

# Social Media Orientation

Alexy Bérard



**Gallagher**

Insurance | Risk Management | Consulting

# Agenda

- Update Your LinkedIn Profile
- Activate the LinkedIn My Company Tab, our Employee Social Sharing Tool
- Join the Gallagher LinkedIn Employee Group
- Follow Gallagher on Social Media
  - Gallagher Employee Experience & Communication
  - Life at Gallagher

# Update Your LinkedIn Profile

# The Basics



Building confidence. **Together.**

**Pat Gallagher** (He/Him)  
Chairman, President and CEO at Gallagher  
Greater Chicago Area · [Contact info](#)  
500+ connections

Gallagher  
Insurance | Risk Management | Consulting

Gallagher  
Cornell University

*Note: A yellow box highlights the edit icon in the bottom right corner of the profile banner.*

Edit intro



**Gallagher**  
Insurance | Risk Management | Consulting

First Name \* Pat Last Name \* Gallagher [Add former name](#)

Headline \*  
Chairman, President and CEO at Gallagher

Current Position  
Chairman of the Board at Gallagher [Add new position](#)

Show education in my intro

Education  
Cornell University [Add new education](#)

Country/Region \* United States ZIP code 60008

Locations within this area  
Greater Chicago Area

Industry \* Insurance

Contact info  
Profile URL, Email, WeChat ID

[Save](#)

*Note: A yellow box highlights the Save button at the bottom right of the form.*

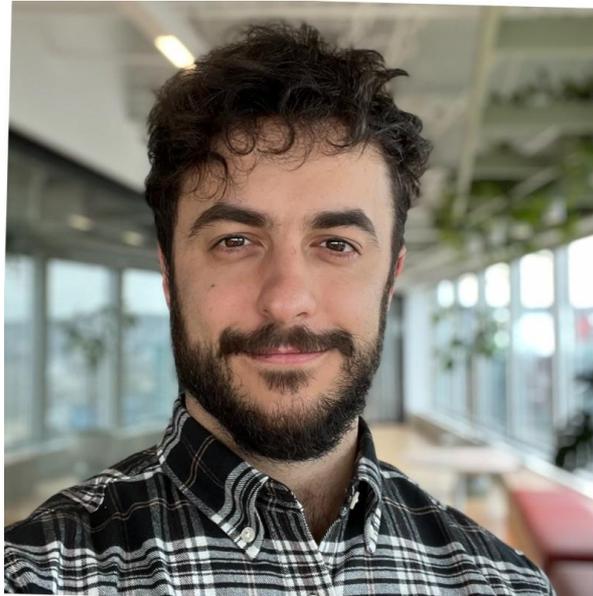
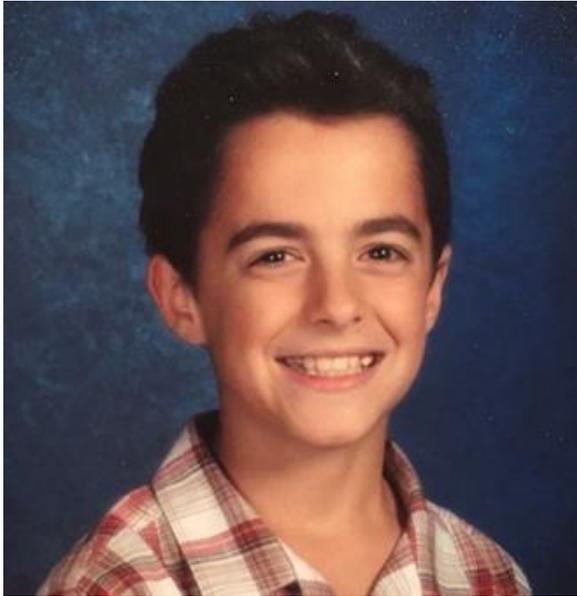
Commercial Insurance Broker at Gallagher | Helping small businesses manage risk  
Risk Management at Gallagher | Helping businesses minimize the total cost of risk  
Benefits & HR Consultant | Helping workforces thrive, making workplaces better

