

# Hello Datex Team Members,

The marketing team has developed this instructional as part of our LinkedIn social media promotional campaign. This instructional can be used immediately to post content on LinkedIn in groups.

We would greatly appreciate it if you would take a few moments of your valuable time to help us promote Datex Corp content on your LinkedIn site to increase our reach.

**\*\*All of the following elements (images, links, etc.) can also be found in your individual folders in the Sales Resource Library in the Marketing SharePoint.**

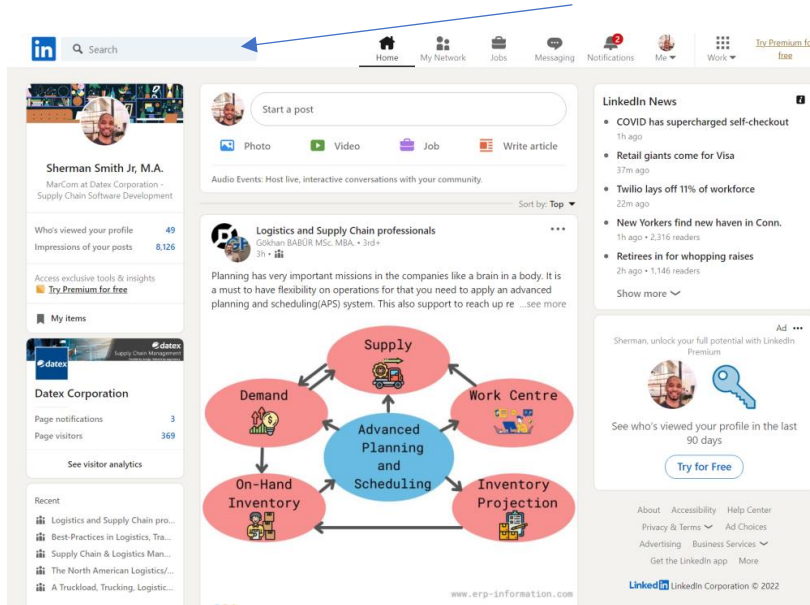
Many thanks!

The Datex Marketing Department

## How To Join Groups

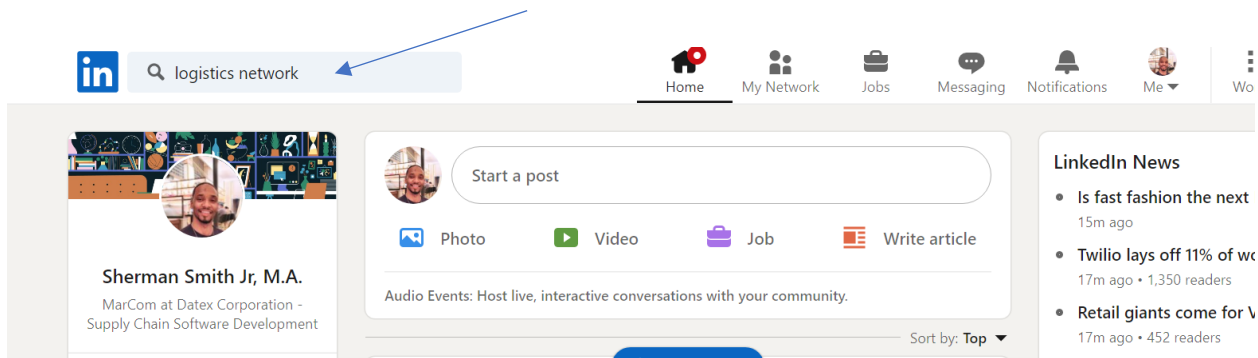
### Step 1:

From your personal LinkedIn page, click in the search bar



### Step 2:

In search bar, type in the name of the group that you would like to join.

