Create a poll:



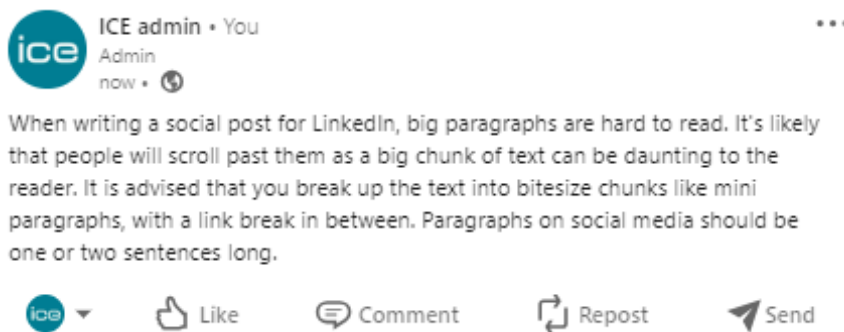
Find an expert:



Appendix 5

Drafting your social content:

When writing a social post for LinkedIn, big paragraphs are hard to read. It's likely that people will scroll past them as a big chunk of text can be daunting to the reader. It is advised that you break up the text into bitesize chunks like mini paragraphs, with a link break in between. Paragraphs on social media should be one or two sentences long. See the two examples below to see the same paragraph presented two different ways:



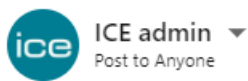
Appendix 6

Hashtags

Using camel caps (Capitalising The First Letter Of Each Word) makes hashtags easier to read and will also help screen readers.

Don't use special characters like punctuation in your hashtags as they will break.

See example below:



#civilengineering is hard to read by #CivilEngineering is much easier.

Hashtags break when using special characters, so don't use punctuation. #It's not going to work.

