

ISPCAN LinkedIn Toolkit

Thank you for being a member of ISPCAN!

You're invited to showcase your ISPCAN membership on LinkedIn. Below are various ways you can display your membership on your personal LinkedIn profile and share our content with your professional network.

Downloads - Click to open and save

- [ISPCAN profile banner graphic](#) (personal banner; 400 x 400)
- [ISPCAN featured section graphic](#) (502 x 262)
- [ISPCAN post graphic](#) (1200 x 1200)
- [ISPCAN new logo](#) - jpeg
- [ISPCAN new logo](#) - png
- [ISPCAN #RiseUptoEndChildAbuse ribbon logo](#) - png

Add ISPCAN to your Experience Section

- Visit your profile, scroll down to the Experience section, and hit the + button in the right hand corner.
- Choose "add position"
- Under Title you can use Member
- Skip employment type
- Under company or organization, type in International Society for the Prevention of Child Abuse & Neglect and select our company page (make sure the logo displays!)
- Check that you are currently working in the role (you can have multiple current roles)
- Add your membership start months/years
- Under description here's some sample copy you can use to describe our organization.
 - The International Society for the Prevention of Child Abuse & Neglect (ISPCAN) is uniting a global network of child protection professionals to exchange knowledge, break silos, and build a better future for every child.
 - You can also add additional context about your professional role and the support you gain from ISPCAN.
- To rearrange the order of your roles under experience (and add ISPCAN lower), hit the pencil button and then the arrows to pull up the reorder popup.

Add ISPCAN banner graphic to your profile

- Visit your profile, click on the pencil icon in the upper right of your current banner image.
- Choose "change photo"
- Upload the new banner
- Click Apply



Add to your featured section

Add your ISPCAN membership to the “featured” section of your LinkedIn profile, with a link that goes straight to our website.

- Visit your profile, scroll down to the Featured section, and hit the + button in the upper right corner
- Choose “add a link”
- Enter link: ispcan.org
- Enter title: Global network of child protection professionals
- Enter copy: The International Society for the Prevention of Child Abuse & Neglect (ISPCAN) is uniting a global network of child protection professionals to exchange knowledge, break silos, and build a better future for every child.
- Edit thumbnail image to be this image featured post graphic or the ISPCAN logo



Announce your ISPCAN membership in a LinkedIn post

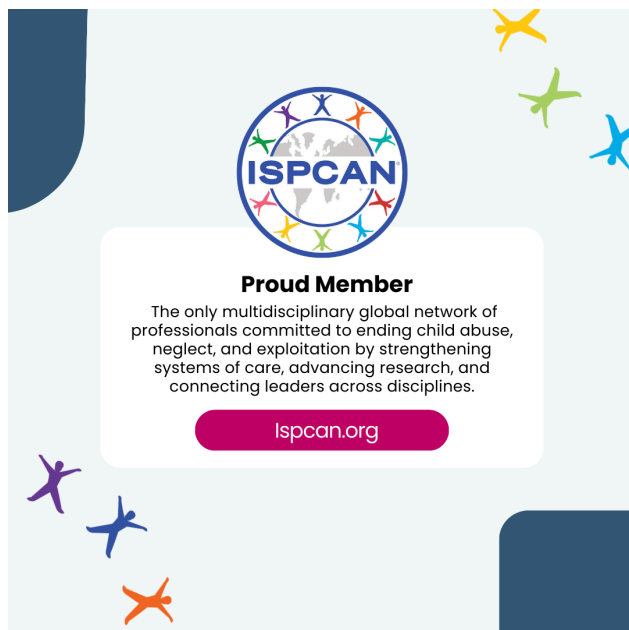
You can make the language your own, but below is a template copy to get you started.

Template copy:

As a *[insert your professional role; researcher, educator, social worker, etc.]* I know preventing child abuse and neglect requires a multidisciplinary approach, insight on global trends, and policy change. That's why I'm proud to become a member of @International Society for the Prevention of Child Abuse & Neglect, a global network of child protection professionals.

With access to professional development, research and resources, and collaboration opportunities, we can drive real world impact.

Follow to learn more about how they are uniting global partners and professionals to rise up to end child abuse.



Tagging ISPCAN:

- To “tag” the LinkedIn organizational page, simply type the @ symbol and begin typing International Society for the Prevention of Child Abuse & Neglect and you’ll see it come up to select. When done correctly, the tag should be bolded and will link to this page: <https://www.linkedin.com/company/international-society-for-prevention-of-child-abuse-and-neglect/>

Supporting hashtags you can use in your ISPCAN posts and reshares:

#riseuptoendchildabuse
#Childprotectionheroes
#IspcanCongress

#worlddayforchildprotectionprofessionals
#ispcan

Add ISPCAN mentions on your everyday content

You can briefly plug ISPCAN in your everyday LinkedIn content, at the end of some of your posts. Below is a template you can customize and paste at the end of your normal content and ensure the mention of our company goes to the LinkedIn company page (not the external URL). This is a great way to keep up awareness about us so we can make a bigger impact.



I'm [YOUR NAME], a social worker supporting [MORE ON YOUR ROLE]. I'm also a member of the @International Society for the Prevention of Child Abuse & Neglect, a global network of child protection professionals. Together, we are building a better future for every child.

Add ISPCAN to volunteer section

If you have a volunteer role at ISPCAN, you can also add your role to that section on your profile.

- Visit your profile, scroll down to the Volunteer section, and hit the + button in the upper right corner (or at the top of your profile select "add new profile section" button and select volunteering.
- Under Organization, enter @International Society for the Prevention of Child Abuse & Neglect
- Under Role, enter your volunteer title
- Feel free to enter any other details and descriptions offered

Engaging and sharing ISPCAN posts

Another way you can support ISPCAN and highlight your expertise is to engage with our content (like and/or comment) and repost content with your thoughts.

1. Make sure you are following [ISPCAN on LinkedIn](#).
2. Click the bell on the right side of the profile to enable notifications of new and relevant posts
3. Like and comment on posts; in comments, you can @mention others who might benefit from the post.
4. Repost our content with your own thoughts. Share your perspective or highlight something relevant to your discipline.