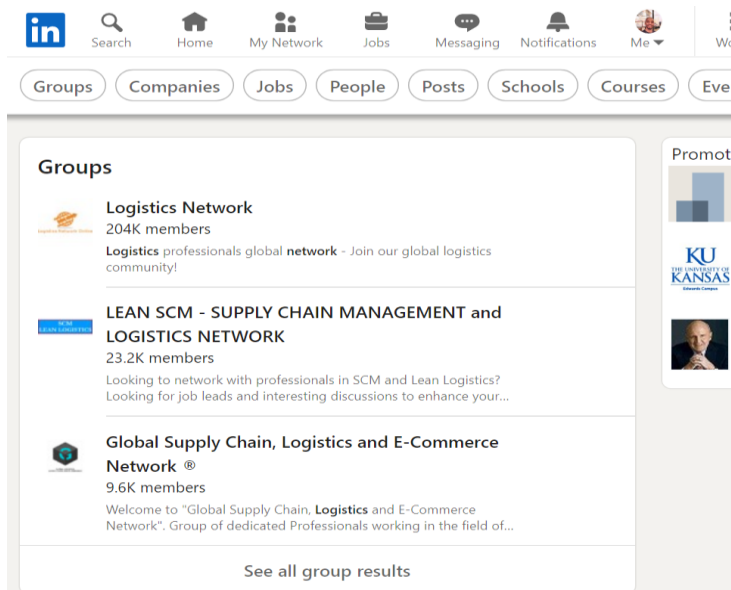


### Step 3:

Click on the group name.

### Step 4:

You will be directed to the screen below. Click on the group name that you want to join. The name of the group that you typed into the search bar in Step 2 will be at the top of the group results list.

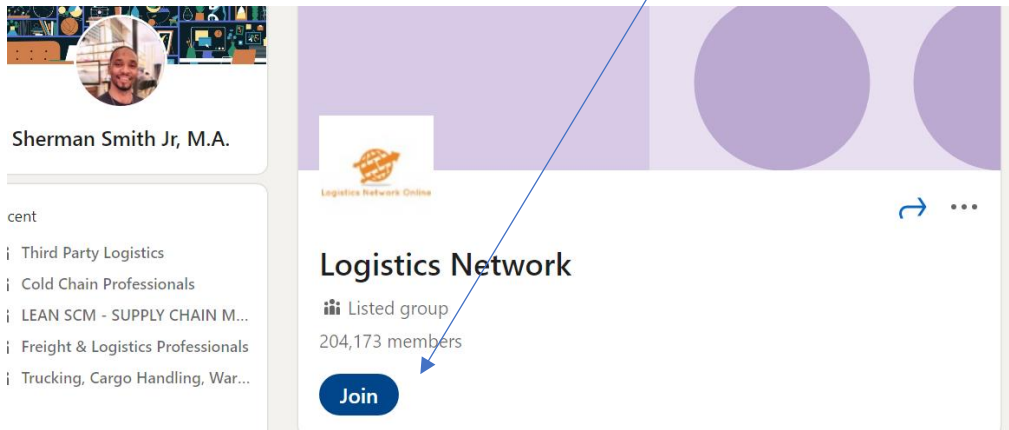


### Step 5:

Click on the group name.

### Step 6:

**Click the join button.** You will then be automatically accepted into the group or notified of your request to join. You must wait for an admin in the group to accept you.



## How To Find LinkedIn Groups to Join

When deciding on LinkedIn groups to join, it is important to choose groups that relate to our industry. Groups associated with 3PL, Supply Chain, Food Processing/Manufacturing, Warehousing and Warehouse Management, & Cold Storage are group types that should be joined.

Listed are steps on how to search for groups to join

### Step 1:

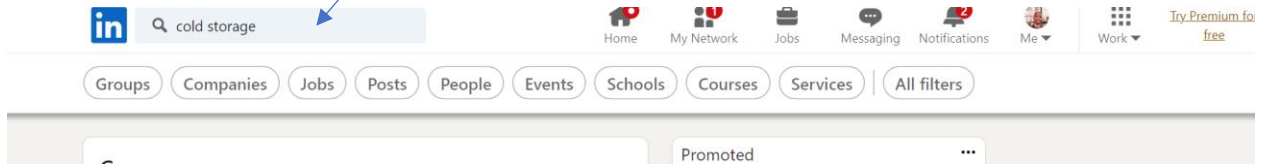
From your personal LinkedIn page, click in the search bar

The diagram in the post illustrates the relationship between various supply chain components:

- Supply** (top) is connected to **Work Centre** (right) and **Advanced Planning and Scheduling** (center).
- Work Centre** is connected to **Inventory Projection** (bottom right).
- Inventory Projection** is connected to **On-Hand Inventory** (bottom left).
- On-Hand Inventory** is connected to **Demand** (left).
- Demand** is connected to **Supply**.
- Advanced Planning and Scheduling** is the central hub, connected to all other components.

