

YOUR PERSONAL BRAND

*A Social Media Checklist for
HGC Group of Companies Employees*



Using your social media to make your own personal brand shine is a great thing! While you're at it, use your voice to advocate for HGC Group of Companies, too. Whether you are brand-new to social media or consider yourself an "old-pro," this checklist will help you navigate the following social media channels. Here is your handy guide to social media success!

LinkedIn

- Update your current employer to "HGC Construction," "SSRG," or "Stanton Millworks."
- Add a professional photo. If you need one taken, come visit Paul & Meredith in the Marketing Department and they will snap one for you!
- Update your job title, respective to the company you work for.
- Add a preferred way to contact you.
- Follow all three companies if you haven't already!

Instagram

Instagram is widely regarded for personal use, and we expect most employees to use it for only personal use. If you utilize Instagram for professional use, please consider the professionalism of your posts and adhere to the checklist for LinkedIn.

Facebook

Facebook is widely regarded for personal use, and we expect most employees to use it for only personal use. If you utilize Facebook for professional use, please consider the professionalism of your posts and adhere to the checklist for LinkedIn.

Twitter

- If you use Twitter professionally, you must clearly state you are an employee of HGC Construction, SSRG or Stanton Millworks. This is an FTC requirement.
- Follow all three companies.
- Retweet HGC news and content.

If you are interested in further leveraging your social media profiles, and want additional guidance, please contact Meredith Byrd or Paul Moran in the Marketing Department.