LinkedIn Guidebook for Valmont® Employees
Expand Your Reach

The Valmont® brand stands for our values, products, services and you. It symbolizes our promise to the world. Our brand is how we rise above the noise, using simplicity and clarity to reach others. Whether it’s customers, prospects, channel partners, other employees, investors or each other, the Valmont brand connects us in a meaningful way. By using this guidebook to lead your LinkedIn presence, you will help Valmont build visibility and personal connection to the brand. In the social media era, people are more curious about the employees behind brands and companies. LinkedIn allows employees at Valmont to have personal and direct channels of communication to the world and opportunities to expand their reach with relatively low time commitment.

Using the LinkedIn Guidebook

This guidebook includes the following sections:

1) Introduction to using LinkedIn
2) The “How To” on updating your profile
3) Managing your account
4) Social media sharing and posting content
LinkedIn 101
Quick Start Guide

Keys to an Effective Profile

• Your profile is a key component of your experience on social media, especially on LinkedIn.
• It is your calling card when you reach across your network and how contacts will locate you and understand your role.
• Having a complete profile is important to show you’re an active participant in the LinkedIn ecosystem.
• The Background Picture:
  o This background visual allows you to illustrate your interests or convey a specific message that sets your tone.
  o This image should not be distracting from your profile and should represent any of the following:
    • Your functional area
    • Valmont® Industries
    • Your professional journey (i.e. an image of the Omaha skyline if you work in Omaha or a campus image of your alma mater)
  o Note: A selection of Valmont imagery is available online at www.valmont.com/brand which you may use for your LinkedIn header.
  o Note: Avoid copyright infringement by using only Valmont images from www.valmont.com/brand or your own images.

• Your Profile Picture:
  o This is the first impression of you.
  o Representing yourself consistently will allow you to make real connections with followers, customers, and other employees.

• Your Headline/Tagline:
  o By default, the headline is your current position; however, you can customize it to demonstrate your expertise or vision.
• Keep your profile updated with relevant information:
  
  o It is important that you update your current position to the one you have at Valmont, along with your current location to wherever you work at Valmont.
  
  o Update your job description frequently to highlight your key career accomplishments at Valmont.
  
  o Job descriptions should be succinct, direct, and specific to the position.

• Your summary:
  
  o Your summary is the place to share who you are and what makes you great. It is not the place to list everything you have ever done.
  
  o Keep your summary brief, up to a few paragraphs.
  
  o Stay authentic and write how you would generally speak to someone you have met at a conference.
  
  o Use first person as it makes you more approachable.
  
  o Avoid longer paragraphs and use bullet points if appropriate.
  
  o If you have an article or video you would like to share that highlights accomplishments at Valmont, you can share the link in your profile.
Leveraging the Power of LinkedIn: Case Study

Case Study: Steve Kaniewski, Chief Executive Officer and President of Valmont® Industries, Inc.

- Background image is a professional and high-quality image/graphic that tells the Valmont story through our different divisions
  - This header image, along with other images, is available online at www.valmont.com/brand
  - There are images for Valmont corporate and for specific divisions
- Profile picture is a high-quality image consistent with peer executives
- Summary line is a single line that clearly tells a profile viewer his position
- Uses Valmont Industries, Inc. profile as his current employer and current position
- The first paragraph is clear and concise in telling the story about his position and what he has achieved
- The summary is in the first person to make it more personable
- Lists out brief talking points about his previous positions outlining key skills he has obtained and knowledge he has acquired
LinkedIn: Profile Update

How To: Update your profile using LinkedIn.com on your computer

- From the homepage of LinkedIn.com, click on the "me" icon in the top right corner (boxed in yellow) and select "view profile" (red) from the drop down.

- Once you are on the profile page, select the pencil icon (red) to open a new editing page for your profile.
Profile Update (Continued)

• From the newly opened “Edit intro” window, simply highlight any text you wish to change and type in the new text.

• To update your background image or profile image, simply select the pencil icon (orange) next to the image and select “change image” from the bottom.
• To change/upload your profile picture, select the pencil next to your profile picture (orange) and select "change photo" (blue).

• It is important to make your profile picture “visible to public” as it will allow all LinkedIn members to see your profile picture and know it is you. To change this, click the pencil next to your profile picture and click the "visibility" icon (magenta) and change to “Public.”

• To change your location, simply enter the zip code of Valmont’s headquarters (68154) if you are in Omaha or the postcode of your Valmont office.

• For industry, you may either choose "Mechanical or Industrial Engineering", or your functional area (i.e. Human Resources).

• To add relevant news releases and/or media to your profile, scroll to the bottom of the "edit intro" popup and select either Link or Upload.
Profile Update (Continued)

• You may either insert a link to an article or video in which you are featured or quoted, or upload media (such as photos or videos) directly onto LinkedIn.

• Should you want to include the summary for Valmont® in your summary, the approved text is below:

  o Valmont Industries, Inc. is a global leader in providing products that support critical infrastructure that is essential for economic and agricultural growth. Since our founding in 1946, we have been driven by passion, integrity, continuous improvement and delivering results. Valmont Industries, Inc. (VMI) is publicly traded on the NYSE.