**TIP:** Use a recent, professional photo and receive **14X more profile views** than those without.

# Headshot

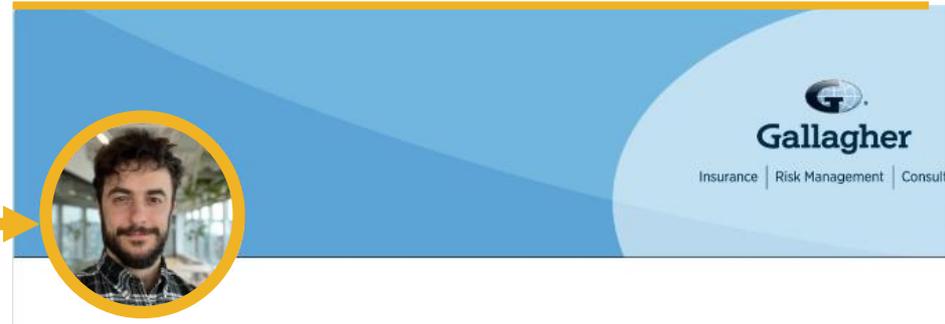
## Put Your Best Self Out There

Which of these is the best for my LinkedIn headshot?

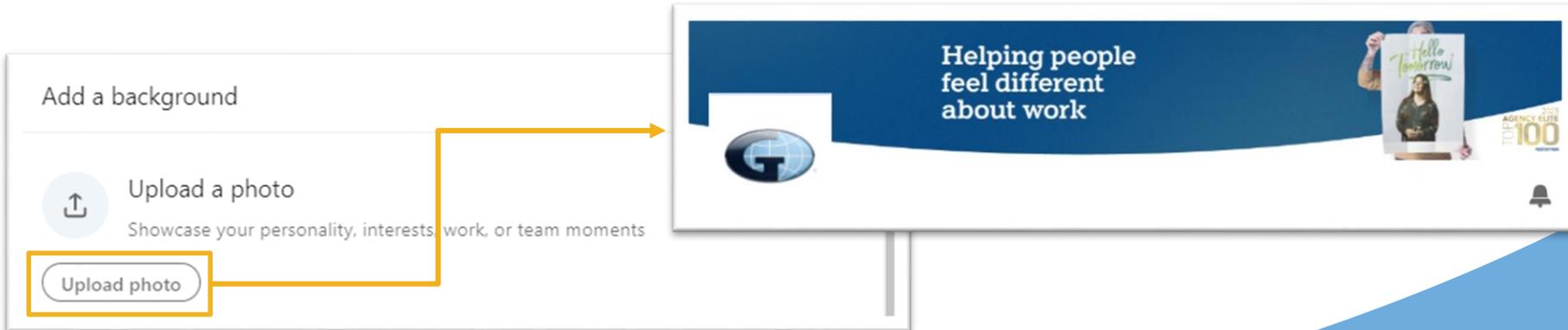
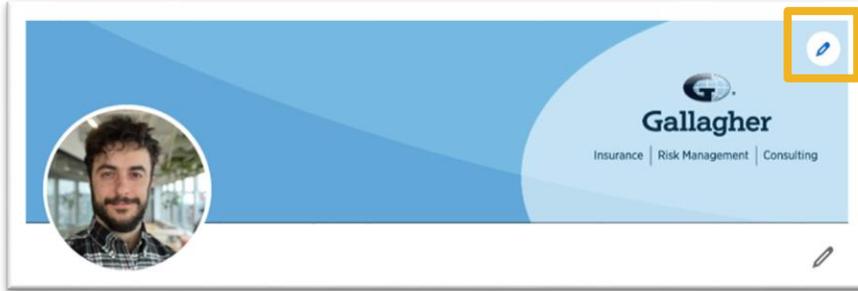


# Profile Picture and Background Image

- Your profile picture is the **most important** part of your profile.
- It puts a **face to the name** and is the first thing viewers of your profile will see.
  - Use a **professional & clear** headshot.
  - Do **not** use a picture of you from a distance, or with multiple people where a profile viewer may not know which one is you.
- Branded Gallagher LinkedIn Banners will go a long way to show viewers who you are and who you work for.

