



# CELEBRATE WINS

SOCIAL GROUPS POSTING INSTRUCTIONS

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# LOOKING TO CELEBRATE?

Colorado Startups boasts a crowd of 10,000+ startup members (“Startupers”) across the three social groups ([Facebook](#), [LinkedIn](#), and [Slack](#)). Each startup in the group is working extremely hard on something they’re passionate about. When they win, the community as a whole celebrates these accomplishments.



## INSTRUCTIONS

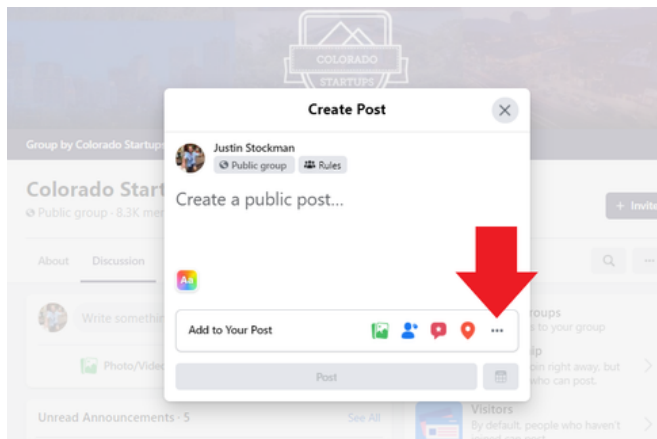
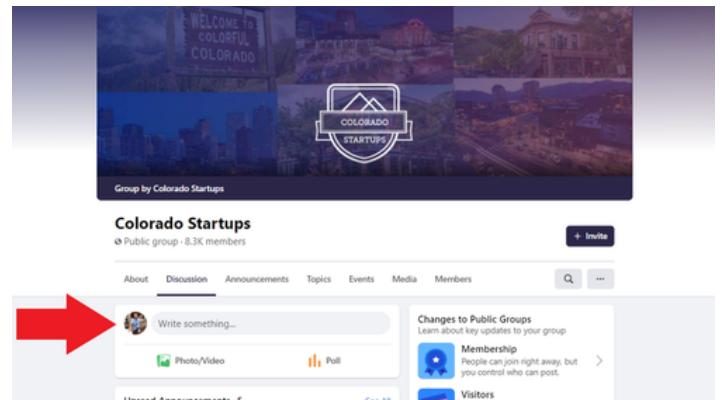
1. Posting instructions vary by social group ([Facebook](#), [LinkedIn](#), and [Slack](#)). Each social group has its process for posting. Please use the guides below for posting in each group.
2. Celebration posts need to be from the Founder/Executive (not from the marketer, PR specialist, or executive assistant). The purpose of the social groups is to connect the company leadership to the greater startup community. The highest engagement comes when Founders/Executives post directly.
3. If you need to update information in your post, please edit the original post in the group instead of posting a new one. Editing a single post prevents duplicates. You can make edits to your post as often as necessary to update the information.

# FACEBOOK GUIDELINES

## FACEBOOK GROUP

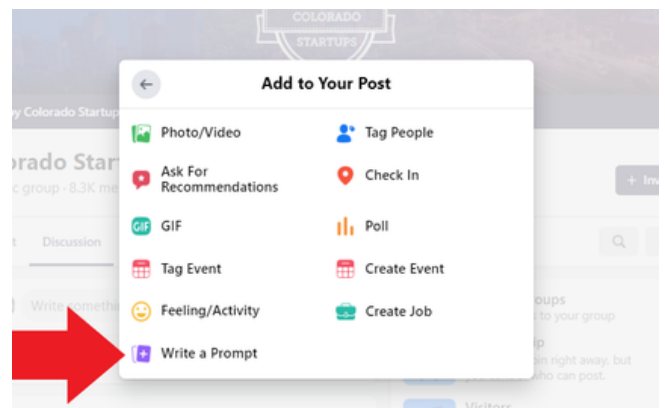
### 1. Navigate to the Facebook Group

Navigate to the [Colorado Startups Facebook](#) group. Once there, click on the “Write something...” box in the discussion tab.