• Make sure to save your profile to implement the changes.

Editing Your Experience:

• On the “view my profile” page scroll down to the experience section.

• From here, select either the “+” icon to add your Valmont position, or the pencil icon to edit your existing Valmont position (red).

  Experience

  Social & Digital Marketing Intern
  Valmont Industries, Inc.
  Jan 2019 – Present · 5 mos
  Omaha, Nebraska

• From this page you will be able to add your location(s) of work, tag Valmont Industries, Inc. as your “company,” and add bullet points for your experience description.

  o Think of the experience description as your resume bullet points.

  o Regardless of division, you must have “Valmont Industries, Inc.” as your employer.

  o It is appropriate to list both Omaha, Nebraska and Valley, Nebraska for your work locations.

  o Keep your LinkedIn profile up-to-date by regularly updating your experience section with your relevant milestones at Valmont.
How To: Update your profile using the LinkedIn mobile application

• NOTE: You can update everything EXCEPT your background image on mobile.

• From the home page, select your profile picture in the top left corner (yellow).

• Select “View Profile” from the menu bar (red).

• Select the pencil icon next to your profile (orange).

• From here, you will be able to edit most of your information. Simply tap the text you wish to change and delete or add information.

• To change your location, simply enter the zip code of Valmont’s headquarters (68154) if you are in Omaha or the postcode of your Valmont office.

• For “Industry,” you may either choose “Mechanical or Industrial Engineering”, or your functional area (i.e. Human Resources).

• To update your profile image, simply select the pencil icon next to the image and select the camera icon (orange) and select the image you would like to use from your phone’s camera roll.

• To add relevant news releases and/or media to your profile, scroll to the bottom of the “edit intro” popup and select either Link or Upload (magenta).

• You may either put a link to an article or video in which you are featured or quoted, or upload media (such as photos or videos) directly onto LinkedIn.

• It is important to make your profile picture “visible to public” (yellow) as it will allow for all LinkedIn members to see your profile picture and know it is you. To change this, click “visible to…” and select “Public.”

• Make sure to save your profile to implement the changes.
Editing Your Experience: Using the LinkedIn mobile application

- On the “View My Profile” page, scroll down to the experience section.
- From here, select the pencil icon (red).

Once the background editing screen pops up, you can select either the pencil icon to edit a specific experience or the “+” icon to add your Valmont® position.

- From this page you will be able to add your location(s) and add bullet points for your experience descriptions.
  - Think of the experience descriptions as your resume bullet points.
  - Regardless of which division you work for, you should tag Valmont Industries, Inc. as your “company”.
  - It is appropriate to list both Omaha, Nebraska, and Valley, Nebraska, for your work locations.
  - Keep your LinkedIn profile up-to-date by regularly updating your experience section with your relevant milestones at Valmont.

Connect with the people that matter:

- LinkedIn is the world’s largest online professional network, optimizing your ability to keep your network fresh and active.
- The platform allows you to strengthen your global connections and know more about the people you’ve met or are about to meet.
- LinkedIn profiles can help you know about a person’s background before you meet them. Knowing about their experience, background, and activity will allow you to save time and make the most of your meeting.
- You may receive many notifications to connect with people. It is best practice to only connect with those you have worked with in the past or know in a professional manner and not to connect with people you have not met.
How to Manage Connections:

- You can either actively seek out new connections or wait for them to come to you.
- To find connections or browse through suggestions:
  - Select the “my network” icon (yellow) and scroll through the suggestions. To connect, simply click the “connect” button under their profile (red).

- To approve or deny connection requests on LinkedIn:
  - When you receive a connection request, it will show up under the “my network” tab on both the website and mobile app. From here, you can either accept to add the person to your network or deny the request (red).
Tailor Your Notifications & Privacy Settings:

- You should try to keep your profile as visible as possible to LinkedIn users with your full name, profile picture, header image and experience. However, privacy is still important.
  - LinkedIn allows you to easily manage your privacy and confidentiality by choosing what information and activities are accessible to people both inside and outside of your LinkedIn network.
  - You are also in charge of how much information you would like to receive from LinkedIn.
  - Recommended practice is to allow for public viewing of your last name, allow for any LinkedIn user to follow you and view your public posts, and notify your network when you are in the news.

How to manage privacy settings:

- Using the LinkedIn mobile application
  - Navigate to your profile page (see page 11).
  - Select the settings gear in the top right corner.
  - Choose the “privacy” tab and tailor your settings to fit your taste.

- Using LinkedIn.com on your computer
  - Click on your profile in the top right corner and select “settings & privacy” from the drop down.
  - From here, tailor your settings to fit your taste.

Keep In Touch with Customers & Partners:

- Business is about people, but nurturing relationships takes time.
- Interacting with employees and customers online is a great way to create Valmont® brand advocates by engaging customers in a unique way.