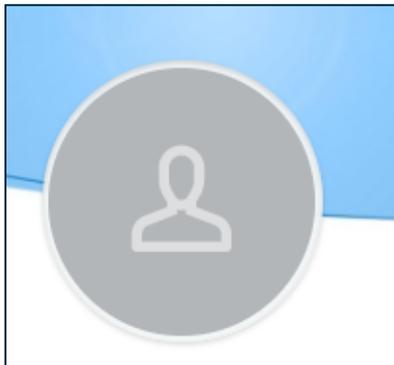


# Background image



# Best Practices

## Visibility



### Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility On

#### Basic (required)

Name, number of connections, industry, and region

#### Profile Photo

Only 1st-degree connections  
LinkedIn members directly connected to you.

Your network  
Your connections, up to three degrees away from you.

All LinkedIn members

Public  
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/alexey-bérard](http://www.linkedin.com/in/alexey-bérard) 

**TIP:** Make your profile **public and customize your URL** to be found in search.

# The Basics

## Featured

Display your accomplishments or thought leadership.

Use this section as your work portfolio.

### Examples to include:

- Achievements within your work
- Awards & Recognitions
- Video interviews/content
- Etc.

**Featured**

Post  
In 1974, my grandfather gave me the best advice I've ever...

Patrick Gallagher, CEO of Arthur J. Gallagher & Co.  
youtube.com

1,023 likes 14 comments

*Video interviews/content*

Post  
Last week, surrounded by friends, family and lifelong colleagues, I...

Patrick Gallagher, CEO of Arthur J. Gallagher & Co.  
youtube.com

2,343 likes 139 comments

*Awards & recognitions*

Post  
We receive this recognition because of the work our...

Patrick Gallagher, CEO of Arthur J. Gallagher & Co.  
youtube.com

463 likes 11 comments

*Achievements within work*

# The Basics

## Experience

- Make sure to have *Gallagher – Employee Experience & Communication*
- Be sure to flesh out what you do at Gallagher. List your responsibilities & accomplishments.
- This will be important to help potential leads learn more about you.

### Experience



#### Global Social Media Executive

Gallagher · Full-time

Jan 2022 - Present · 10 mos

Leeds, England, United Kingdom

My duties at Gallagher include managing our UK pages with daily content posting and community engagement, as well as managing our social platform that celebrates our partnership with Premier ...see more

Skills: Social Media Consulting · Content Management · Presentation Skills · Social Media Analytics · Community Management



Skills: Social Media Consulting · Content Management · Presentation Skills · Social Media Analytics · Community Management

*Adding skills to your experience page not only **endorses** those skills, it provides a good summary of your day to day.*

# Activate the My Company Tab

# What is the My Company tab

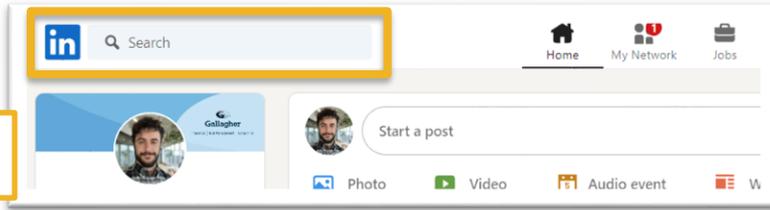
- Recommendations from Gallagher
- Trending coworker content
- Coworkers you may know