Step 2:

In search bar, type in the group type that you would like to search

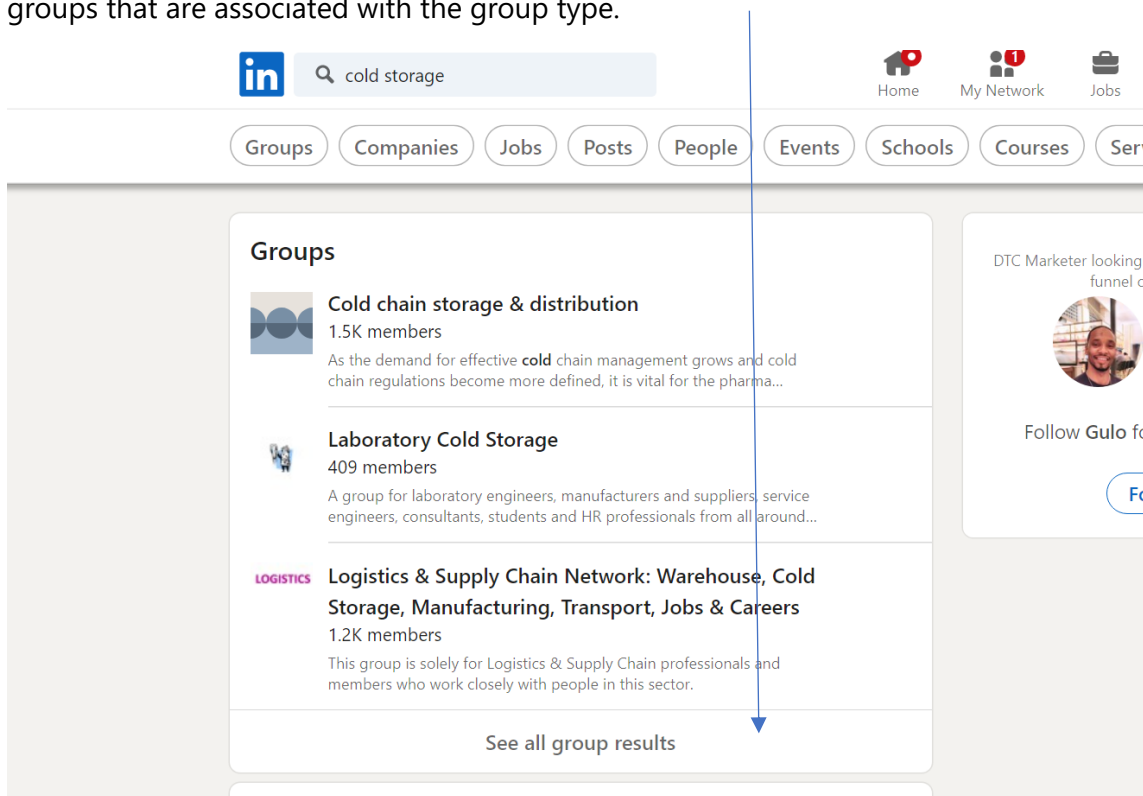


Step 3:

Click on the group type name

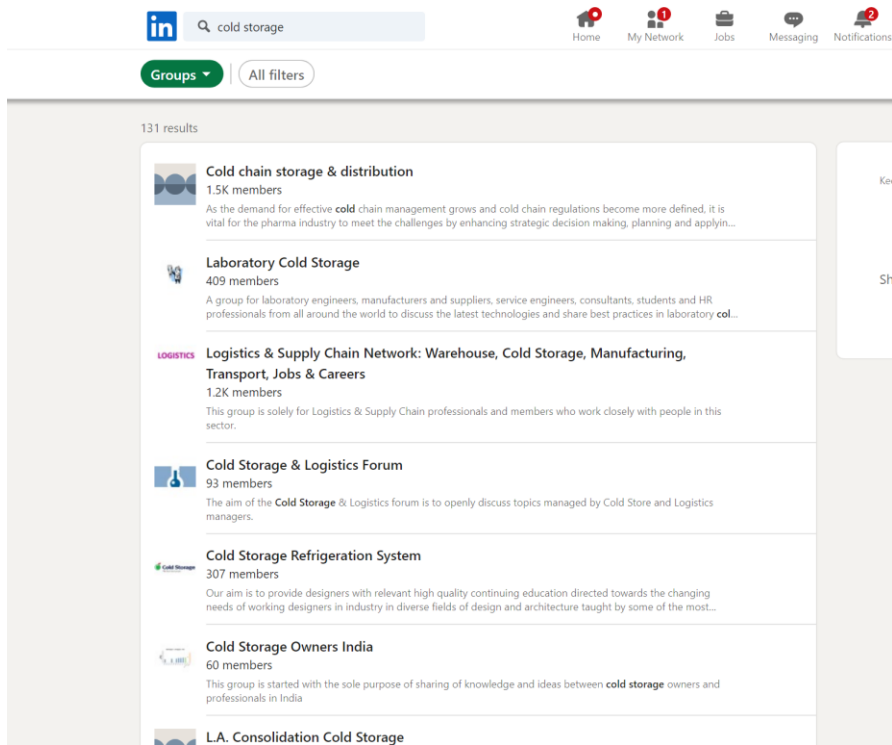
Step 4:

You will be directed to the screen below. Click 'See all group results' to bring up a full list of groups that are associated with the group type.



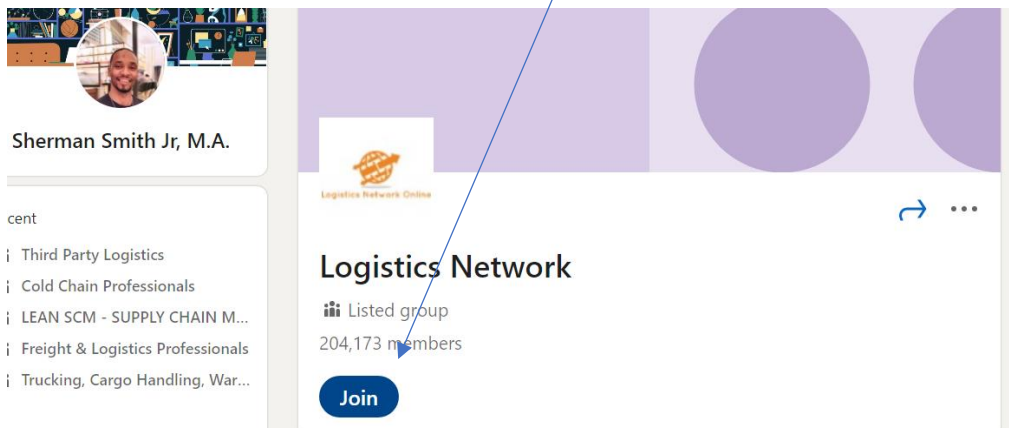
Step 6:

You will be directed to a list of groups associated with your searched group type that you can explore and join.



## List of Groups to Join

To make joining groups more seamless, below is a list of links to groups. These links will take you directly to the group page where you can click the join button. You will then be automatically accepted into the group or notified of your request to join. You must wait for an admin in the group to accept you.