Case Study: Richard Branson, Virgin Group

- Richard Branson personally responds to comments and questions posted on company LinkedIn pages. He also posts discussion questions and engagement opportunities for his employees and customers alike.
How to respond to a comment:

• When you find the post you would like to comment on, simply click the comment icon and begin typing.

• When referencing Valmont®, you may choose to “tag” Valmont. You can do this by typing “@valmontindustries” and selecting the Valmont profile from the options.
  
  o By tagging Valmont’s LinkedIn profile, you can drive connections and LinkedIn users to our page when they see your comment.

Keep In Touch with Other Companies & Industries:

• View, but do not follow, other competitive company pages. When viewing other company pages, you can also view who in your professional network can tell you more about the company through a LinkedIn feature (see below).

How to view company profiles and see connections:

• On either the LinkedIn mobile app or the website, search for the company you are looking for and select their page from the options.

• A section on the page will highlight who you know at the company you are viewing. By tapping their icon (red), you will be able to view their profile and send them a message.

• Another way to stay up-to-date with the industry and functional area trends that are outside of your existing network is to follow relevant hashtags so that the information will come up in your feed.
  
  o An example would be to follow functional area tags such as #contentstrategy or #onlineadvertising, along with industry tags such as #steel, #5G, or #powerdistribution.
How to follow a hashtag:

- On either the LinkedIn mobile app or the website, search for the hashtag you wish to follow in the search bar at the top of the page by typing the “#” symbol followed by the phrase you wish to follow.
- On LinkedIn.com, select “follow” on the bar that pops up and this information will begin to populate in your feed.

![LinkedIn search example]

- On the mobile app, select the #phrase (red) where you will be able to follow the hashtag.

![LinkedIn mobile app example]

Engaging with Valmont® & Industry Posts:

- Sharing posts frequently is a good way to keep both your name and the Valmont name in front of your connections.
- It is also important that when sharing a post that you are adding your own independent thought.
  - This can be simple; a single sentence about why you believe that the post or information contained in the post is important.
- When sharing posts from Valmont or related to Valmont, avoid speaking on behalf of Valmont or on behalf of your functional area.
  - This can be accomplished by avoiding collective terms such as “we” and “our” when possible and instead using “I” to show direct ownership of the thought.
- It is not good practice to share every post that Valmont shares on LinkedIn. Instead selectively share posts that are relevant to your functional area, goals for Valmont, or larger announcements by the company.
How to share a post:

- When you find the post you would like to share, simply click the share icon and begin typing.
- When referencing Valmont®, you may choose to “tag” Valmont. You can do this by typing “@valmontindustries” and selecting the Valmont profile from the options.
  - By tagging Valmont’s LinkedIn.com profile, you can drive connections and LinkedIn users to our page when they see your post.

Native Contest - Posts:

- Sharing press releases posted on www.valmont.com/news is another way to keep Valmont news relevant and drive website visits.
- Another way to develop native content is by sharing links to drive web traffic to industry articles, www.valmont.com, Valmont brand websites, etc.
- When you are featured in an article as a source or the subject, it is important to share the link on LinkedIn with a brief commentary.
- When creating native content through linksharing, it is important to provide a brief summary about the relevance of the link or post you are sharing to your functional area or Valmont.
- Community involvement is consistent with Valmont’s core values, and sharing your philanthropic work and service work in the community is another form of quality content you can publish.

How to write a post:

- When you are on the LinkedIn.com homepage or on the homepage of the mobile app, the top of the screen contains a section titled “write a post” on mobile or “start a post” on desktop.
- To write a native post, simply start typing your thoughts and what you would like to share.
- To have an image or video on your post, simply click the camera icon or the video icon and select the image or video you would like to post from your computer or phone.
- If you choose to use hashtags, use only hashtags that already exist or have more content to be shown.
- If you have questions about your post, consult the Valmont Social Media Guidelines for Employees. The guidelines document can be found at www.valmont.com/brand.
Native Content - Articles:

- Publishing articles is a good way to engage your connections and further establish yourself as an industry professional.
- Posting articles helps you position yourself on LinkedIn as an expert.
- Create content that answers important questions facing the industry and your functional area.
- This can be done through many different methods.
- By sharing articles on a continuous basis, LinkedIn will consider you an “influencer” to post insights about the industry and functional area.
- Articles should have more thought and time put into writing and refining them compared to posts.
- Articles can only be written on desktop.
  - Ensure that any article you publish on LinkedIn is professional. Articles should be well proofed before posting.
  - If you have any questions about article content, consult Valmont® Social Media Guidelines for Employees. The guidelines document can be found at www.valmont.com/brand.
- Consider using Valmont imagery from www.valmont.com/brand for any articles you publish. Should you need any help choosing or formatting an image, contact the Valmont Global Marketing Team at brand@valmont.com.
- Valmont Global Marketing may have additional imagery not shown on www.valmont.com/brand for you to use.

How to write an article:

- Click “write an article” near the top of your homepage. This takes you to the publishing tool.
- Click the “headline” field to type the headline of your article.
- Click the “write here” field to type the content of your article. You can add images and other media to your article as well.
- Lastly, click “publish” to publish your article.
Notes: