

Organic Social Media Copy

IEEE Your Professional Home Campaign

Use the content below for organic social media posts. There is one image-based organic post, and then five video-based posts. All copy, links, and instructions are provided below.

Use these links to quickly navigate this document:

- Audience: [General](#) (image based)
- Audience: [Academic](#)
- Audience: [Retiree](#)
- Audience: [Young Professionals / Students](#)
- Audience: [Public Service](#)
- Audience: [Industry Professionals](#)

Image based post copy:

Audience: General			
Channel	Copy	Link	Image Link / Post Image
Facebook	IEEE is the professional home for engineers and technologists passionate about advancing technology for the benefit of humanity. Our worldwide community provides the opportunity to network, collaborate, publish, and work on technical standards throughout your lifetime. Discover how IEEE can serve as your professional home: https://bit.ly/3SI0mjv	https://bit.ly/3SI0mjv ^^^ The link above has campaign tracking built into it. Simply copy and paste all of the content in the cells to the left, and then upload the photo (download link in right column) to your social platform.	https://drive.google.com/file/d/19NblHWmiNX11kXoDodG8mQwYlwjAny0V/view?usp=sharing Screenshot: 
LinkedIn	IEEE is home to engineers and technologists who are passionate about advancing technology for humanity. Our worldwide community offers the opportunity to network, collaborate, publish and contribute to technical standards throughout your career. Discover how IEEE can serve as your professional home: https://bit.ly/3SI0mjv		

Twitter	IEEE is the professional home for engineers and technologists passionate about advancing technology for the benefit of humanity. Discover how IEEE can serve as your professional home today: https://bit.ly/3SI0mjv		
Instagram	IEEE is home to engineers who are passionate about advancing technology for humanity. Our worldwide community offers the opportunity to network, collaborate, publish, and contribute to technical standards before, during, and after your retirement. Find out how IEEE can serve as your professional home: https://bit.ly/3SI0mjv		

Video-based post copy:

Audience: Academic			
Babak Beheshti (IEEE Senior Member)			
Channel	Copy	Link	Thumbnail
Facebook	As an IEEE Senior Member, Dean and Professor Babak Beheshti has been able to take advantage of career-enhancing collaboration opportunities, mentoring opportunities and more. Learn what made Babak choose IEEE as his professional home: https://bit.ly/3UnyCMY	https://bit.ly/3UnyCMY ^^^ The link above has campaign tracking built into it. Simply copy and paste all of the content in the cells to the left. OR	NOTE: When you post the link to the left into the social media platform, it should automatically pull a thumbnail image from the video. Example is below:
LinkedIn	As an IEEE Senior Member, Babak Beheshti has been able to take advantage of	If you are adjusting the social copy, please right click and copy the bit.ly	

	career-enhancing collaboration opportunities, mentoring opportunities, and more. Find out why Babak chose IEEE as his professional home: https://bit.ly/3UnyCMY	above in this column.	
Twitter	As an academic, Babak Beheshti shares his knowledge with the next generation of engineers focused on advancing technology for humanity. Find out how #IEEE can serve as your professional home: https://bit.ly/3UnyCMY		
Instagram	As an IEEE Senior Member, Dean and Professor Babak Beheshti has been able to take advantage of career-enhancing collaboration opportunities, mentoring opportunities, and more. Discover why Babak chose IEEE as his professional home: https://bit.ly/3UnyCMY		

Audience: Retiree			
Paul Cheung (IEEE Senior Member)			
Channel	Copy	Link	Video to use
Facebook	Since joining IEEE over 40 years ago, IEEE Life Senior Member Paul Cheung has dedicated his career to advancing technology for humanity. In retirement, he shares his knowledge with the next generation of engineers. Learn how IEEE can be your professional home: https://bit.ly/3S72sTU	https://bit.ly/3S72sTU ^^^ The link above has campaign tracking built into it. Simply copy and paste all of the content in the cells to the left. OR	NOTE: When you post the video link above into the social media platform, it should automatically pull a thumbnail image from the video. Example is below:

LinkedIn	Paul Cheung has called IEEE his professional home for over 40 years and dedicated his career to Advancing Technology for Humanity. Now in retirement, he is still an active member, sharing his knowledge with the next generation of engineers. Find out how IEEE can be Your Professional Home: https://bit.ly/3S72sTU	If you are adjusting the social copy, please right click and copy the bit.ly above in this column.	
Twitter	Paul Cheung has called IEEE his professional home for over 40 years, and dedicated his career to Advancing Technology for Humanity. Now in retirement, he is still an active member. Find out how IEEE can be Your Professional Home: https://bit.ly/3S72sTU		
Instagram	Paul Cheung has called IEEE his professional home for over 40 years and dedicated his career to advancing technology for humanity. Now in retirement, he is still an active member, sharing his knowledge with the next generation of engineers. Find out how IEEE can be Your Professional Home: https://bit.ly/3S72sTU		

