



**International
Association
of Controllers**

ICV LinkedIn – a guide



ICV LinkedIn

We in the ICV have a lot to say. With this we want to reach many controllers. One way is to post on LinkedIn. There are 70 responsible persons in the ICV. If everyone has 100-500 contacts on LinkedIn, then every shared message is forwarded to 7,000 - 35,000 people.

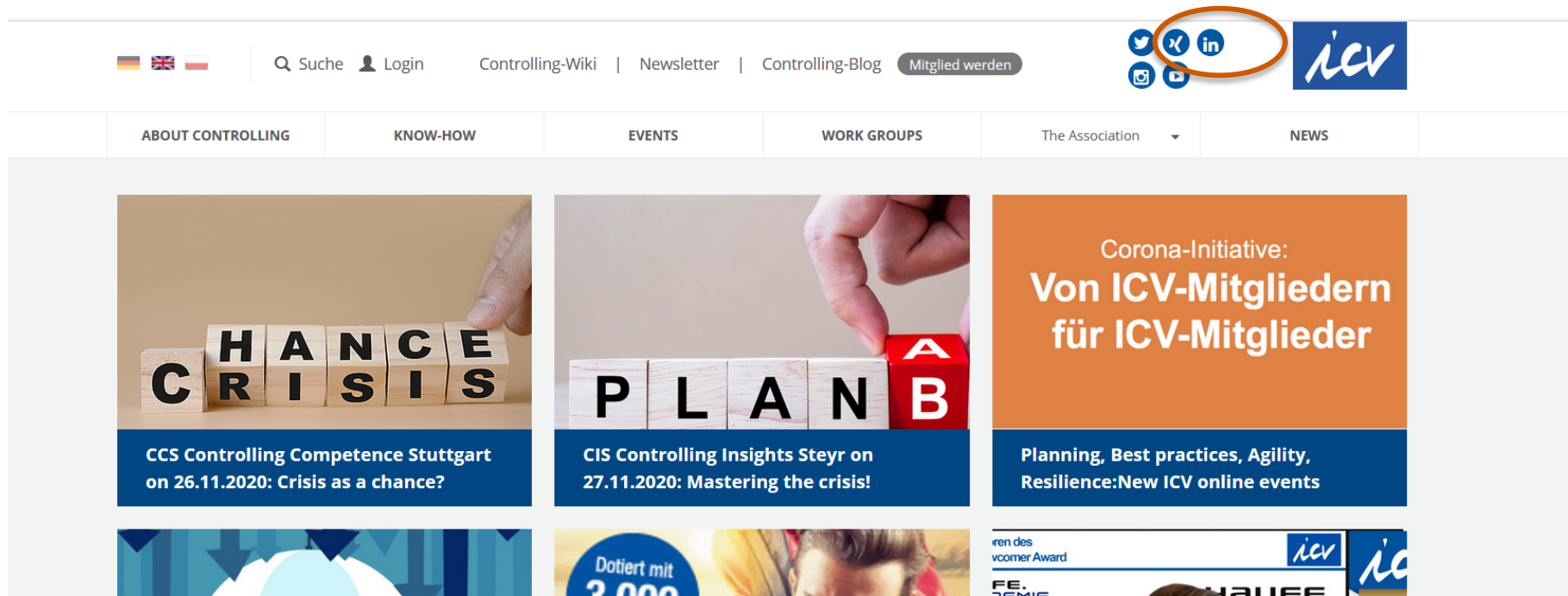
Therefore, sharing posts from the LinkedIn group of the ICV is important!

ICV LinkedIn

Make sure you follow the ICV on LinkedIn to get up-to-date information!