[Third Party Logistics | Groups | LinkedIn](#)

[Warehouse & Distribution Management | Groups | LinkedIn](#)

[Freight & Logistics Professionals | Groups | LinkedIn](#)

[Cold Chain Professionals | Groups | LinkedIn](#)

[Trucking, Cargo Handling, Warehousing, Logistics & Supply Chain | Groups | LinkedIn](#)

[The North American Logistics/Transportation & Supply Chain Networking Group | Groups | LinkedIn](#)

[3PL Professionals | Groups | LinkedIn](#)

[A Truckload, Trucking, Logistics, Supply Chain, 3PL, Distribution group. Transportation, Transport | Groups | LinkedIn](#)

[Supply Chain & Logistics Management | Groups | LinkedIn](#)

[Shipping, Warehousing & Distribution Collaboration | Groups | LinkedIn](#)

[Logistics Network | Groups | LinkedIn](#)

[Food Manufacturing Industry Professionals | Groups | LinkedIn](#)

[Supply Chain Management Group \(SCM\) | Groups | LinkedIn](#)

[Warehousing and Transportation Logistics | Groups | LinkedIn](#)

[Warehousing | Groups | LinkedIn](#)

[Warehouse Management Professionals | Groups | LinkedIn](#)

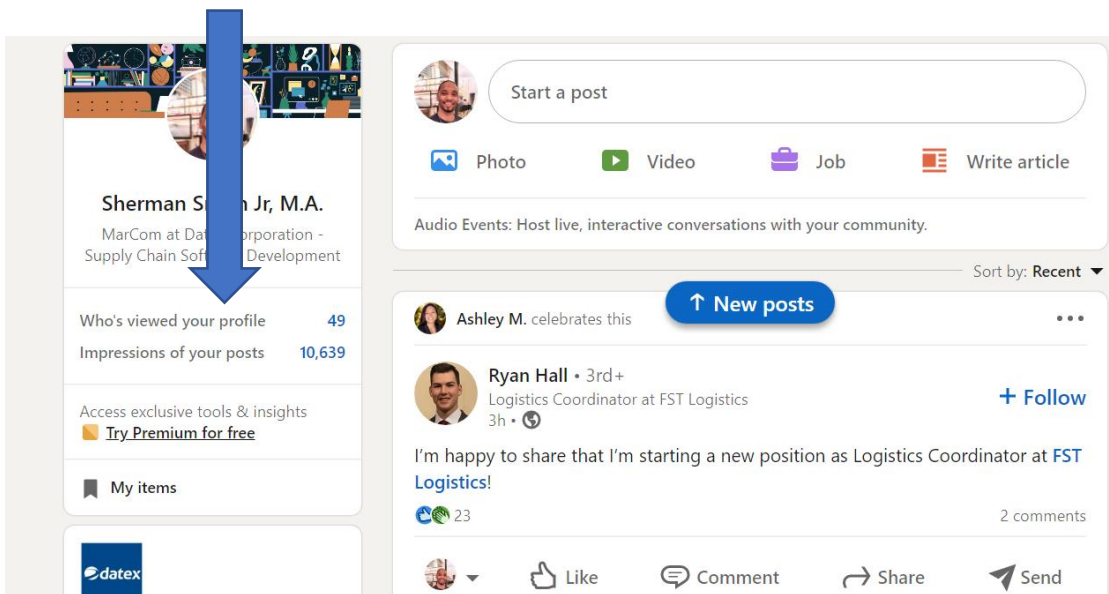
[The Logistics of Logistics | Groups | LinkedIn](#)

[Global Platform Warehouse Professionals | Groups | LinkedIn](#)

[\(4\) Cold chain storage & distribution | Groups | LinkedIn](#)

## Rules of Engagement

- NO Promotional Posts
- Please utilize the messaging that has been created for specific content when posting in groups. You may find the content and messaging for social media posts in groups "HERE"
- Please utilize the hashtags that have been created for specific content when posting in groups. You may find the hashtags for social media posts in groups "HERE"
- Please remember to LIKE, SHARE, and COMMENT on all posts related to Datex. This helps to increase company brand awareness.
- There is never a bad time to post. Morning, Afternoon, Evening, or Night.
- Enjoy It! The more posts that you publish, the more views you will bring to content and your personal page. You can keep track of the impressions (views), engagement (likes, comments, shares), and profile views from your home page.



For a more in-depth look at your impressions, engagement, and profile views click 'Impressions of your posts'. You will be directed to the screen below. Here, you can explore your analytics on LinkedIn by the day, week, month, quarter, or year.