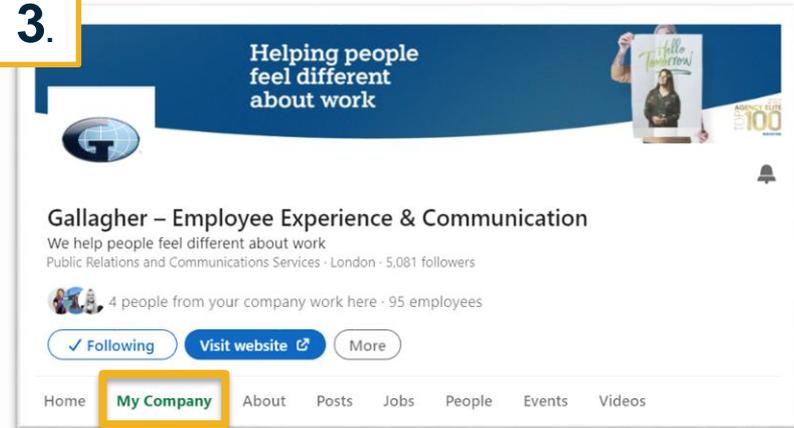
**How to access:** Go to our [company page](#) and click the “My Company” Tab. Next, verify your work email address. LinkedIn will send you a 6-digit code for verification.

# Finding the My Company Tab

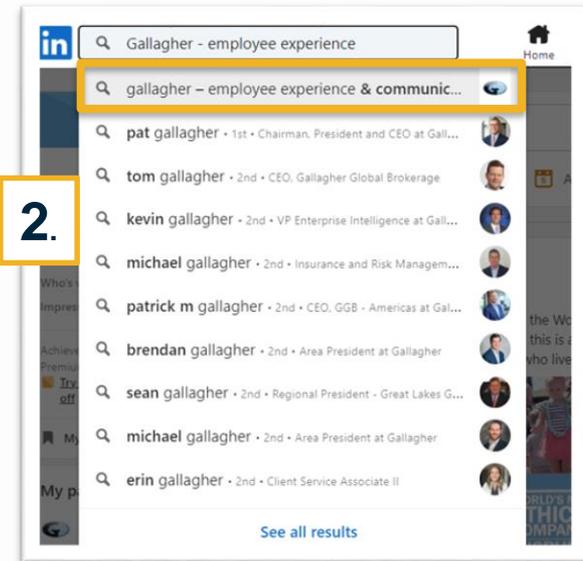
1.



3.



2.



**Note:** Search for Gallagher & click our company page (it looks like that^)

# Activate My Company Tab | 2 Steps

1.



**Open your employee-only experience**

Connect with your colleagues and stay informed of the latest company updates.

This is only for Gallagher employees, so to get access we'll verify your work email address.

[Verify email address](#)

2.

Enter code ✕



We've sent a verification code to Layth\_yehyawi@ajg.com [✉](#)

6-digit verification code

[Resend code](#)

[Confirm](#)

# You're In!



Helping people feel different about work

**Gallagher – Employee Experience & Communication**  
We help people feel different about work  
Public Relations and Communications Services · London · 5,081 followers

4 people from your company work here · 95 employees

Following Visit website More

Home My Company About Posts Jobs People Events Videos

**Recommendations from Gallagher – Employee Experience & Communication**

Curated by Agnès COSTA · 7m

This year's #StateOfTheSector report found that although internal communications measur... see more

Curated by Agnès COSTA · 1m

People want authenticity. So why do we keep serving them sanitised content? Buzzwords aside... see more

**How to run a successful internal communications audit**

1 coworker posted this

Start a post

**Trending coworker content**

Mollie Jayne M. (She/Her) · 2nd · Senior Consultant at Gallagher · 1d · 📍

I've been quiet on here (surprising, right?) as I swapped my running shoes for skirts but we... see more

11 · 1 comment

Leanne Hadfield · 1st · Senior Principal Consultant at Gallagher – Em... · 1d · 📍

Making all the 30s executives say "Happy Mother's Day!!" is a challenge... see more

8 · 2 comments

Alsey, see LinkedIn's employer brand guide

Get the 2023 guide

**Coworkers you may know**

- Agnès COSTA · Marketing & Propositions Director at Gallagher... · Connect
- Vasylyna Shmanka · Graphic Designer · Connect
- Carol Dodds · Operations Coordinator at Gallagher - Employee... · Connect
- James Wilson · Principal Web Consultant at Gallagher - Employee... · Connect
- Sam Charles · Digital Director at Gallagher Employee Experience &... · Connect