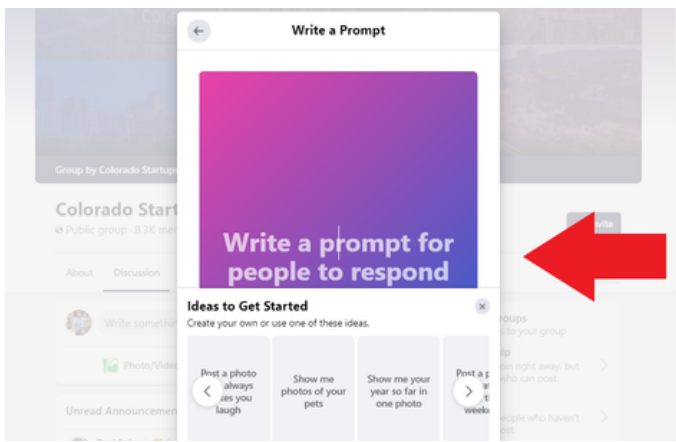
### 2. Select “More Options”

Open the “more options” menu by clicking the three dots in the bottom right corner.



### 3. Write a Prompt

Select the purple “Write a Prompt” option in the bottom left of the module.

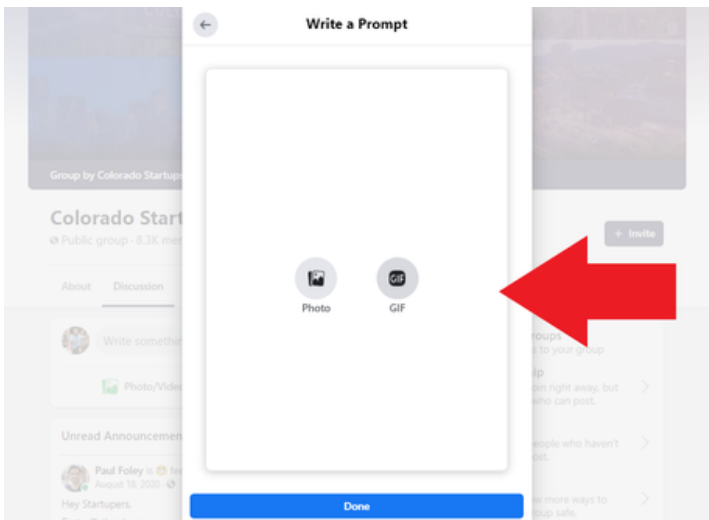
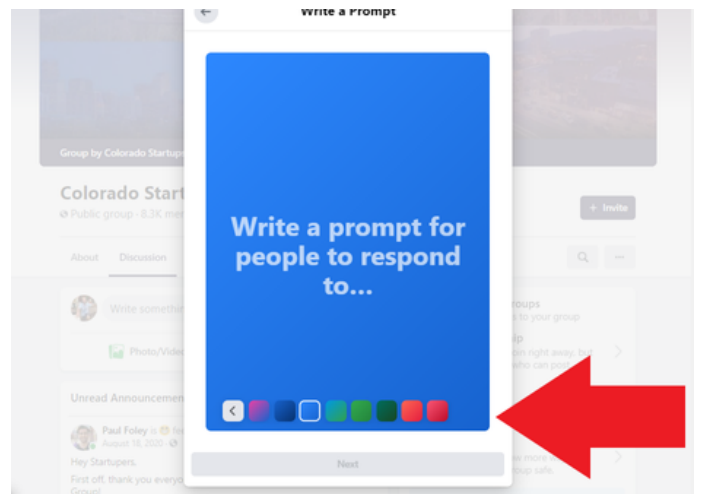


#### 4. Share Win

Share your win with the community! Keep it short and brief for best engagement.