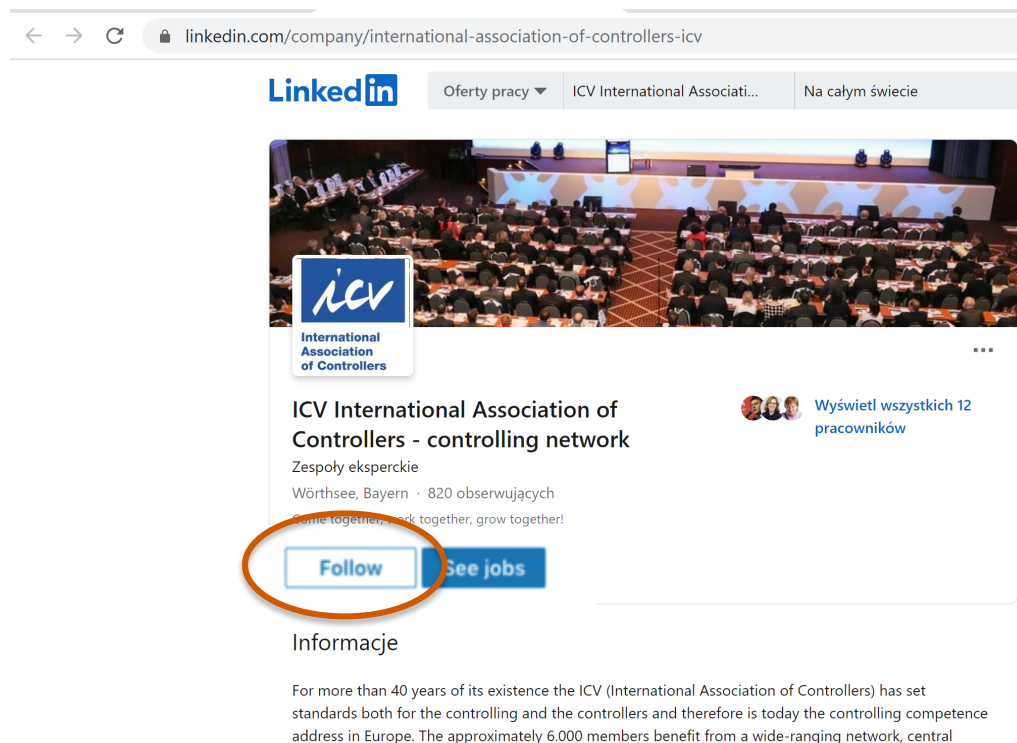
<https://www.linkedin.com/company/international-association-of-controllers-icv/>

or find ICV LinkedIn page on the ICV Homepage:



ICV LinkedIn

To follow us please click "Follow" on the ICV LinkedIn page



You will now see ICV posts in your LinkedIn feed.

ICV LinkedIn

While you follow the ICV page you can see all information we publish.

BUT:

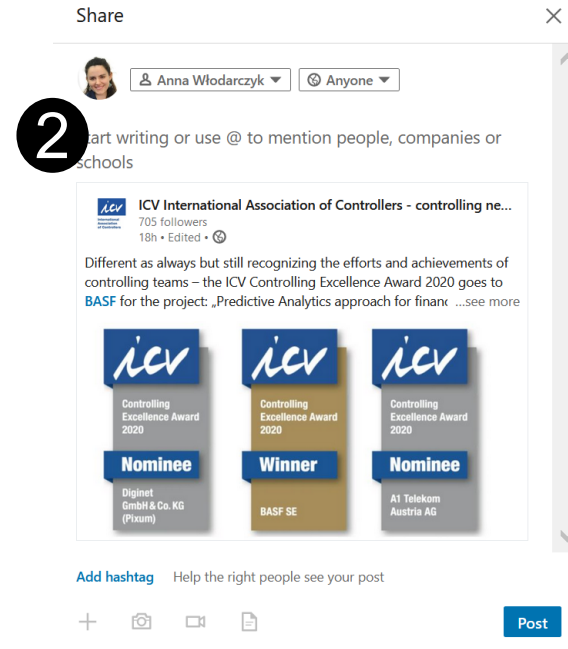
Your followers can see our posts ONLY if you share them!

That's why it's so important you SHARE our posts, not only like them.