Show more

# Posting From Your Feed

My Company

Recommendations from Gallagher – Employee Experience & Communication

See all

Curated by Agnes COSTA • 1m

This year's #StateOfTheSector report found that although internal communication measur...see more



1 coworker posted this

Start a post

Curated by Agnes COSTA • 1m

People want authenticity. So why do we keep serving them sanitised content? Buzzwords aside, ...see more



1 coworker posted this

Start a post

← Recommendations from Gallagher – Employee Experience & Communication

All recommendations

- #stateofthesector
- #internalcommunicati...
- #employeeexperience
- #purpose
- #internalcommunicati...
- #employeeengagement
- #culture
- #stateofthesector2023

Amplify the voice of your organization

Reposting helps you extend your network and increase your organization's visibility.

5 reposts in the last 30 days.

Curated by Agnes COSTA • 1m

This year's #StateOfTheSector report found that although internal communication measurement has become more widespread in larger organisations, it continues to largely focus on 'reach' (the ability to "get the message across" to the intern...see more



Read more

Gallagher

1 coworker reposted this

Repost

Curated by Agnes COSTA • 1m

People want authenticity. So why do we keep serving them sanitised content?

# How to Share

- Click “Repost”
- Add your perspective or share as is.
- *Reminder:* don’t delete the link on accident!

Post Copy



Share

Alexy Bérard

Connections only

This year's #StateOfTheSector report found that although internal communication measurement has become more widespread in larger organisations, it continues to largely focus on 'reach' (the ability to "get the message across" to the intended audience) rather than the business outcome' or employees' overall 'satisfaction with internal communication'.

As communication measurement continues to be a top priority in many organisations, Gary Moss shares some thoughts on how an internal communication audit can help communication teams invest their time and efforts in what matters.

<https://lnkd.in/eNUb7bqR>

#InternalCommunications #EmployeeExperience  
#EmployeeEngagement

**How to run a successful internal communications audit**

Internal communications budgets are facing increasing levels of scrutiny and teams are under more pressure than ever to deliver – an internal communications audit can help you invest your time and efforts in what matters.

Read more

Gallagher

#business #help #communication #audit

Post

Publish

# You did it!

- Your post is live and has been shared with your network!



Alexy Bérard (He/Him) • You  
Global Social Media Specialist  
now • 🧑‍🤝‍🧑

This year's #StateOfTheSector report found that although internal communication measurement has become more widespread in larger organisations, it continues to largely focus on 'reach' (the ability to 'get the message across' to the intended audience) rather than the business outcome or employees' overall 'satisfaction with internal communication'.

As communication measurement continues to be a top priority in many organisations, Gary Moss shares some thoughts on how an internal communication audit can help communication teams invest their time and efforts in what matters.

<https://lnkd.in/eNUb7bqR>

#InternalCommunications #EmployeeExperience #EmployeeEngagement

### How to run a successful internal communications audit

Internal communications budgets are facing increasing levels of scrutiny and teams are under more pressure than ever to deliver – an internal communications audit can help you invest your time and efforts in what matters.

[Read more](#)



👍 Like      💬 Comment

 Add a comment...      😊 📷

# Demo



**Gallagher**

Insurance | Risk Management | Consulting

© 2023 ARTHUR J. GALLAGHER & CO.