Audience: Young Professionals / Students			
Simay Akar (IEEE Member)			
Channel	Copy	Link	Thumbnail

Facebook	In her first year as a student member, Simay Akar learned the value of having IEEE as her professional home. Now she is an active member working in a field that is advancing technology for humanity. Find out how IEEE can be your professional home: https://bit.ly/3xAQCJQ	https://bit.ly/3xAQCJQ	NOTE: When you post the video link above into the social media platform, it should automatically pull a thumbnail image from the video. Example is below: 
LinkedIn	Simay Akar learned the value of having IEEE as her professional home when she first joined as a student member. Now she is an active member in a field that is advancing technology for humanity. Find out how IEEE can be your professional home: https://bit.ly/3xAQCJQ		
Twitter	The day Simay Akar joined IEEE as a student member, she learned how valuable it is to have IEEE as a professional home. Today, she is active in a field that is advancing technology for humanity. Learn how IEEE can serve as your professional home: https://bit.ly/3xAQCJQ		
Instagram	Simay Akar learned the value of having IEEE as her professional home when she first joined as a student member. Now she is an active member in a field that is Advancing Technology for		

	Humanity. Find out how IEEE can be your professional home: https://bit.ly/3xAQCJQ		
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Audience: Public Service			
Ana Cigaran Romero (IEEE Senior Member)			
Channel	Copy	Link	Thumbnail
Facebook	IEEE Senior Member Ana Cigaran Romero credits IEEE with providing her with a platform where she can anticipate future developments, and improve communities and the state of the world: https://bit.ly/3BkUPm0	https://bit.ly/3BkUPm0 ^^^ The link above has campaign tracking built into it. Simply copy and paste all of the content in the cells to the left. OR	NOTE: When you post the link to the left into the social media platform, it should automatically pull a thumbnail image from the video. Example is below: 
LinkedIn	IEEE provided Senior Member Ana Cigaran Romero with a community where she could collaborate with other professionals and make a difference. Find out how having IEEE as her professional home accelerated her career: https://bit.ly/3BkUPm0	If you are adjusting the social copy, please right click and copy the bit.ly above in this column.	
Twitter	IEEE Senior Member Ana Cigaran Romero joined IEEE to collaborate with other professionals and make a difference in the world. Explore how IEEE provided her with a professional home and helped accelerate her career:		

	https://bit.ly/3BkUPm0		
Instagram	It was IEEE Senior Member Ana Cigaran Romero's desire to collaborate with other professionals and make a positive difference in the world that inspired her to join IEEE. Discover how IEEE gave her a professional home and accelerated her career: https://bit.ly/3BkUPm0		

Audience: Industry Professionals			
Jayakrishnan Thrivikraman Nair (IEEE Member)			
Channel	Copy	Link	Thumbnail
Facebook	IEEE Member Jayakrishnan Thrivikraman Nair is well-known for his groundbreaking work in the field of robotics. Find out how IEEE provided him with a community that led to his contributions to the robotics industry: https://bit.ly/3RsxqVH	https://bit.ly/3RsxqVH ^^^ The link above has campaign tracking built into it. Simply copy and paste all of the content in the cells to the left. OR If you are adjusting the social copy, please right click and copy the bit.ly above in this column.	NOTE: When you post the link to the left into the social media platform, it should automatically pull a thumbnail image from the video. Example is below: 
LinkedIn	IEEE Member Jayakrishnan Thrivikraman Nair is well-known for his groundbreaking work in the field of robotics. Find out how IEEE provided him with a community that led to his contributions to the robotics industry: https://bit.ly/3RsxqVH		
Twitter	Jayakrishnan Thrivikraman Nair is a leading figure in the field of robotics and an IEEE Member. Learn how IEEE provided him		

	with the community that led to his contributions to the robotics industry: https://bit.ly/3RsxqVH		
Instagram	Jayakrishnan Thrivikraman Nair is known for his groundbreaking work in robotics. Find out how this IEEE Member found his professional home that led to his contributions to the robotics industry: https://bit.ly/3RsxqVH		