#### 5. Custom Color

Customize the color of your post to help grab attention.

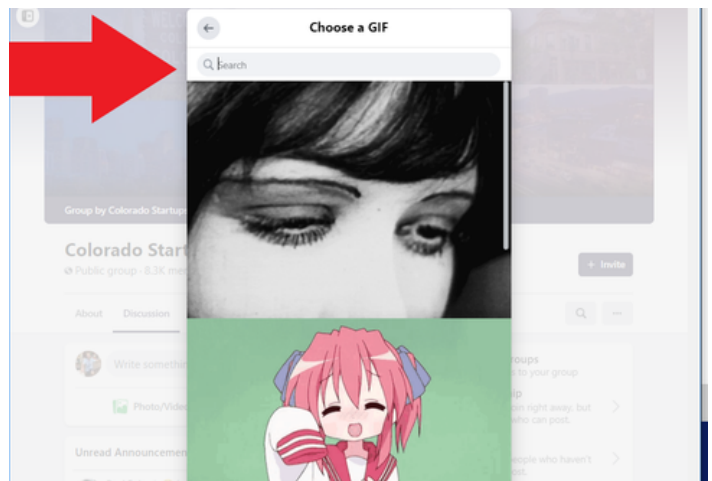


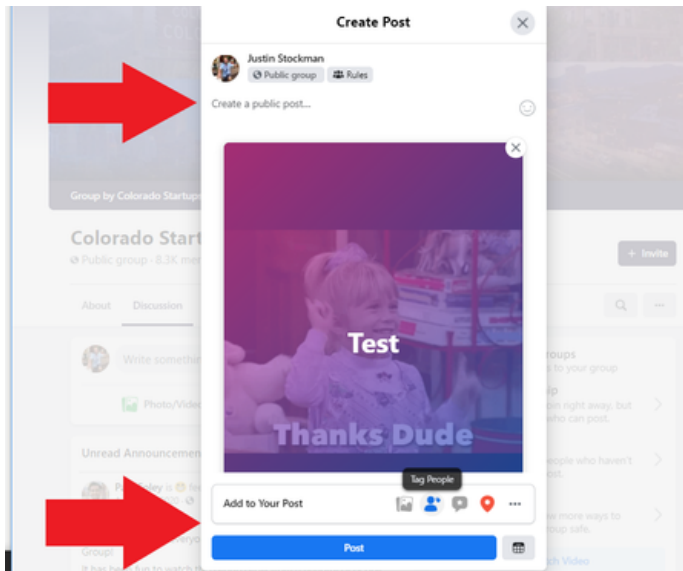
#### 6. Photo or GIF

To make your post more eye-catching, you can select a photo or GIF as a background.

#### 7. Select Photo/GIF

Select a GIF or upload a photo that is relevant to the celebration.





## 8. Publish

Include more information in the post about your win, if necessary. Once reviewed and ready, click “Post” at the bottom of the window to post your offer.

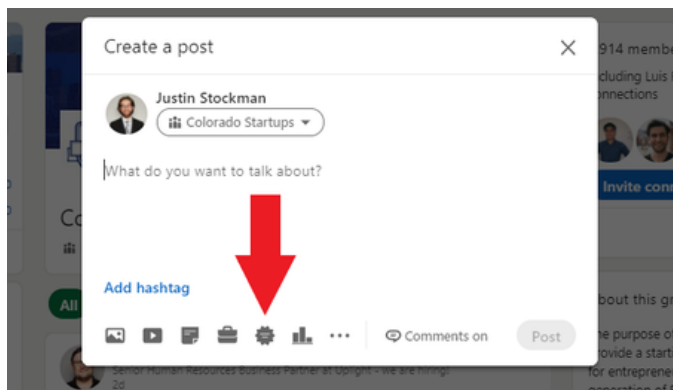
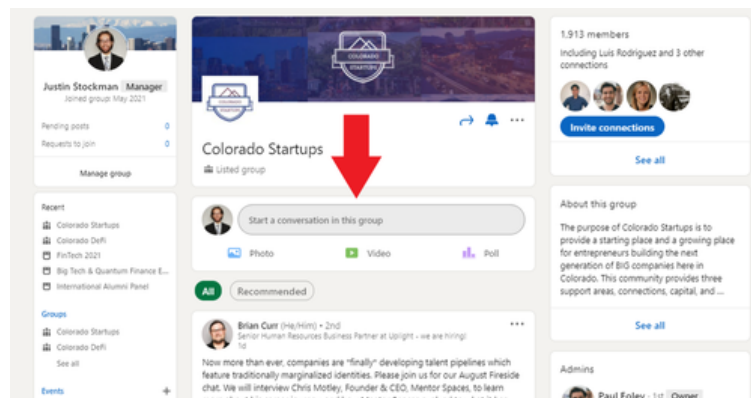