Sharing an ICV LinkedIn post

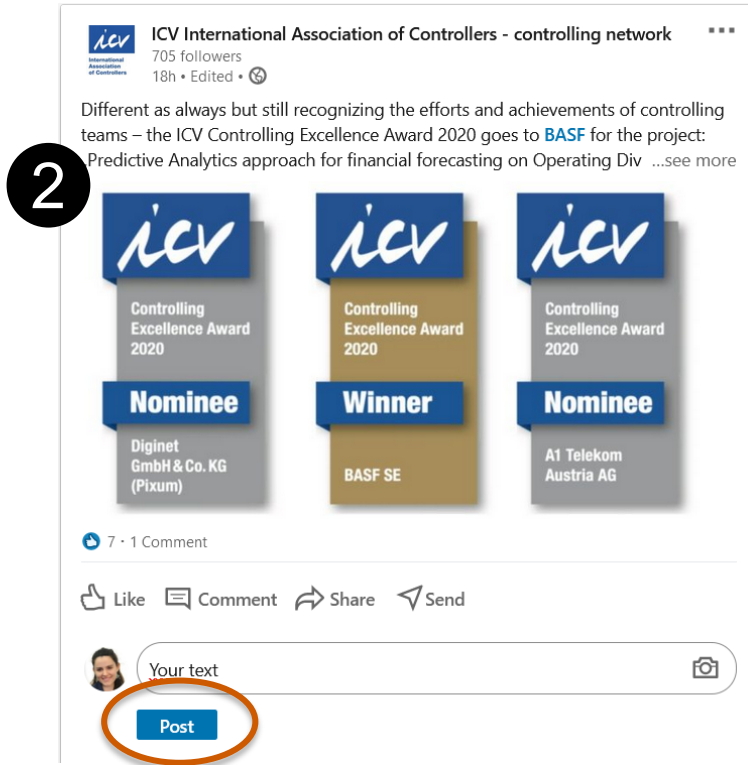


1. Click on "Share".



2. Write post text (even just a few lines) - because otherwise only the link is shared. Possibly add a photo / graphic, hashtags or tag other profiles. Click on "Post".

Commenting an ICV LinkedIn post



1. Click on "Comment".

2. Write a comment. With "@" + "profile names" you can also link other users in LinkedIn comments. Click on "Post".

Mentioning companies and people – using tags

As a follower you cannot write a post in our channel. But you can publish it as your post and tag us.

Use **@ICV International Association of Controllers - controlling network** if you publish content important for the ICV and ICV members.

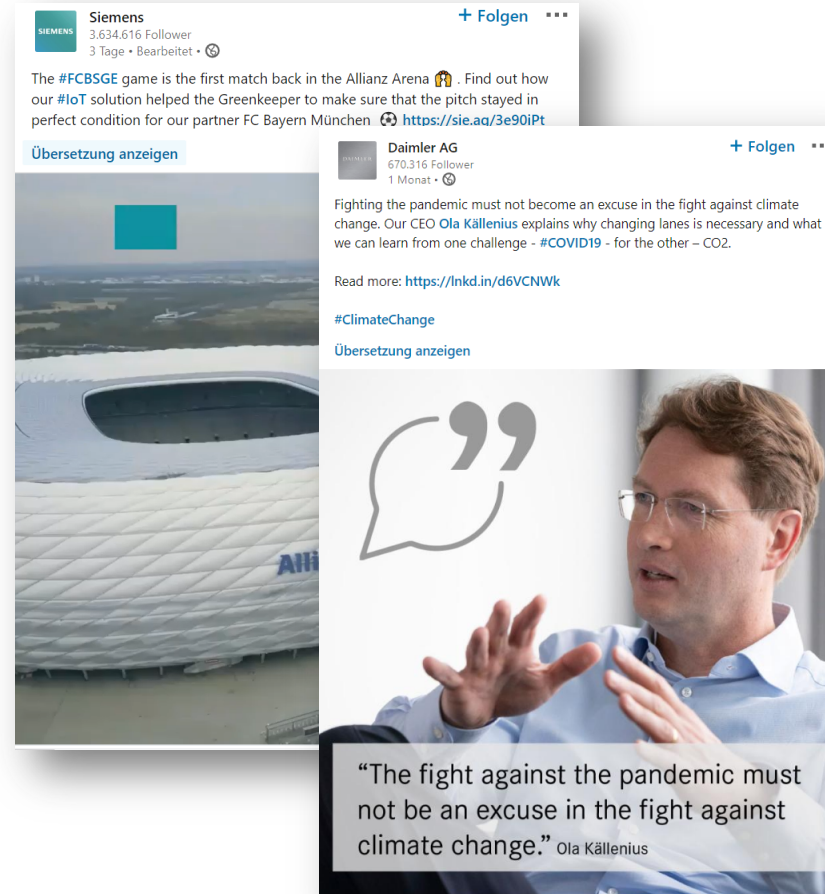
Then WE can share your post!

