



Speaker Guide:

Engaging on LinkedIn and Twitter:

- Make sure you are following the LEND360 company pages:
<https://www.linkedin.com/company/lend360>
<https://twitter.com/lend360>
- Like LEND360 posts
 - This generates minimum engagement because only those who already follow the LEND360 page will be able to see it. But it is still very important to have likes!
- Commenting on LEND360 posts
 - Commenting on a post can create momentum and entice others to engage with the page by making them feel like they are part of an exclusive group.
- Sharing or Retweeting a LEND360 post
 - You can either share or retweet just the post itself or add a comment when you share. Either of these options generate the maximum engagement because now all your followers can view the posts on their timelines without following the LEND360 page.
- Creating your own organic posts about LEND360.
 - Always use the hashtag #LEND360 or mention the page in your post by using @LEND360.
 - Other good hashtags to maximize engagement and reach a wider audience are: #fintech, #onlinelending, #virtualevent
 - Below are a couple of sample posts:
 - “On [date] I am happy to be joining the @LEND360 #virtualevent to participate in the discussion [session title]. Register today at www.lend360.org to hear more on this important topic and much more in #fintech. I look forward to connecting!”
 - “Let’s connect at the @LEND360 #virtualevent! I’ll be speaking on the panel [session title] along with other #fintech experts. Register at www.lend360.org and meet me there!”