# LINKEDIN POSTING INSTRUCTIONS

## LINKEDIN GROUP

### 1. Begin Post

Navigate to the Colorado Startups LinkedIn Group, and click “Start a conversation in this group”

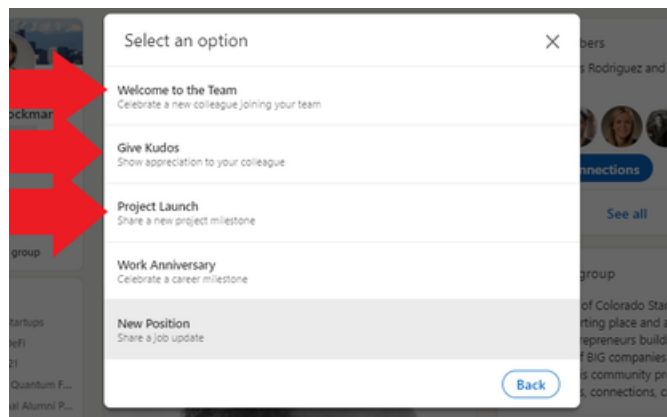


### 2. Select “Celebrate an Occasion”

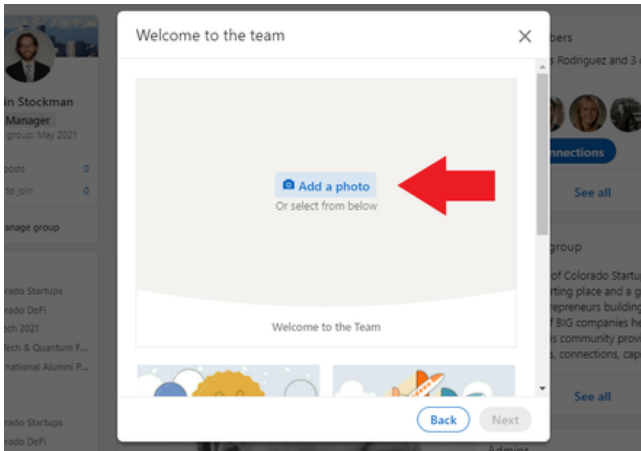
In the “create a post” box, click the emblem on the bottom that looks like a cartoon text box.

### 3. Choose a Celebration

From this menu, pick between one of the top three options - “Welcome to the Team”, “Give Kudos”, and “Project Launch” - depending on the specific celebration. Below, we go over each of them in order:



# "WELCOME TO THE TEAM"

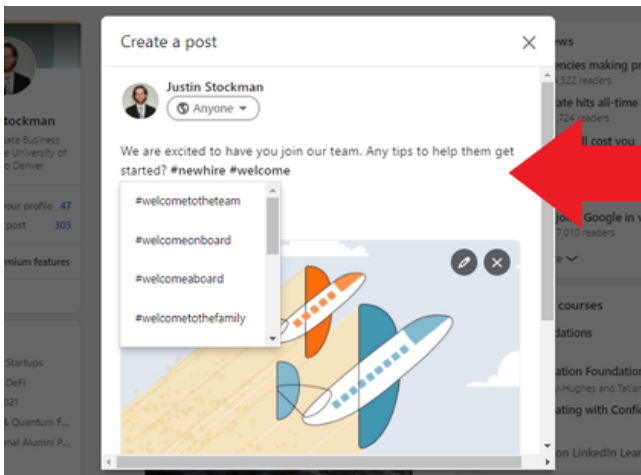
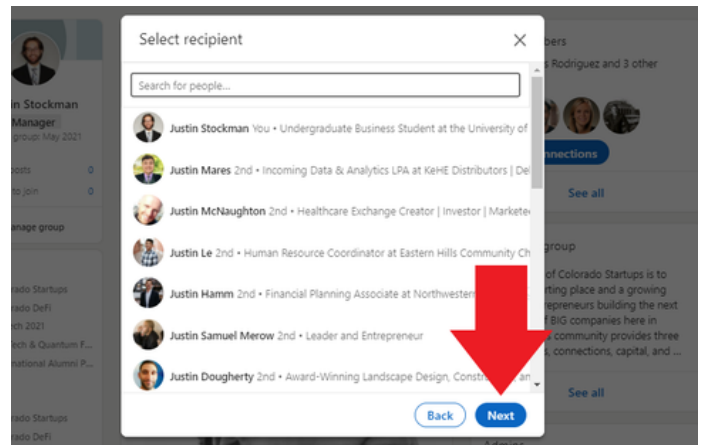


## 1. Add a Background

The first step is to add an appropriate background photo. Either upload a custom one or use one of the default background images provided. Once you select your background, click "Next" to move to the next steps.

## 2. Select Team Member

In the list that comes up, select the person or people your post is featuring. Click "Next" once they're chosen.

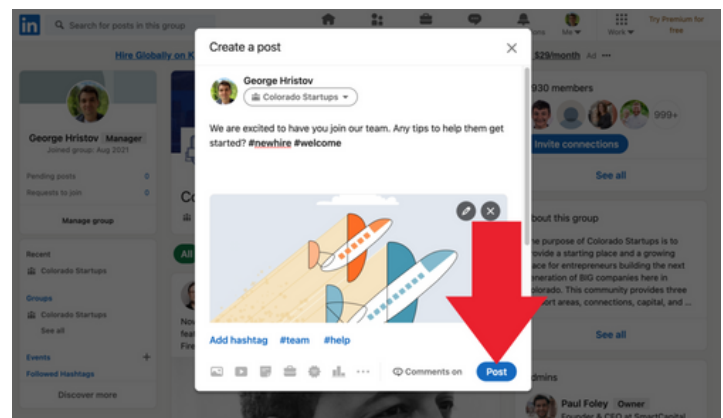


## 3. Write Post

Write a post with more context on the hiring of the new team member.

## 4. Publish

Fill out additional information about your new hire in the post. Once reviewed, click "Post" to submit your win to the group.

