

ACRP Chapters LinkedIn Guidelines and Tips

When creating a LinkedIn page –

1. Opt for a LinkedIn Company page over a Group for enhanced visibility and tagging capabilities.
2. Utilize ACRP's branded cover image and add your Chapter logo file as the Page Logo for consistency and brand recognition.
3. For the page name, follow the naming convention "ACRP [Chapter Location] Chapter".
4. Provide a brief description of your chapter, including location, and link to the ACRP Chapter page (from the [ACRP Community](#)).
5. Once your LinkedIn page is set up, review the “Guidelines and Tips” sections below. Happy posting!

Guidelines for current LinkedIn chapter pages –

1. Confirm the use of the designated header image and page logo by contacting [Kelsey Fredkin](#).
2. Ensure an active chapter member, preferably the Chair, serves as an Admin. Bonus – add multiple Admins!
3. Review your “About” details to include chapter location details and a link to the [ACRP Community chapter page](#).
4. Once you're up to date, use the tips below to maximize exposure and engagement.

Tips for utilizing LinkedIn pages –

1. Develop engaging posts like announcements about events (in-person and virtual), event reminders, local clinical research news, highlighting accomplishments of chapter members, job openings, etc). You can also highlight ACRP events and programs including the annual conference, webinars, certification, and so on.
2. Encourage chapter members to follow and engage with the chapter page; invite new members to do the same.
3. Use the chapter-branded graphic when posting about events or chapter-related programs.
4. Tag [ACRP's page](#) in your posts to broaden your reach and ensure ACRP's Marketing Team sees your posts. When posting on your personal pages, be sure to tag the Chapter page (and ACRP, too!)
5. Keep your post content brief and include a “Call to Action” – register, attend, learn more, and use links when possible.
6. Use relevant hashtags in your posts. Examples #ClinicalResearch #ClinicalTrials #ChapterEventTheme #Networking, #[ChapterName], or general themes of a session or event.
7. Engage with others! Show your support by liking and commenting on posts from fellow chapter members or other ACRP chapters, ACRP's official page, and any relevant content in the industry.