

ACC Branding Update for your LinkedIn Chapter Page: A Step-by-Step Guide¹

Introduction

ACC Chapters' social media channels play an essential role in your communications strategy, and are an important tool to engage with our members worldwide and create new connections. Your social media channels are an extension of the association brand reflecting the style and look of ACC.

Before creating a profile on a social media platform, ask yourself these questions to determine if a presence for your Chapter is warranted:

- What are your Chapter's business goals? Can social media help you accomplish those goals?
- What social media platforms do your target audience (Chapter members) prefer?
- Do you have the resources to keep your content fresh and moderate comments?

LinkedIn is currently the most active platform for ACC HQ's audience. It is the world's largest professional network with 808.4 members² in more than 200 countries and territories worldwide.

This ACC Branding Update is intended to assist you in the effective set-up of your LinkedIn company page, an important step in engaging your audience with great content. Most information applies to other social media platforms as well.

Important:

- Your LinkedIn page name should match your Chapter name for easy search and @-mentions, e.g. ACC Europe – Association of Corporate Counsel. (Editing the page name does not change your page URL.)
- Use the provided social media icon and a branded cover image.
- Complete your page details with relevant information. See instructions below.

Cover Image

Go to your company page and click the pencil icon in the right-hand corner of your current header image. Select "Upload Cover Image" and upload your ACC branded LinkedIn cover image.

¹ Based on <https://www.linkedin.com/help/linkedin/answer/71216>

² <https://datareportal.com/essential-linkedin-stats>

Example of cover image:



Please use this Canva template to create your own header image, or email chapters@acc.com for assistance.:

https://www.canva.com/design/DAE_Ly091Tw/vaOEr1dy1L0-tUKXdZYocQ/edit

Page Details

Go to your company page and click on the blue “Edit Page” button on the right side below your header image. A pop-up window will open.

Header Section

In the left-hand menu, go to the “Header” section and click on “Page Info” to update basic page information.

Page Logo:

Upload the ACC Social Media icon.



Name:

Enter your chapter’s name following this template:

ACC [chapter name] – Association of Corporate Counsel, e.g., *ACC Europe – Association of Corporate Counsel*.

Please note that as a global association, we use the term “chapter” only very sparsely, as this is not a common term worldwide for a local association community.

LinkedIn public URL:

Do not change. This is the link you use in your communication to drive members, sponsors and prospects to your page.

Tagline

Please enter our tagline for ACC Chapters and Networks: *“Global community. Local connections.”*

Buttons

In the left-hand menu, go to the “Header” section and click “Buttons”.

Under “Custom button”, slide switch on (green).

Now you may add a custom button to your page. We recommend one of the following three options:

- Learn more: URL to your chapter page
- Register: URL to your signature event (please use only for large events, not for short chapter events or webinars)
- Sign up: URL to <https://www.acc.com/membership/benefits-membership>

About Section

In the left-hand menu, go to the “About” section. Click on “Overview” and enter/update the details to display on your page.

Overview

- Description:
Please enter the following description as first two paragraphs in this section.

As the leading in-house counsel association in [service region], ACC [chapter name] promotes the interests of in-house counsel across the region through the sharing of information, education, networking, and advocacy, while demonstrating innovation and leadership for the benefit of the profession. For more information, please contact us at [chapter email]@accglobal.com.

ACC [chapter name] is a regional/local network of the global Association of Corporate Counsel, which includes more than 45,000 in-house counsel members employed by over 10,000 organizations in more than 80 countries. By in-house counsel, for in-house counsel.

- *Website URL:* Your chapter page URL
- *Industry:* Legal Services
- *Company size:* 2-10 employees
- *Company type:* Non-Profit
- *Phone number:* Enter admin phone number, or leave empty
- *Year founded:* Enter your chapter's founding year
- *Specialty:* Click on the „Add a Specialty +“ button. We recommend Advocacy, Education and Networking.

Workplace

In the left-hand menu, go to the “About” section. Click on “Workplace”. Keep button switched off.

Locations

In the left-hand menu, go to the “About” section. Click on “Locations”. In this area, please enter all locations of your chapter's activities, e.g., Washington, DC and Richmond, VA. Tick the box “My organization doesn't have a street address” and you will be asked for city and Zip code, only.

Tick the box „Make my primary location“ for your preferred city.

Community Section

Hashtags

In the left-hand menu, go to the “Community” section. Click on “Hashtags”. Here you can add up to three hashtag topics that matter to your page. This will help you see and respond to trending posts from the hashtag feed. We recommend:

- #inhousecounsel
- #legalops
- Hashtag for your chapter, e.g., #ACCEurope, or signature event, e.g., #ACCEurope2022

Featured Groups

In the left-hand menu, go to the “Community” section. Click on “Featured Groups”.

If your chapter has a LinkedIn group, you may add it here and LinkedIn page visitors my request to join.

Manage Languages Section

In the left-hand menu, go to the “Manage Language” section. Add any languages that you wish to support here, e.g., English and Hebrew in Israel, or French and English in Quebec, CA.

LinkedIn Group

For Chapters that already have an established LinkedIn group, please use the above information to update your LinkedIn group graphics, name and description.

If your Chapter does NOT already have a Linked presence, we suggest starting with a company page above. Please email chapters@acc.com to discuss LinkedIn pages vs. groups if helpful.

Example of cover image:



Please use this Canva template to create your own header image, or email chapters@acc.com for assistance.:

https://www.canva.com/design/DAE_RW9wVic/JXhWr_vEoz-QpKP6dlx3dq/edit

In addition to your chapter profile description, we recommend adding the following community rules:

This group serves as a professional development and discussion group for in-house counsel and includes in-house counsel from around the world with legal responsibilities across [chapter service region]. To help facilitate a productive conversation among group members, we have developed this brief list of group rules.

- 1. Be courteous and respectful to other group members. Do not post disparaging remarks within the group.*
- 2. ABSOLUTELY NO SOLICITATION or MARKETING OF ANY KIND of personal products or services unless approved by [chapter name] group admin.*
- 3. ACC aims to be the premier global association serving the diversified needs of in-house counsel. Occasionally, we will post about valuable ACC event and resource information. We kindly ask that you refrain from posting information from competing organizations.*
- 4. Do not post defamatory, profane, offensive or illegal content - these are strictly prohibited.*

Disclaimers:

ACC may delete any post that includes advertising or that we consider offensive or inappropriate.

ACC reserves the right to remove any group member that violates the above rules.

Remember that your comments could make you subject to libel, slander and/or antitrust laws. The views expressed within this group are those of the individual poster and do not reflect the views of ACC/[chapter name].

For any questions, please contact [\[chapter admin email\]](#).

Support

If you have questions about this ACC Branding Update or need help with account setup, we are here to assist you. Email chapters@acc.com.