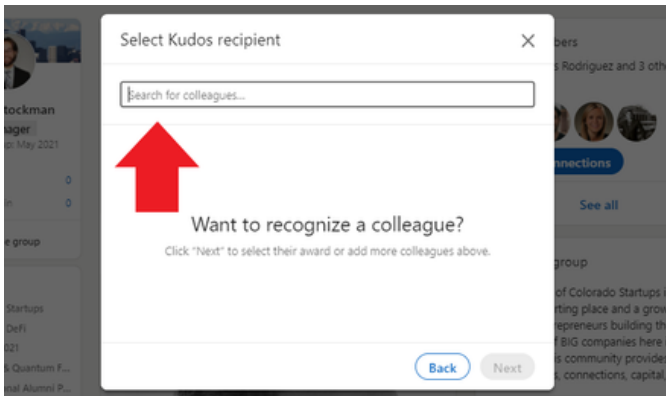




# "GIVE KUDOS"

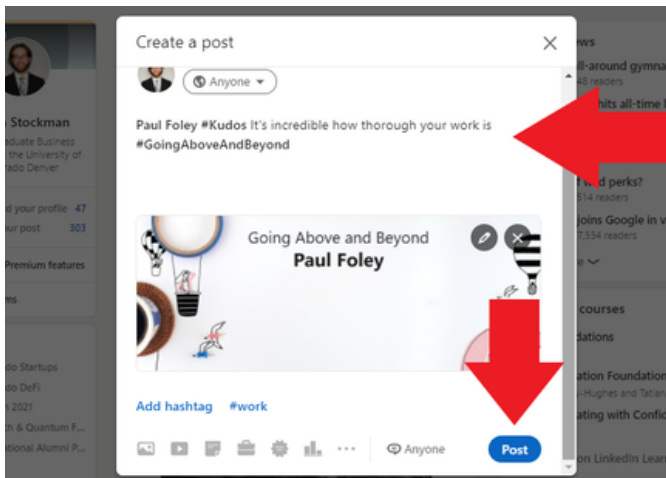
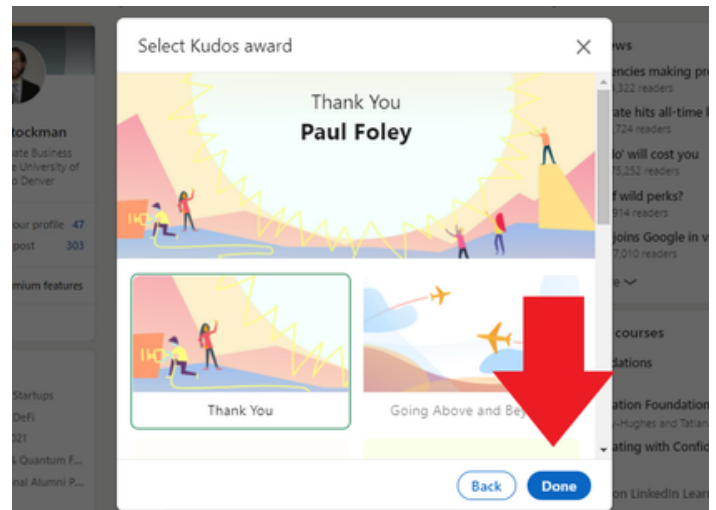
## 1. Select Recipient

The first step is to select the recipient for kudos. Once you choose the "Give Kudos" option, you will see a list of connections you can choose. The recipient must be a LinkedIn Connection. Once selected, click "Next" to move to the next steps.



## 2. Select a Card Graphic

On the next page, select a specific type of kudos to give. Select the appropriate one and click "Done" to move to the next steps.

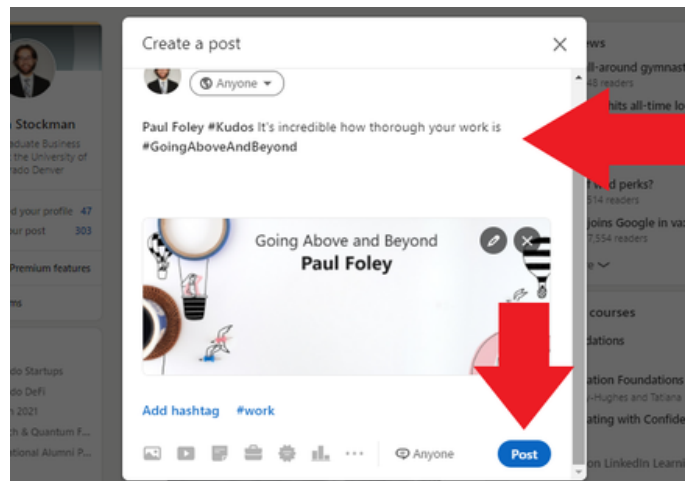


## 3. Write Post

Add any pertinent details in your post giving more information about the kudos.

