Social Media Training - Checklist

ca technologies

Version 2

This checklist will help you to set-up your social media accounts correctly and provide you with some actions to start getting involved. After completing the following steps, it's up to you to stay engaged on these platforms and to share corporate content and your own #LifeAtCA stories. CA will continue to provide you with great content to share on your network and you can always count on support from your EMEA Social Media Team. Keep engaged, enjoy social sharing and have fun!

in LinkedIn Checklist

Profile

✦ Add a professional headshot – SMILE ☺

✦ Add CA branded background image (select and upload from one.ca).

✦ Craft an informative headline and mention your industry and location (Don't just state job title, think of alternate keywords).

✦ Craft an engaging summary (It's your elevator pitch – 2-3 paragraphs, state what motivates you, your skills & expertise, career achievements, your goals and interests and what the future holds).

✦ Add your current position with a description (Use CA introduction, explain what you do & who you work with, List links to corporate websites, add list of 15 keywords, add corporate media).

Copy & paste:

CA makes software for businesses that are development driven, because we believe those who build the apps will own the future. From planning to DevOps to Security to Systems Management, we bring an unparalleled combination of experience, innovation, responsibility and value-driven leadership to everything we do.

As the **<what you do>** for **<specialised area>** within **<region>.**

Social Media Guide

I am responsible **<your key deliverables>** and I use **<key skills/tools>** to achieve this.

If you'd like to join our diverse team of innovators visit <u>here</u>.
Alternatively join our talent community <u>here</u>.

Add corporate media:
Video 1 CA Technologies – MSF:
https://www.youtube.com/watch?v=OOwJOAJwato
Video 2 CA Technologies – The Future of Digital Transformation:
https://www.youtube.com/watch?v=Met3YAW07po Video
3 CA Technologies & Eurosport:
https://www.youtube.com/watch?v=pXh1EZT1Bko
Video 4 How do we Thrive at CA: https://www.youtube.com/watch?v=InvRLnew3WY
Alternative videos at: https://www.youtube.com/user/catechnologies Add
links from the website: http://ca.com/careers

✦ Add your previous work history – repeat for previous employers.

✦ Education (add description, modules, activities and societies)

✦ Interests: 5+ professional and personal interests

✦ Skills: 15+ recommended (remember to endorse others & you will see an increase in people endorsing you)

✦ Contact Info with link to personal social profiles

Actions

✦ Follow Companies or Organizations (<u>CA Technologies</u>)

✦ Join groups and engage (<u>CA Careers</u>, <u>CA Alumni</u>)

✦ Connect with people

✦ Endorse Skills of others

✦ Create your own content and leverage content from CA's BeSocial email & <u>EMEA GaggleAMP</u>

✦ Like, Comment & Share an update (use #LifeAtCA when posting your own CA stories)

🐦 Twitter Checklist

Profile

✦ Name @ as short as possible / pronounceable / reflecting your name (middle name) last name (number)

Social Media Guide

- An engaging and professional Twitter profile picture. (Size 500 x 500 pixels)
- Add CA branded background image (select and upload from one.ca)
- Do you have an interesting Twitter Bio (160 character)
- *Example:*
  @marcoco: GM, CA Technologies EMEA. Passionate about #innovation in the economy, tomorrow's workforce, #STEM, skiing and cycling
- *Add your Location and CA website: ca.com*

How to Tweet – 3 small rules

- You have 280 characters per tweet, 247 if you share a link
- @Mention other users (e.g. I enjoyed the Social Media training today @CAUKI with @CA_Careers marketer @StuartGHazell)
- Use #Hashtags to tag your posts. #LifeAtCA, #ThriveAtCA, #AppEconomy etc.

Actions

- Set up your account & create #MyFirstTweet if you've not done so already
- Follow people and organizations:
  @CA_Careers – Careers channel | **@CAUKI** – UK & Ireland (English) | **@CA_France** – (French) | **@CA_Deutsch** – (German) | **@CA_Iberia** – (Spanish) | **@CA_Italy** – (Italian) | **@CAinc** – Global

- Create first Retweet & Like from CA accounts, fellow colleagues & industry accounts.
- Leverage tweets from EMEA GaggleAMP

Instagram Checklist

Profile

- Name @ as short as possible / pronounceable / reflecting your name (middle name) last name (number)
- An engaging and professional Instagram profile picture. (Size 500 x 500 pixels)
- Do you have an interesting Instagram Bio – include your job title, keywords and #lifeatca
  How to post on Instagram

✦ You can only post on Instagram from your smartphone so you'll need to download the app. Find out how to set up your Instagram profile here.

✦ You have 2200 characters to use when posting your photo so use all the corporate hash tagging and think of other keywords to attract people to your posts.

✦ @Mention other users (e.g. I enjoyed the Social Media training today @CAUKI with @CA_Careers marketer @StuartGHazell)

✦ Use #Hashtags on everything you share - always use #LifeAtCA ✦ Play around with editing your photos and videos and have fun!

✦ Post team shots, location shots, desk shots, office shots, training day shots! Share the culture of CA through images and video. (remember you can link other social media channels to your Instagram when sharing).

Actions

✦ Create your account and share your first Instagram post if you've not done so already

✦ Follow people and organizations:
@LifeAtCA – Corporate Instagram

✦ Like and comment on your first Instagram from CA accounts, fellow colleagues & industry accounts.

Facebook Checklist

Profile

✦ Add that you work at CA

✦ Share CA content that will resonate with your audience (successes in your part of the business, or team photos are always nice content that can cross over on Facebook for that semi-professional content)

Actions

✦ Follow CA Technologies & CA Careers page

✦ Like, share, comment on the content from the corporate pages.

✦ Post team shots, location shots, desk shots, office shots, training day shots! Share the culture of CA through images and video.

ca CA Technologies Blogs to share

Blogs to follow & share content from

✦ Highlight Blog

✦ Rewrite Blog

✦ Careers Blog

Don't forget GaggleAMP

✦ Sign up to the EMEA GaggleAMP. Share corporate content automatically, schedule content or share content instantly. The great thing about GaggleAMP is that the posts are already created, you just need to share them.