You can also mention other companies or people – those who have LinkedIn profiles.

Using hashtags

Use hashtags

- Hashtags are important on LinkedIn because people follow interesting hashtags -
- Research suitable hashtags (e. g. #GreenControlling or #ProjectControlling) – **you use hashtags for topics**
- Use hashtags specific for your sector, **narrowing down the field of search**. Use a mixture of trending, industry-specific and descriptive hashtags.
- Max. 3 hashtags per post



Why LinkedIn

LinkedIn is the largest pure business network in the world

- 610 million users in total
- 260 million users per month
- 110 million users daily
- 13 million users from German-speaking countries

Identification and interaction platform of your own company for employees, potential employees, customers and partners

Effective lead generation through targeting in sponsored measures

Supplement

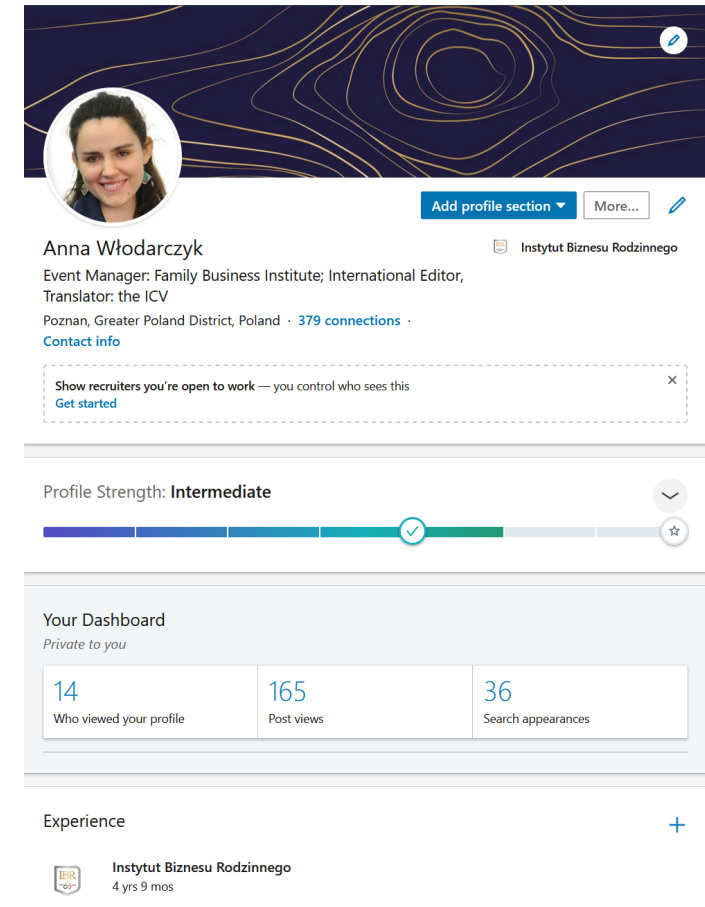


Who should be active at LinkedIn

A LinkedIn profile in the business environment is for everyone who:

- want to **support the ICV** and other organizations / associations they are in
- want to **network** with (potential) customers, candidates and industry contacts
- want to increase **visibility for yourself, the company and the industry**
- have **technical expertise** from which the network can benefit → **Thought Leadership**

Supplement



The screenshot shows a LinkedIn profile for Anna Włodarczyk. The profile includes a profile picture, a cover image with a topographic map pattern, and a header with the text "Add profile section" and "More...". The name "Anna Włodarczyk" is displayed, along with the company "Instytut Biznesu Rodzinnego". The profile description lists her roles: "Event Manager: Family Business Institute; International Editor, Translator: the ICV" and her location: "Poznan, Greater Poland District, Poland · 379 connections". There is a "Contact info" link and a notification box that says "Show recruiters you're open to work — you control who sees this" with a "Get started" link. Below this is a "Profile Strength: Intermediate" section with a progress bar and a checkmark. The "Your Dashboard" section shows three metrics: "14 Who viewed your profile", "165 Post views", and "36 Search appearances". The "Experience" section shows a job at "Instytut Biznesu Rodzinnego" for "4 yrs 9 mos".



ICV Communications Team

Contact:

Anna Włodarczyk

anna.wlodarczyk@icv.pl

+48 660 905 553