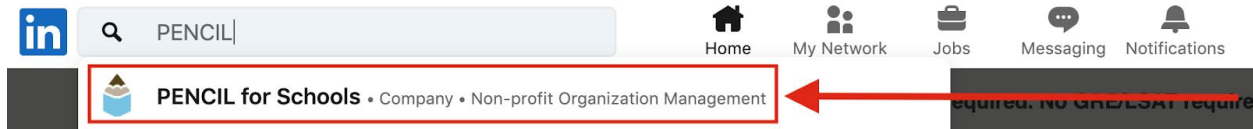




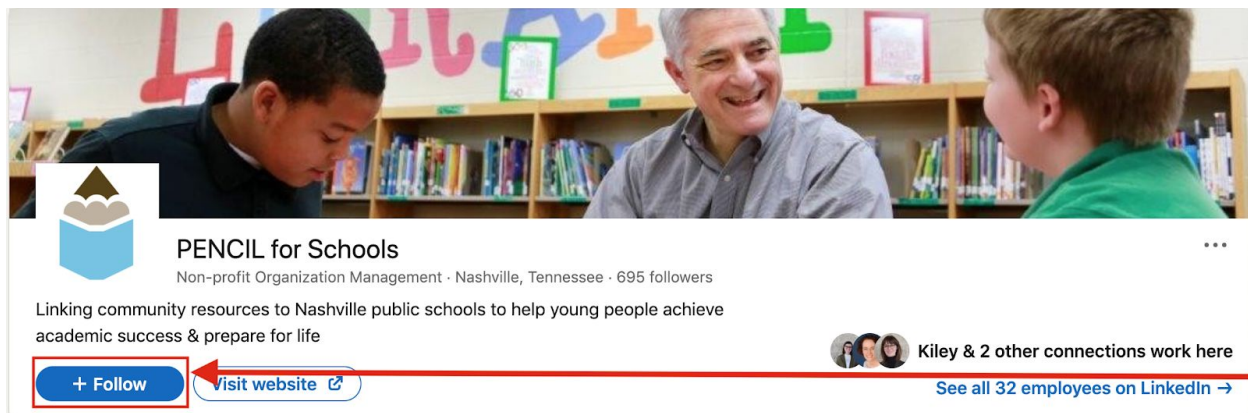
Promoting PENCIL on LinkedIn

Sharing PENCIL Content

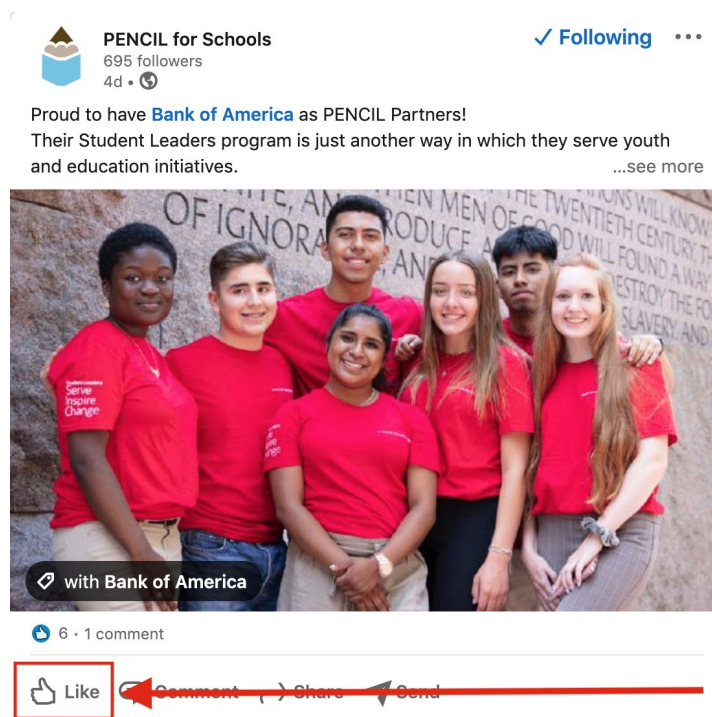
STEP ONE: Log into your LinkedIn account and search **PENCIL** in the bar at the top of the page. Select PENCIL's "Company" page.



