

Building Your Section's **Social Media** Presence

Getting Started & Best Practices

for sections launching / strengthening their local social media presence

Prepared by

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Why Social Media?

*Reach members where
they already are*

Engagement – Builds a two-way connection with members

Visibility – Amplifies IEEE's reach beyond emails & websites

Brand Building – Establishes credibility for IEEE Sections & volunteers

Community – Creates an interactive space for discussions & knowledge sharing

Let's start with **LinkedIn**

Most active IEEE audience

Professional tone

Universities, companies, volunteers already present

Easier reach + higher quality connections

Detailed Steps — Getting started

LinkedIn Page Setup

Prerequisite: Identify / assign a volunteer as your section's LinkedIn Coordinator

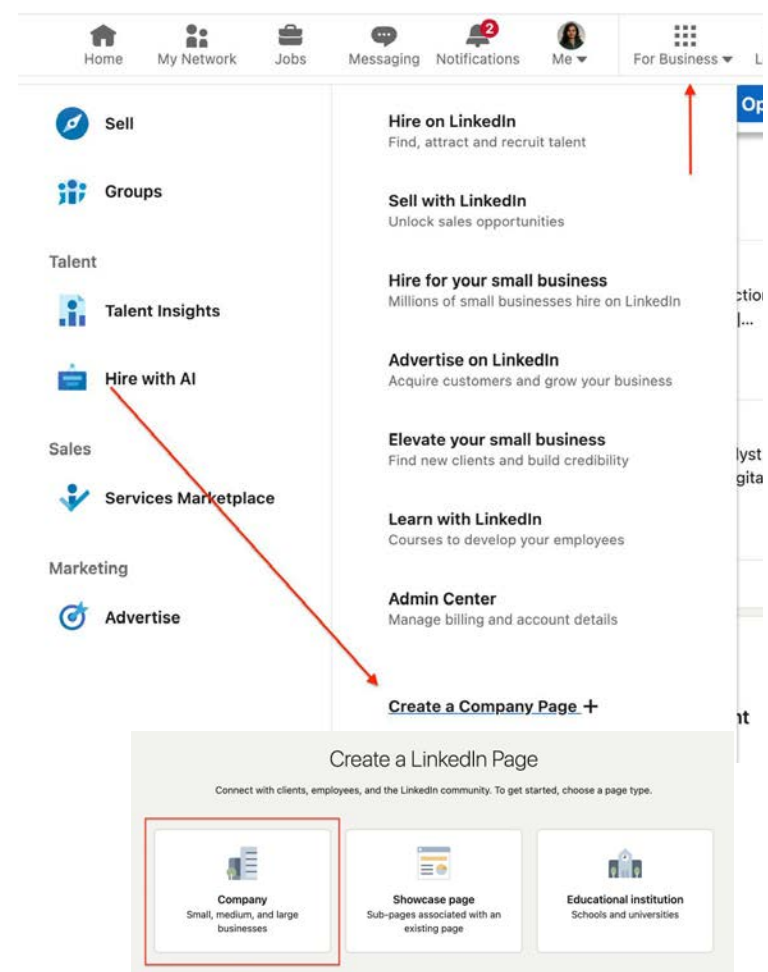
Step 1: Create a LinkedIn Page

You will need a personal LinkedIn handle to begin.

- Log in to **LinkedIn**.
- Click **For Business** (top right).
- Select Create a **Company Page**.
- Choose **Company** (**NOT Group and NOT Personal Profile**).
- Enter your Section's information.

Example

If you're the Richmond Section:
Page Name: IEEE Richmond Section



Step 2: Profile Set up

Upload Profile Photo & Cover Image

- Profile photo: IEEE / Section logo (400x400 px)
- Banner: clean design (1128x191 px)
- Example: Skyline / ExCom group photo

Add Section Overview

- Go to 'Edit Page'
- Under About → Details
- Add a short, clear "About" section:
 - ◆ Who you serve, Mission of the section
 - ◆ What members can expect (events, resources, updates)
- Add Section website URL