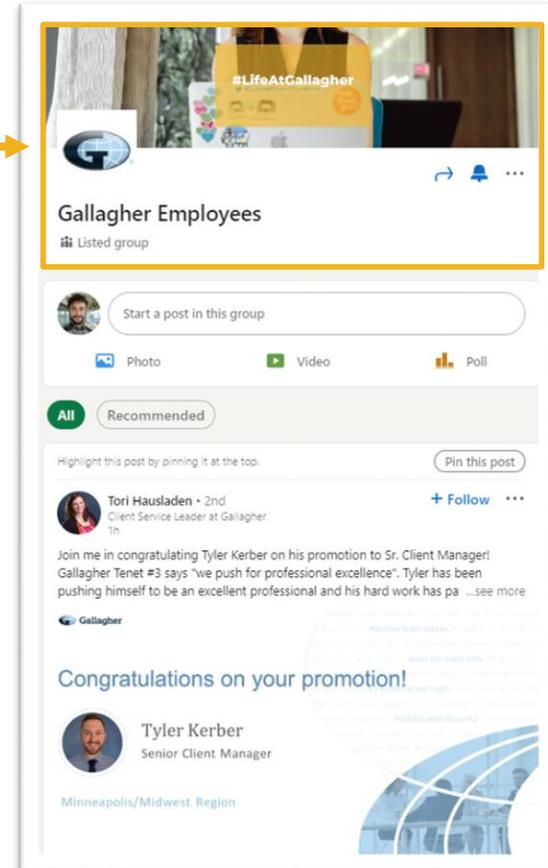
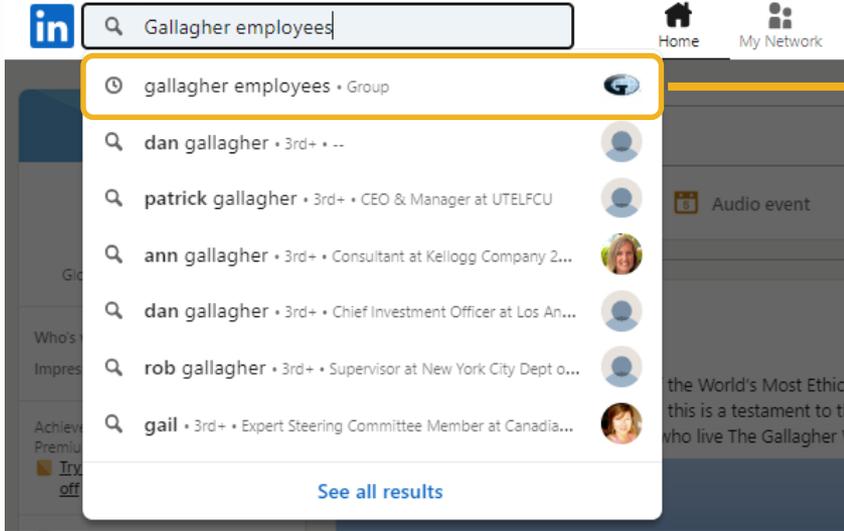
# Join the Gallagher Employee Group

# Join the Gallagher Employee Group on LinkedIn

- Follow the [Gallagher Employee Group](#) on LinkedIn.
- Instantly connect with a vast network of over 9k+ fellow Gallagher colleagues.
- Stay up to date with Gallagher content updates, posts from colleagues and more!

The screenshot displays the LinkedIn profile for the 'Gallagher Employees' group. At the top, it shows the group's cover image with the hashtag #LifeAtGallagher and a profile picture. The group has 9,023 members, including Jeff Kruger and 191 other connections. A 'Listed group' badge is visible. Below the header, there is a 'Start a post in this group' section with options for Photo, Video, and Poll. A 'Recommended' section features a pinned post by admin Layth Yehyawli (He/Him) from 10/10 Social Media, announcing that Gallagher was named Forbes' list of America's Best Large Employers for 2023. The post includes a link to the Forbes article and a 'see more' option. Below the pinned post, there is a post from Gallagher (204,233 followers) celebrating the same achievement, with a link to the Forbes article and a 'see more' option. The right sidebar contains an 'Analytics' section showing 5,600 active members (up 6%), 29 new members (up 73%), 6 posts (up 25%), and 46,039 post views (up 30%). Below the analytics is an 'About this group' section describing the group's purpose: 'Group for Gallagher employees from around the globe. We help clients address risk, protect their assets and recover from losses. The products and services we provide keep businesses and institutions running, and enable individuals...'. At the bottom, the 'Admins' section lists Belinda Macaluso (Owner), Alexy Béard (Manager), and James Foyle (Manager).

# Join the Gallagher Employee Group on LinkedIn



- Request to join and start sharing with your colleagues!