While you're there, follow PENCIL's page (if you're not already).



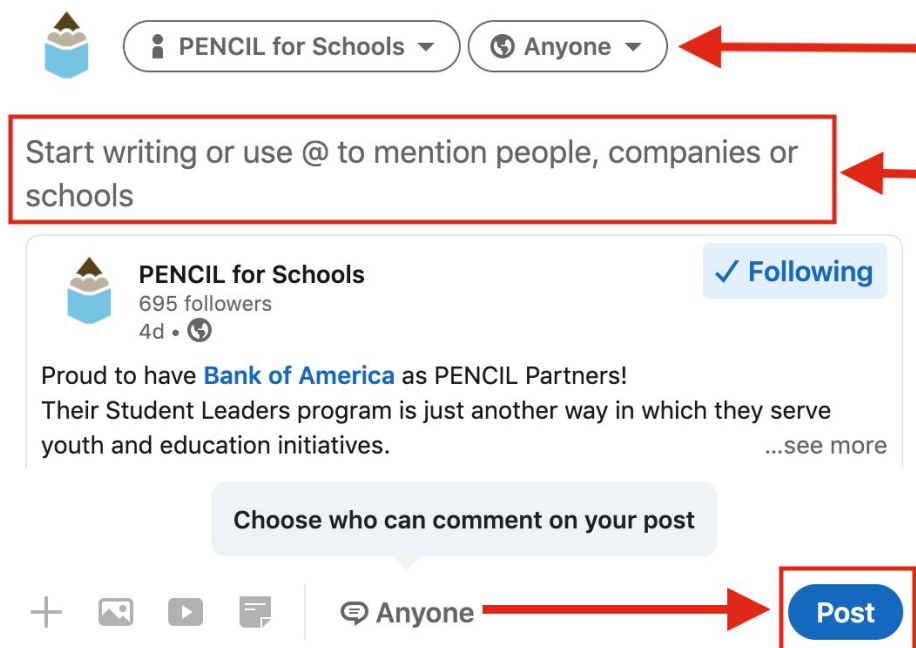
STEP TWO: Scroll down to find a post you want to share and click **"Like"** at the bottom of it.



STEP THREE: Click **Share**.



And **add your own message** in the space that says “**Start writing...**” (e.g. Bank of America’s Student Leaders program gives participants the opportunity to learn how individuals and organizations connect to drive a positive impact in our communities.”



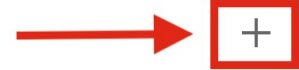
NOTE: This drop-down will allow you to select who sees your post.

Click “**Post**” at the bottom of the box.

Adding PENCIL Board Member to your LinkedIn Volunteer experience

STEP ONE: Find the Volunteer Experience section of your LinkedIn profile and select the add more sign.

Volunteer experience



STEP TWO: Fill out the information as shown below, including your correct start date.

A screenshot of the LinkedIn 'Edit volunteer experience' form. The form is titled 'Edit volunteer experience' with a close button (X) in the top right. It contains several fields: 'Organization' with a dropdown menu showing 'PENCIL for Schools'; 'Role' with a dropdown menu showing 'Board Member' and an example 'Ex: Meal Server, Mentor'; 'Cause' with a dropdown menu showing 'Education'; a checkbox 'I am currently volunteering in this role' which is checked; 'Start date' with two dropdown menus for month ('July') and year ('2018'), followed by '- Present'; and a 'Description' text area containing the text 'Providing leadership and governance to PENCIL, whose mission is to link community resources to Nashville public schools and help young people achieve academic success and prepare for life.' Below the description is an example 'Ex: I raised funds for our annual charity 5K.' At the bottom of the form, there is a message 'We no longer share changes to volunteer experience with your network. Learn what's shared' and two buttons: 'Delete' and 'Save'. A red arrow points from the 'Save' button to the right.

Click “Save” when finished.

Questions?

If you have any other questions about promoting PENCIL on LinkedIn, please contact Kiley Jonson, Events and Marketing Manager, kjohnson@PENCIL615.org.