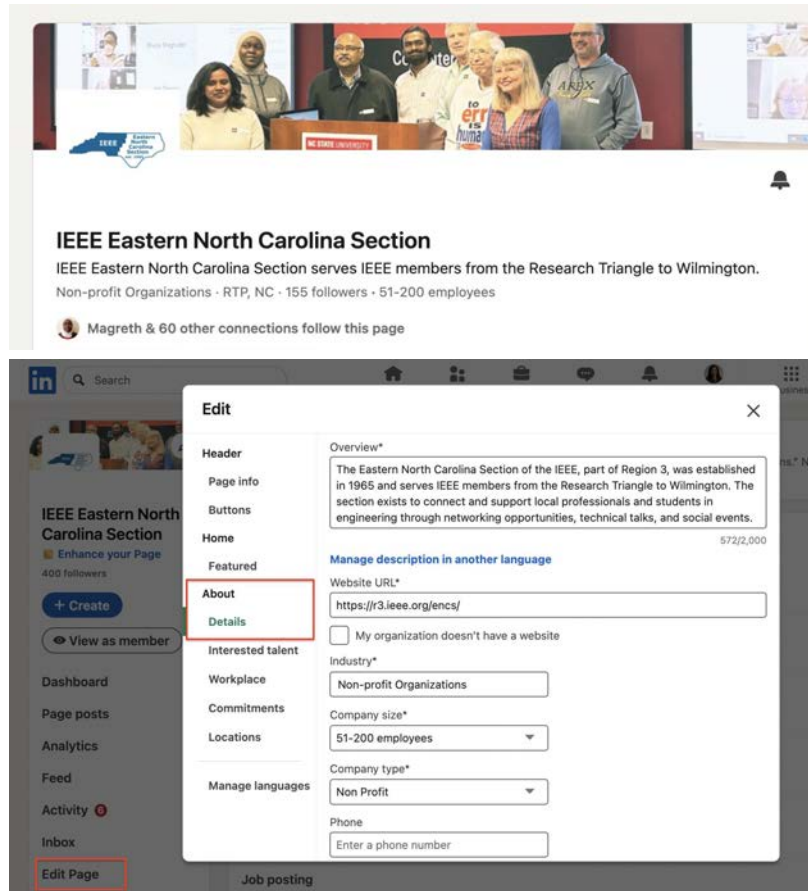
Register your Social Media profile with IEEE

Registration Form Link:

<https://brand-experience.ieee.org/guidelines/digital/site-registration-form/>

Link to IEEE Brand Guidelines:

<https://brand-experience.ieee.org/guidelines/brand-identity/>



Step 3: Assign 2-3 Admins

- Go to Settings → Manage Admins
- Add admins by LinkedIn name
- Assign roles appropriately

Recommended roles:

- Section Chair (Super Admin)
- Secretary / Vice Chair (Super Admin)
- Communications / Social Media Lead (Content Admin)

Pro tip: Always have multiple admins for continuity

The screenshot shows the LinkedIn page for the IEEE Eastern North Carolina Section. The page has 400 followers and a 'Manage admins' button highlighted with a red box. The 'Settings' menu is open, showing options like 'Manage admins', 'Manage restricted members', 'Manage following', 'Inbox settings', 'Manage content sharing', 'Job posting', and 'Deactivate page'. The 'Settings' option in the left sidebar is also highlighted with a red box.

IEEE Eastern North Carolina Section
Enhance your Page
400 followers
+ Create
View as member

Dashboard
Page posts
Analytics
Feed
Activity 6
Inbox
Edit Page
Try Premium Page
Advertise today
Invite to follow
Settings

Settings
Manage admins
Control who manages your page
Manage restricted members
See all the restricted members
Manage following
See all the pages your page follows
Inbox settings
Choose whether members can message the page and select c
Manage content sharing
Add your external content sources or make changes to your c
Job posting
Manage who can post jobs and how jobs are shared on your p
Deactivate page
Take your page down

Content Strategy

Focus on Content That Works

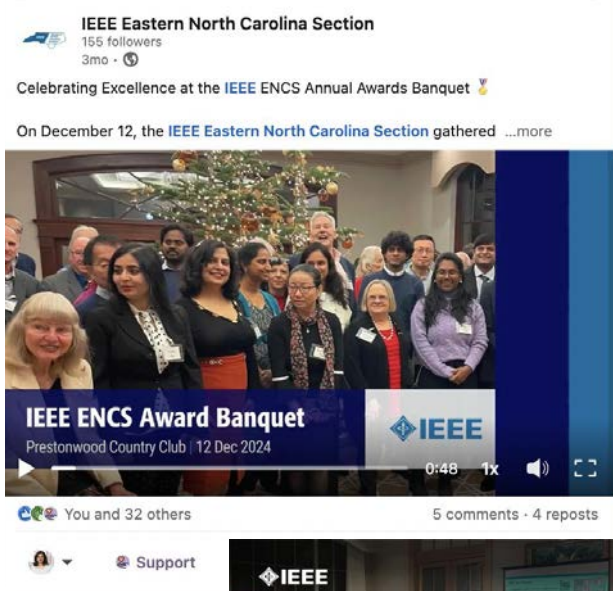
- Event highlights (photos, learnings, impact)
- Volunteer spotlights, testimonials
- Announcements & calls for volunteers
- Student branch activities, STEM engagement, etc.

