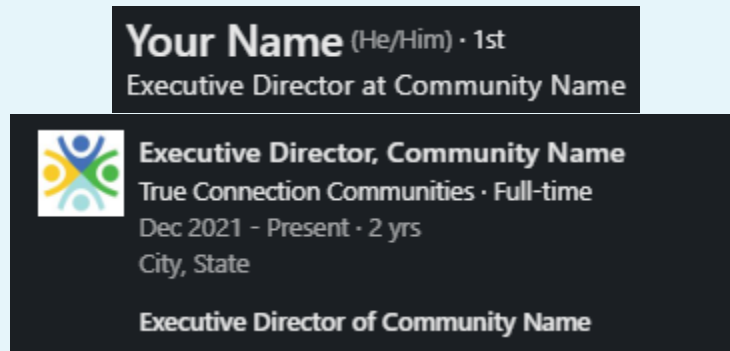


LinkedIn Guidelines

Welcome to the True Connection Communities Team! As a part of our team, your LinkedIn profile is a reflection of both your professional identity and our organization. Here's a guide on how to effectively update your LinkedIn profile to represent your new role.

I. Your Job Details:

Ensure that [True Connection Communities](#) page is correctly listed and linked under your 'Experience' section as the company you work for. When you're adding or updating your job experience, you'll be able to select the company page as you start typing "True Connection Communities". If you're part of a specific community within our organization, you can mention this in the 'Job Description', 'Job Title', or even your 'Headline'.



IMPORTANT: Do not create or manage separate LinkedIn company pages for individual communities.

II. LinkedIn Profile Banner:

- We've designed a new LinkedIn banner for our team members. Please update your profile banner with this one.



- Download Link: [True Connection Communities LinkedIn Banner](#)



III. Profile Picture Tips:

- **Ideal Photo:** Choose a close-up of your face. Full-body images are not recommended.
- **Background:** Opt for a clean, non-distracting background.
- **Expression:** Present a friendly and approachable demeanor.
- **Assistance Available:** If you need help transforming your photo into a professional headshot, our graphic designer is here to assist. Email your photo to social@trueconnectioncommunities.com with the subject "LinkedIn Headshot".

IV. Engagement Best Practices:

- **Support Our Page:** Engage with the [TCC LinkedIn](#) page by liking, commenting, and sharing our posts.
- **Stay Updated:** Follow our page and turn on notifications to stay informed about new TCC posts and updates.
- **Celebrate The Wins:** Make sure to [connect with colleagues](#) and join in celebrating the successes, work anniversaries and other updates shared. Don't be shy, make sure to share yours too!

