

The *Typeface* Group

30-Day Employee Advocacy Challenge: LinkedIn B2B Edition

Week	Monday	Wednesday	Friday
1	Share a recent company blog post or whitepaper, adding your personal takeaway	Post about an industry trend or news item, relating it to your company's offerings	Share a behind-the-scenes photo or story from your workplace
2	Highlight a customer success story or case study	Share an upcoming company event or webinar	Post a "Fun Fact Friday" about your industry or company
3	Share a company milestone or achievement	Post about a skill you've learned at work recently	Highlight a colleague's recent accomplishment or project
4	Share an industry report or statistic, adding your insight	Post about your company's CSR initiatives or community involvement	Share a testimonial from a satisfied client
5	Reflect on your journey with the company so far	Share a company video or podcast episode	Post about your predictions for the industry's future

Tips for Success:

1. Always add your personal touch to shared content.
2. Use relevant hashtags to increase visibility.
3. Engage with comments on your posts to boost interaction.
4. Remember to @mention your company when appropriate.
5. Keep it professional, but let your personality shine through!

Remember, consistency is key. Even if you can't post three times a week, aim for at least one quality post per week. Happy sharing!