

Say it loud and proud

Tips for posting on social media

Help us celebrate the work happening at Amey that makes you feel proud. Or raise awareness of a subject close to your heart?

Share your stories on your Twitter, Facebook and LinkedIn accounts and tag Amey. It's more important than ever to spread positive news about the great work

going on at Amey and to get involved in the conversations about topics that you're passionate about. When you tag Amey, we'll share your story which means more people will see it. Sharing authentic stories from individuals attracts more readers than pure corporate content resulting in more likes, shares and comments, which is better for everyone. Win win.

If you'd prefer we post a story for you, we'd be happy to help. Visit amey.co.uk/share-your-story to share your story.



Be authentic

Make sure the story shows the individual (you or the person you are thanking/congratulating) and Amey in a positive light.

Be honest, positive, complimentary and proud.



Make the message clear

What's the point of your post?
Keep it simple so people understand it and keep it short so people actually read it.

What do you want people to do once they've read your post?

Is there a call to action?
Do you want them to do something?
Make it clear if you do.

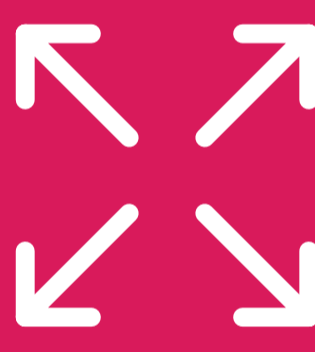


Don't worry about getting it wrong

Either post exactly what you write and want to say OR

Send to a friend, a colleague, or if you'd like - send it to internalcommunications@amey.co.uk and ask them to proof read it.

Do check out our Social Media Policy for more guidance.



Choose the right channels

Only post in a channel that you use and feel comfortable using, which may mean just LinkedIn or just Facebook for example.

Think about the audience you want to reach with your post.

Use a visual (photo, selfie, graphic, short video), it draws the eye.

Tag Amey in every post so we can share and increase the number of people who see your post (details below).

Amey has LinkedIn, Twitter and Facebook accounts

LinkedIn

ENGAGING OUR COMPETITORS, PEERS AND PARTNERS



Use the article feature for longer pieces and a separate post to promote it. Don't use hashtags within the article, but do put them in your post.

We recommend you delete the automatic post that LinkedIn creates to promote your article and create one of your own that contains a link to the article.

To tag us on LinkedIn, type @amey and wait for the box of suggested accounts to appear

Yammer

ENGAGING WITH AMEY EMPLOYEES



Click into 'add topic' and search for a hashtag/topic that is being used. Post in All Company and any other relevant groups.

Twitter

ENGAGING COMMUNITIES AND EXTERNAL STAKEHOLDERS

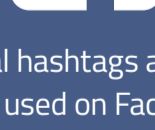


Add hashtags at the end of the post. Having them in amongst a tweet can make it hard to read/understand.

To tag us on Twitter, type @ameyplc and it will automatically link.

Facebook

ENGAGING WITH FRIENDS AND OTHERS



Use minimal hashtags as they aren't really used on Facebook.

Tag us on Facebook using @AmeyPlc.

Tips for posting

1. Include a visual to catch the eye:
 - Take a photo/selfie of yourself or your colleagues at work
 - Upload a graphic
 - Find a copyright free image – these can be found online in numerous locations, for example pixabay.com (always ensure you have the right to share an image or music before doing so)
 - 30 second selfie film summarising your point – remember to turn your phone around and film yourself landscape (TV screen shape)
2. Tag or @mention Amey so we can share/comment
3. Tag other organisations/clients/suppliers/individuals (if appropriate) that you're working with on this issue (they might share it too)
4. Do check out our Social Media Policy for more guidance on how to use social media responsibly. You are the owner of content you post and it may reflect on Amey as your employer. Make sure it is respectful and not inappropriate.