## 4. Publish

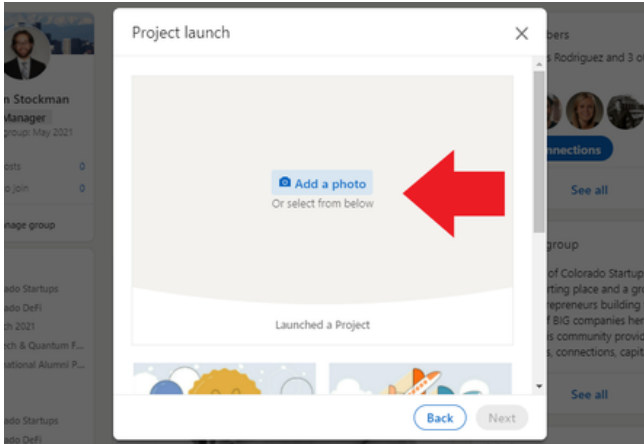
Fill out additional information about your kudos in the post. Once reviewed, click "Post" to submit the post to the group.



# "PROJECT LAUNCH"

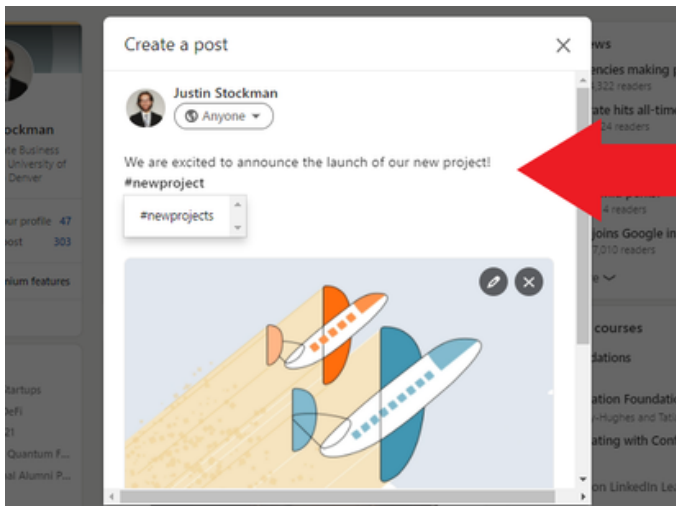
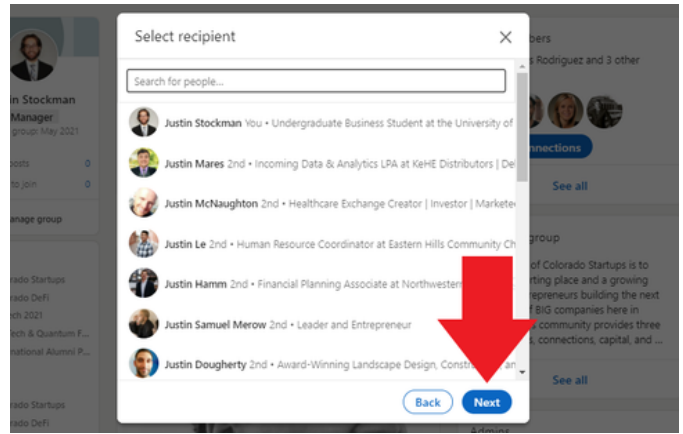
## 1. Add a Background

The first step is to add an appropriate background photo. Either upload a custom one or use one of the default background images provided. Once you select your background, click "Next" to move to the next steps.



## 2. Select Recipient

Select the people involved in the launch of the project. Once selected, click "Next" to move to the next steps.