Posting Frequency

- Minimum: 2 posts per month
- Ideal: 1 post per week
- Consistency > volume.

Posting Tips

- Tag speakers, partners, universities, and IEEE entities.
- Add 1–2 photos or a short video.
- Encourage engagement with Call To Actions (CTAs):
 - “Join us!”, “Save the date”, “Apply Now”, etc.



Engagement Strategy

Community Building

- Respond to comments within 48 hours.
- Celebrate member achievements (e.g., awards, recognitions).
- Share posts from Region 3, Student branches, volunteers

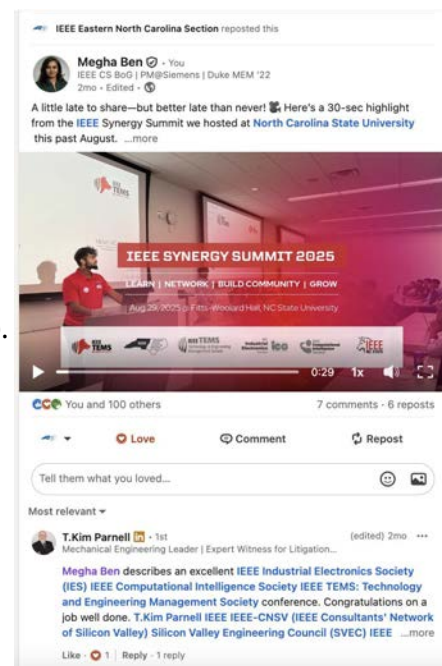
Cross-Promotion

- Ask volunteers to reshare posts from their personal profiles.
- Encourage student branches to tag the Section.
- Build relationships with local organizations and tag them.

Recommended Hashtags

- #IEEE #IEEERegion3 #TechCommunity
- Add local ones: #IEEEFlorida #IEEEAtlanta etc.

Pro Tip: Once the page is up and running, invite your connections to follow the page.



Guidance from Region 3 Social Media Coordinator

To support sections in standing up their LinkedIn presence, Region 3 will:

- Offer **1:1 support** for section volunteers setting up the LinkedIn page
- Promote section posts on the **Region 3** main page
- Host a virtual onboarding session for Section Communications leads
- Offer a starter content pack (Region 3 template)
- Provide branding templates (if needed)

Since April 2025, R3 MCC Social Media team has helped below sections/committees within Region 3 launch their LinkedIn Presence:

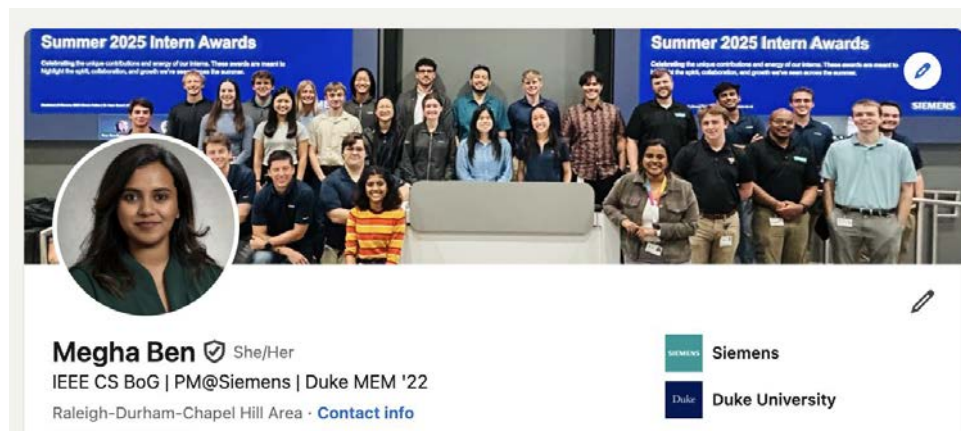
[IEEE SoutheastCon](#)

[IEEE Florida West Coast Section](#), [IEEE Richmond Section](#), [IEEE Alabama Section](#)

Would you like to be next?

If you need help
setting up **LinkedIn
presence** for your
Section/Committee,
please feel free to
reach out to us!

**Let's get your
Section on LinkedIn!**



Contact:

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