# Follow Gallagher on Social Media

# Follow Gallagher on Social Media

Life at Gallagher: [Facebook](#), [Twitter](#), [Instagram](#)



**Fun times, Volunteering,  
group shots, you in action,  
corporate events!**

**#lifeatgallagher  
@lifeatgallagher**



# Follow Gallagher on Social Media

## Social Media Section on Gallagher One

- Find all the social media resources you need to optimize your online persona.
- Our [LinkedIn Profile 101 Course](#) is also available, if you need to review the basics.

**Social Media**  
MEET THE GLOBAL SOCIAL MEDIA TEAM

**OFFICE HOURS**  
You're invited! We host and answer questions live or chat (you decide) every week during our [Social Media Office Hours](#). Click the link to download the meeting invite to your calendar.

**Governance**  
Team Lead: Belinda Macaluso (Chicago)  
Michelle Lennon (Toronto) (Thurs)  
Governance, Mergers & Listening

**EMPLOYEE TOOLS**  
• Employee Training  
• Audio & Transcription  
• Global Social Media Policy  
• Metrics & Analytics  
• Account Governance  
• Internal Accounts  
• Technology Stack  
• LinkedIn  
• Crisis  
• Employee Safety  
• Social Media Tools

**Earned**  
Alery Bernard (Toronto)  
Employee Advocacy & Training

**Owned**  
Nia Hurst (Chicago)  
Owned Social Media Management

**CONNECT WITH GALLAGHER**  
Join our LinkedIn Employee Group  
Follow LinkedIn, Twitter, YouTube, Instagram, and Facebook

**MY COMPANY TAB**  
Our all-employee social media program  
Register for Training  
Access eLearn on Network or off Network  
LinkedIn My Company Tab

**LEARN MORE**  
Getting Started Video  
My Company Tab Employee Getting Started Guide  
Don't see the My Company Tab on our page?  
How to Post to Twitter with My Company Tab  
How to Submit a Help Ticket on LinkedIn  
Guide to Scheduling Posts on LinkedIn/My Company Tab  
My Company Tab Global Hashtag Topic Guide  
My Company Tab Smart Links

**CURATOR/CONTENT CREATOR RESOURCES**  
Curator Training  
Curator Hashtag Best Practice One Sheet  
Approved Hashtag List for My Company Tab  
Employee Advocacy Analytics Guide  
Publishing with Purpose  
Takeaways | Annual Employee Social Media Survey

**ESPAÑOL**  
#Gallagher | Contenido en Español  
Guía del usuario de la Pestaña Mi Empresa  
Guía para Guionistas en la Pestaña Mi Empresa

**EMPLOYEE PROFILES**  
Course | LinkedIn Profile 101  
New Hire Social Media Graphics

**POLICY & GUIDELINES**  
Click here to report an Incident  
Global Social Media Policy (June 2022)  
Employee Social Media Guidelines  
Channel Manager Guide

**ACCESSIBILITY**  
TRAINING | How to Create Inclusive & Accessible Social Posts  
Creating Accessible Social Media Content  
Accessible Social

**BEST PRACTICES**  
LinkedIn | 2023 Posting Image Specs, Hashtag  
Twitter | Tips and Tools, Best Practices Image Specs  
YouTube | Video Templates  
WATCH | Data & Analytics Part 1  
WATCH | Data & Analytics Part 2  
WATCH | Paid Social  
Courses  
Videos & GIFs  
Copy & Text Only

**LINKEDIN SPONSORED POSTS**  
Benchmarks | October 2026  
Getting Started | 5 Steps to Launch an Ad Campaign  
LinkedIn Targeting Tools

**MERGER PARTNERS**  
Merger Partner Social Media Strategy  
User Guide for Managing Standard Merger Acquisitions  
Request Outpost User access in Identity Management [Start a New Req](#)  
Outpost

**WORKFRONT REQUESTS**  
Submit posts by Wed for the upcoming week  
How to Submit a Social Media Request Form  
Start a social media publish request on Workfront  
Social Media Import Template for Publishing