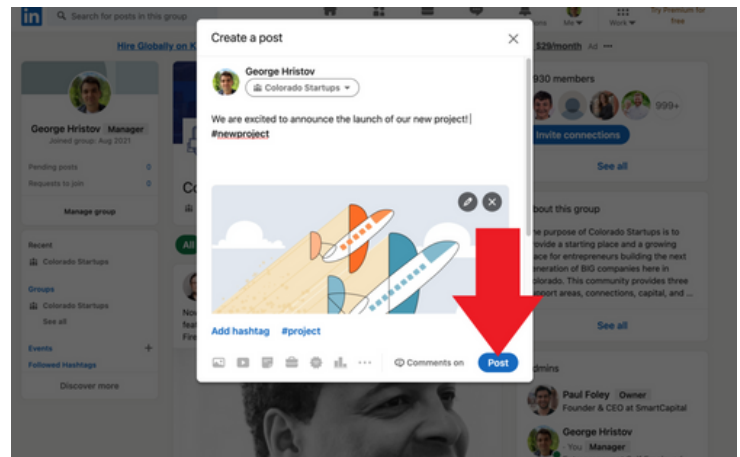


## 3. Write Post

Once background images and people are selected, write a post about the launch with the appropriate details.

## 4. Publish

Fill out additional information about your project in the post. Once reviewed, click "Post" to submit the post to the group.

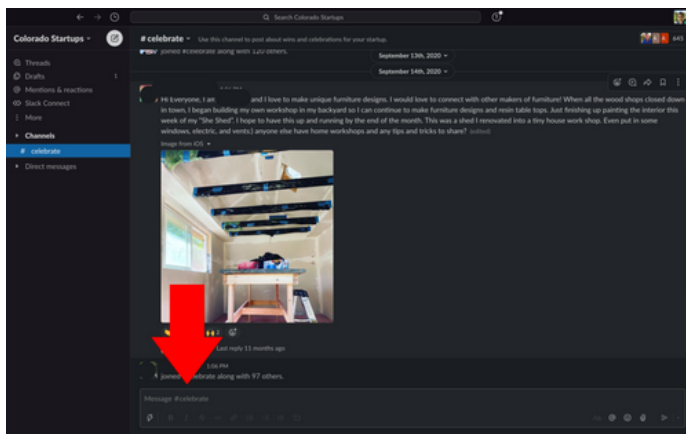
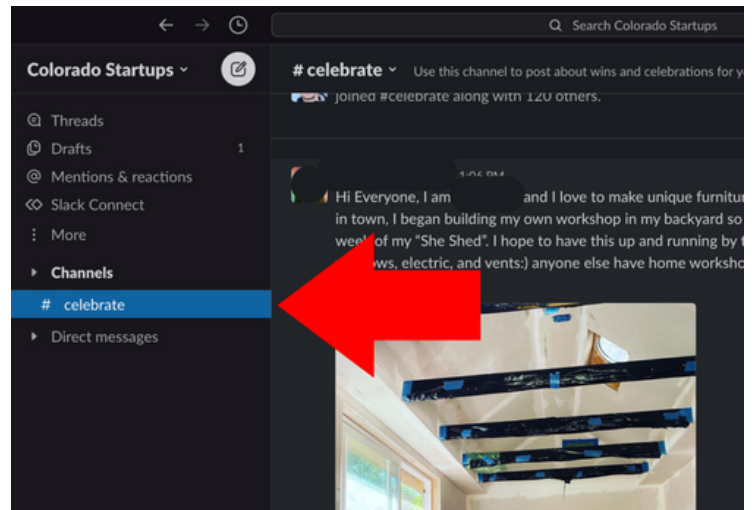


# SLACK GUIDELINES

## SLACK GROUP

### 1. Navigate to the “#celebrate” channel

If you haven't joined the Slack group yet, please sign up using the “Slack Group” link above. Once in Slack, navigate to the #celebrate channel.



### 2. Write Message

Use the #celebrate channel as the place to celebrate wins by your company, i.e., raising funding, applauding an employee, or recognizing a project.

### 3. Send Message

After you've reviewed your message, click the green send button in the bottom right corner to send it to the group.

