

Executives on Workplace – Do’s & Don’ts

The “What?” – Top Executive Behaviors on Workplace

Basics

- Start with simple interactions; scrolling through Newsfeed to feel the pulse of the company, reacting and commenting to posts
- Create or join a Closed or Secret group to engage with other executives in your company

Comfort Zone

- Make one-off posts to celebrate accomplishments and announce changes in the organization
- Move WhatsApp conversations to Work Chat
- Create 1:1 Secret groups with your direct reports to replace 1:1 emails

Advanced

- Do impromptu Live sessions in the All Company group, eliciting feedback and questions through polls and comments
- Hold yourself to a cadence of activity

Motivating Mondays

Make a post to share your thought leadership: from your weekly objectives to other top of mind priorities to industry articles

Pro Tip: Bring your message to life by varying formats between status updates, links, photos, video, Facebook Live, and more.

Interacting Wednesdays

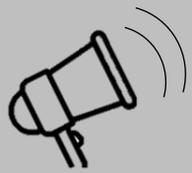
Spend 10 minutes looking at the content shared by your teams. React or comment to encourage ideas and behaviors..

Pro Tip: Ask your PA or trusted advisors to curate relevant posts for you to interact with in a secret group

Praise Fridays

Celebrate someone on your team or an achievement (customer feedback, end of quarter, etc.).

Pro Tip: Launch celebration themes aligned to important milestones. e.g. company anniversary, appreciation week, etc.



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The “How” – Content of your Engagement

Here are our Top Five tips on how to be an impactful leader on Workplace, based on the principles from **Facebook’s Business Influencer program**. This training is designed for world leaders to build their social media persona and best engage with their following.

- 1. Be yourself.**
Always use the first-person and speak in your own distinct voice. Share what makes you unique: your passions, interests, insights, and career path.
- 2. Be strategic.**
Starting with your business or communication objectives, develop a content strategy, team workflow, and specific goals you can measure or evaluate.
- 3. Be relevant.**
Share news with a concise update revealing why it matters to you and your audience. Consider opportunities to break news and share insights with your employees first.
- 4. Be consistent.**
Begin with a rhythm that works for you and engage more as you become comfortable.
- 5. Be engaged.**
Show your audience you’re listening and value them. Ask questions and solicit their input.

If you noticed there are no “Don’ts”, you caught us – in short, most impactful leaders are **authentic** and **active** on Workplace.

But here’s a “Don’t” for you: **Don’t hesitate to share something personal or close to your values and beliefs**. It will reflect your authentic voice, a key reason for employees to follow you on Workplace.