Paid

# Resources Available



- [Find our Gallagher My Company Tab](#)
- [Find Social Media on GallagherOne](#)
- [Join our LinkedIn Employee Group](#)
- [Employee Social Media Guidelines](#)
- [Global Social Media Policy](#)

A screenshot of a webpage titled 'CONNECT WITH GALLAGHER' and 'MY COMPANY TAB'. The page lists various resources for employees, including social media guidelines, training, and best practices. The resources are organized into several sections: 'CONNECT WITH GALLAGHER', 'MY COMPANY TAB', 'POLICY & GUIDELINES', 'ACCESSIBILITY', 'BEST PRACTICES', 'LINKEDIN SPONSORED POSTS', 'MERGER PARTNERS', and 'WORKFRONT REQUESTS'. Each section contains links to relevant documents, videos, and guides.

**CONNECT WITH GALLAGHER**  
Join our LinkedIn Employee Group  
Follow LinkedIn, Twitter, YouTube, Instagram, and Facebook

**MY COMPANY TAB**  
Our all-employee social media program

Register for Training  
Access eLearn on Network or off Network  
LinkedIn My Company Tab

Learn More  
Getting Started Video  
My Company Tab Employee Getting Started Guide  
Don't see the My Company Tab on our page?  
How to Post to Twitter with My Company Tab  
How to Submit a Help Ticket on LinkedIn  
Guide to Scheduling Posts on LinkedIn/My Company Tab  
My Company Tab Global Hashtag Topic Guide  
My Company Tab Smart Link

Curator/Content Creator Resources  
Curator Training  
Curator Hashtag Best Practice One Sheet  
Approved Hashtag List for My Company Tab  
Employee Advocacy Analytics Guide  
Publishing with Purpose  
Takeaways | Annual Employee Social Media Survey

Español  
#Seguros | Contenido en Español  
Guía del usuario de la Pestaña Mi Empresa  
Guía para Cuaradores en la Pestaña Mi Empresa

**EMPLOYEE PROFILES**  
Course | LinkedIn Profile 101  
New Hire Social Media Graphics  
Add Background Photo

**POLICY & GUIDELINES**  
Click here to report an Incident  
Global Social Media Policy (June 2022)  
Employee Social Media Guidelines  
Channel Manager Guide

**ACCESSIBILITY**  
TRAINING | How to Create Inclusive & Accessible Social Posts  
Creating Accessible Social Media Content  
Accessible Social

**BEST PRACTICES**  
LinkedIn | 2023 Posting, Image Sizes, Hashtags  
Twitter | Tips and Tools, Best Practices, Image Sizes  
YouTube | Video Template  
WATCH | Data & Analytics Part 1  
WATCH | Data & Analytics Part 2  
WATCH | Paid Social  
Carousels  
Videos & GIFs  
Copy & Text Only

**LINKEDIN SPONSORED POSTS**  
Benchmarks | October 2023  
Getting Started | 5 Steps to Launch an Ad Campaign  
LinkedIn Targeting Funnel

**MERGER PARTNERS**  
Merger Partner Social Media Strategy  
User Guide for Managing Standard Merger Acquisitions  
Request Outpost User access in Identity Management. [Start a New Request](#) > [Search for Outpost](#)

**WORKFRONT REQUESTS**  
Submit posts by Web for the upcoming week  
How to Submit a Social Media Request Form  
Start a social media publish request in Workfront  
Social Media Import Template for Publishing

## Social Media

- Follow Gallagher: [LinkedIn](#) [Instagram](#) [Twitter](#) [Facebook](#) [YouTube](#)
- Follow Life at Gallagher: [Facebook](#) [Twitter](#) [Instagram](#)
- Questions? [Alexy\\_Berard@ajg.com](mailto:Alexy_Berard@ajg.com)

**TIP:** Want more best practices? Go to <https://go.ajgco.com/SocialMedia>

# Q&A and Demo



Insurance | Risk Management | Consulting

© 2023 ARTHUR J. GALLAGHER & CO.