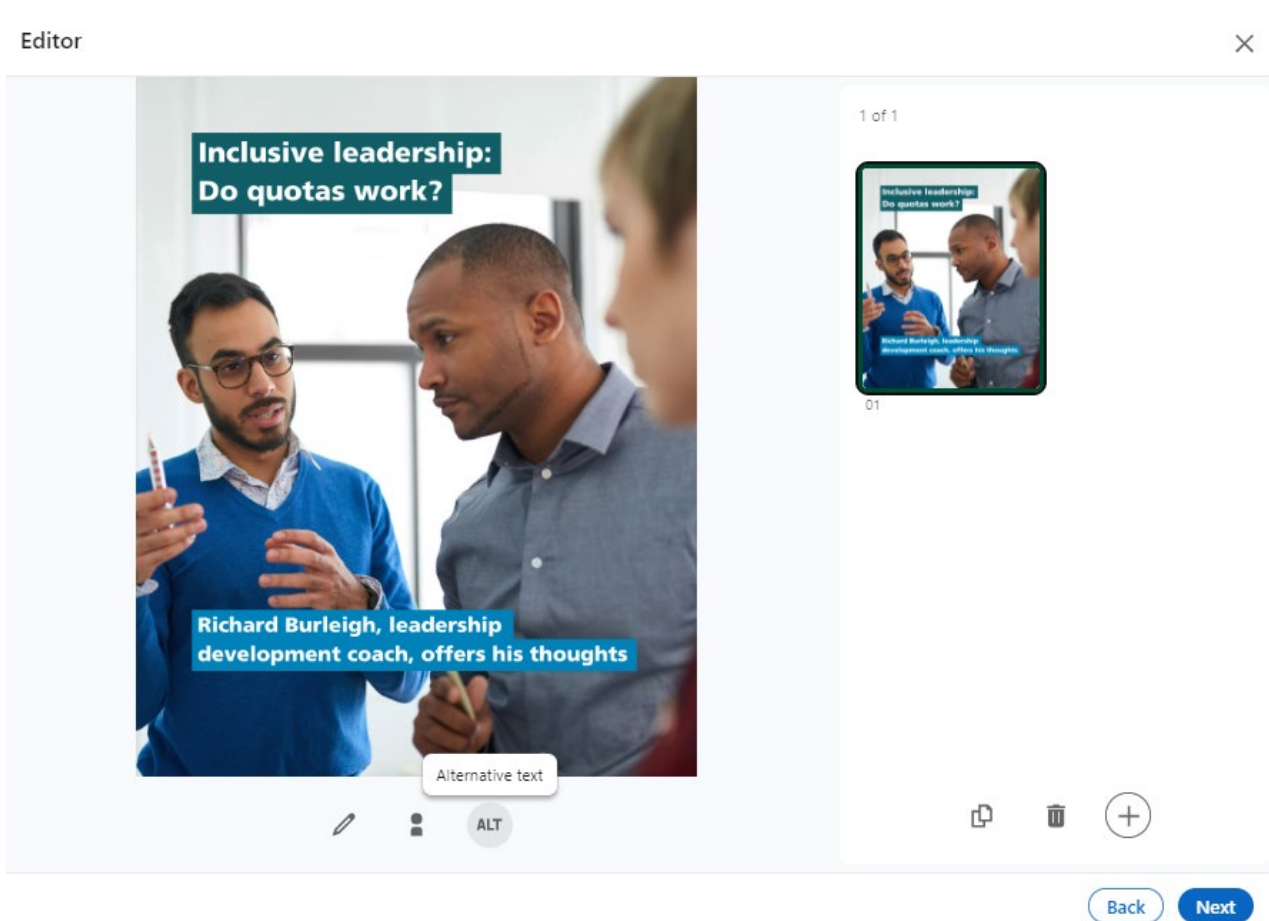
Appendix 7

Accessibility is key

Alt-text:

Alt-text, also known as alternative text, allows screen readers to tell the audience the contents of an image.

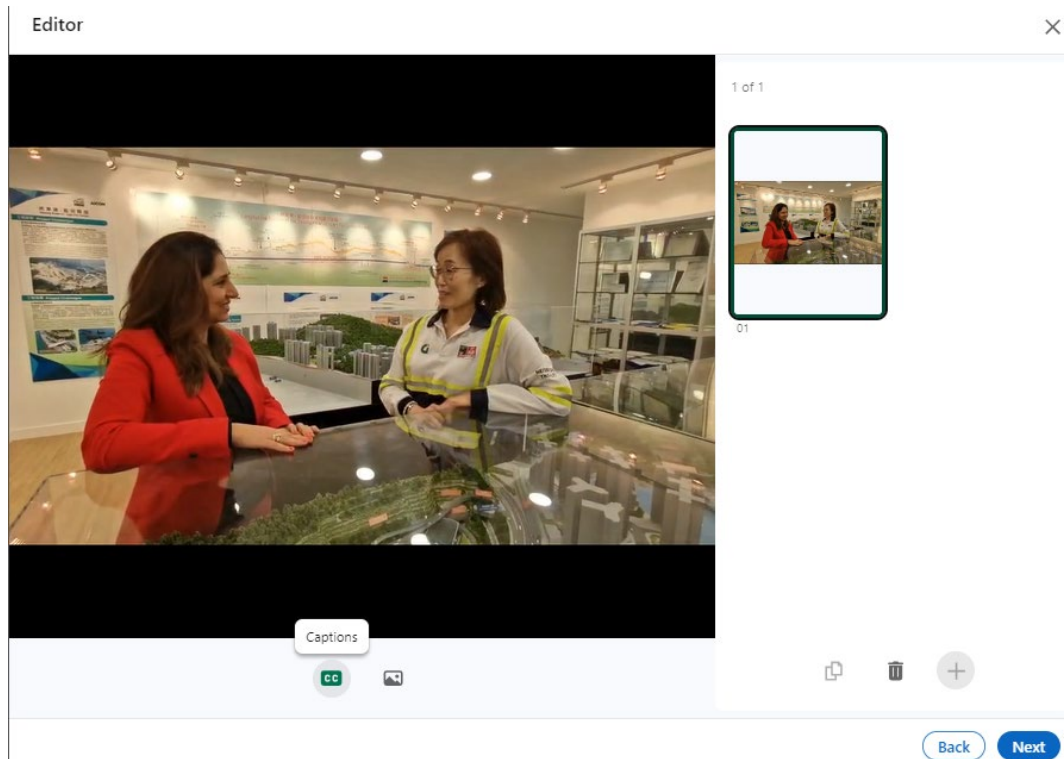
When uploading an image to LinkedIn, you'll be given the option to add alt-text. Click the "Alternative text" button shown in the image below.



This feature allows you to describe what is in an image for anyone using a screen reader. Try to be descriptive, but don't write a novel. Express your intended message and include any text that is on the image too.

Captions:

Captions allow users with hearing impairments to read what the audience is saying. Select the “Captions” button to allow LinkedIn to generate auto-captions.



Emojis:

Don't overuse emojis: screen readers read a description of an emoji, so limit the amount you use to two per post.

