[Feature Name]

Social Enablement Guide

We are launching [feature name] on [date] and we need your help spreading the word 📣

Here's what you need to know 👇

What are we launching?

- What is the product or feature called?
- Who is it for?
- What problem is it solving?
- How does it work?
- How does it solve the problem?
- How is it better than other alternatives?
- What value does it create for our buyer?
- A clear call to action

100-Word Description:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque id sem vitae ligula maximus pulvinar. Mauris volutpat in libero in iaculis. Proin porta molestie dui, at consectetur massa placerat eu. Mauris ultricies vulputate urna, nec ultricies dui eleifend id. Donec est diam, rutrum at tortor et, convallis elementum purus. Proin a turpis non ipsum malesuada malesuada eu in sem. Vestibulum dictum lorem a ultrices vulputate. Aliquam accumsan semper sem, at pellentesque odio volutpat sed. Fusce commodo quam sit amet ipsum sodales aliquam id ut elit. Quisque dui purus, suscipit eu nibh sed, fermentum maximus risus. Fusce quis est iaculis, maximus.

How **YOU** can help:

1. Update your LinkedIn banner (image provided below)
2. Engage with [Insert Influencer Names]'s LinkedIn posts

3. [Write your own LinkedIn Post (example provided below)](#)

Instructions & Assets:

1. Update Your LinkedIn Banner

Replace your current LinkedIn Banner image with this one 👇 Download link is below.

Your LinkedIn Banner Image should be
1584 x 396 px

DOWNLOAD

2. Engage with these LinkedIn posts

We need your help engaging with Sam, Taylor, and Alex's posts.

They will go live at [time] on [date].

Please take a few minutes to like, leave a comment, and/or @mention someone before publishing your own post.

On launch day, we'll be linking their live posts below:

- Sam's post
- Taylor's post
- Alex's post

3. Write Your Own LinkedIn Post

Use the messaging at the top of this guide to write your own original post.

- Check out these examples for inspiration
  - Example draft 1
  - Example draft 2

- Include one of these graphics in your post (or create something original 🎨)
  -

    Your LinkedIn graphic should be
    1200 x 1200 px

  DOWNLOAD

  -

    Your LinkedIn graphic should be
    1200 x 1200 px

  DOWNLOAD

- Include this comment with your post:
  - "Click here to learn more 👉 bit/ly/example"

- **DON'T POST UNTIL AFTER** [time] on [date]

That's it!

If you have any questions, please message [Name].

THANK YOU!