

# NSPS YSN Guide

Marketing: Gosh mom. I know Twitter is called “X” now.

On the topic of Marketing... we're *definitely* not assuming you're the type to keep to yourself - hiding out in the woods doing field work, or sitting in your cubicle with your headphones on, carefully avoiding eye contact in the hallway. We're sure you're *totalllllly* well-adjusted, effortlessly tech-savvy, and absolutely crushing it on social media.

But... *if* on the off chance you could use a hand, just hypothetically, this guide is 100% for you.

Marketing isn't about becoming an influencer or posting perfectly curated content. It's about showing people that your YSN exists, that good things are happening, and that they're welcome to be part of it. The sections that follow are meant to make marketing approachable, realistic, and low-pressure, even if “branding” and “content strategy” are not your natural habitat.

As a state YSN Chapter or Committee, it's incredibly important that you represent yourselves, clearly, consistently, and professionally. Yes, there are many enticing (and distracting) social media platforms out there, all begging for your attention. But let's focus up and start at the beginning.

At the end of the day, YSN is a professional organization. And if you had to take a wild guess where professionals tend to gather online... ding ding ding, you guessed it: LinkedIn.

LinkedIn is the most effective starting point for building visibility, credibility, and connection for your YSN. It's where licensed surveyors, students, firm leaders, educators, and state society leadership already are. A strong presence here helps legitimize your efforts, amplify events and initiatives, and make it easier for people to find you, recognize you, and take your work seriously, while still leaving room for personality.

Other platforms can absolutely come later, but LinkedIn is your foundation. Nail that first, and everything else becomes a lot easier.

## Creating an Organization LinkedIn Page

Creating an Organization Page on LinkedIn is one of the easiest and most important steps in establishing a professional presence for your YSN Chapter or Committee. This page becomes your public home base: where people learn who you are, what you do, and how to get involved.

### **Step 1: Make Sure You're Eligible**

To create an Organization Page, you'll need a personal LinkedIn profile that is active and in good standing. LinkedIn typically requires that your profile be at least a few weeks old and have some connections. You'll also need to be logged in on a desktop browser (LinkedIn makes this harder to find on mobile).

### **Step 2: Start the Page Creation Process**

From LinkedIn's top navigation bar, click the “**For Business**” icon (the grid in the top right corner). Scroll to the bottom of the menu and select “**Create a Company Page.**” When prompted, choose **Organization Page** (not Business Page).

### **Step 3: Name Your Page Clearly and Consistently**

Use a name that clearly identifies your group and aligns with NSPS YSN naming conventions. For example:

*"[State Name] Young Surveyors Network (YSN)"*

Avoid abbreviations that aren't widely recognized, and keep the name consistent with how your state society and NSPS YSN refer to you.

### **Step 4: Add Basic Information**

Fill out the required fields, including:

- Organization type (Nonprofit / Association)
- Industry (Civil Engineering, Surveying, or similar)
- Location (state or region)
- Website or Linktree (if available)

For the "About" section, write a short, clear description of your mission, who you serve, and how people can get involved. Professional, friendly, and human beats overly formal every time.

### **Step 5: Upload Branding Assets**

Add a profile logo and banner image that align with NSPS YSN and your state society branding. This doesn't have to be fancy. Clean, readable, and consistent is the goal. If you don't have custom graphics yet, it's okay to start simple and update later.

### **Step 6: Assign Page Admins**

Do not run the page alone. Add at least two to three admins (officers or committee members) so access isn't lost when leadership changes. This is especially important for continuity year to year.

### **Step 7: Post Something. Literally Anything**

Before inviting people to follow the page, post at least one piece of content. A simple "Welcome to the [State] YSN" post, an event announcement, or a leadership introduction is more than enough to get started.

### **Step 8: Share the Page**

Invite members, state society leadership, and NSPS YSN to follow and engage with the page. Encourage officers and committee members to interact with posts early. Engagement helps visibility.

### **Final Tip: Progress Over Perfection**

Your Organization Page doesn't need to be perfect on day one. It needs to exist. You can refine messaging, visuals, and posting cadence over time. A simple, active page is far more effective than a perfect page that never gets launched.

Once your page is live, you've officially planted your flag on LinkedIn. Welcome to where professionals actually hang out.

# Posting on LinkedIn

Oh my gosh. You made it.

You're here. You've got an Organization Page. You're looking all cool and professional...

So now what?

First, take a breath. Posting on LinkedIn does not require a marketing degree, a content calendar color-coded six months out, or perfectly curated graphics. The goal is simple: let people know what's happening and remind them that your YSN is active, welcoming, and worth paying attention to.

## What to Post

Start with the basics. Announce events, share photos from meetups, highlight leadership, welcome new members, and recap what you've already done. If your Chapter or Committee is meeting, planning, learning, or hanging out, congrats, you have content. Short captions work. One or two photos are plenty. Done is better than perfect.

## How Often to Post

Consistency matters more than frequency. Posting once or twice a month is infinitely better than posting ten times in one week and then disappearing for six months. Pick a pace your team can actually maintain and stick with it.

## Tone: Professional, Not Boring

Yes, LinkedIn is professional, but that doesn't mean stiff. Write the way you talk at a meeting or event: clear, friendly, and human. A little personality goes a long way. You're representing a profession, not writing a press release.

## Engagement Is a Team Sport

When you post, ask officers and committee members to like, comment, or reshare from their personal profiles. Early engagement helps your post reach more people and signals that real humans are behind the page.

## If You're Stuck, Start Small

A welcome post. An event reminder. A "great seeing everyone last night" recap. That's it. That's the bar. You can always build from there.

The hardest post is the first one. After that, it's just showing up - much like YSN itself.

## Creating an Instagram

Okay, now we're going to make a leaping assumption that you're not a boomer and that you generally know how to create an Instagram page. If you're under 35 and somehow still struggling... first of all, it's okay, we won't tell anyone. Second, here's an incredibly brief how-to because truly, this should not be the hard part.

### Creating an Instagram Page (The Very Short Version)

1. Open Instagram and go to your profile.
2. Tap the menu (three lines), then Settings & Privacy.
3. Select Account type and tools → Switch to professional account.
4. Choose Business (yes, even though you're not a business, this gives you the tools you need).
5. Name the account clearly: [State] YSN or [State] Young Surveyors Network.
6. Add a simple bio explaining who you are and who it's for.
7. Upload a logo or clean graphic. Done.

That's it. You now have an Instagram page.

Instagram should be treated as the casual companion to LinkedIn. Not the main character, but the goofy, lovable side character you're rooting for in the B-plot of your favorite show. It's perfect for photos, quick updates, stories, and showing the human side of your YSN. If LinkedIn is where you look polished and professional, Instagram is where you look approachable and real.

And remember: no one is grading you. Slightly blurry photos, imperfect captions, and spontaneous posts aren't failures. They're proof that actual humans are involved and that your YSN is alive and well.

## Posting on Instagram: Keep It Casual

Instagram is where your YSN gets to relax a little. While LinkedIn is about professionalism and visibility, Instagram is about personality, connection, and showing what it actually *feels* like to be part of your group. The goal here isn't polish, it's presence.

### What to Post

Think photos first. Group selfies, candid shots from events, behind-the-scenes moments, field visits, conference chaos, coffee runs, study sessions. If it made someone smile or sparked a conversation, it belongs on Instagram. Quick videos, stories, and short captions work best. This is also a great place to reshare content from members or tag people who were involved.

### Tone: Human Over Formal

Instagram captions can be short, funny, and conversational. Emojis? Allowed. Inside jokes? Encouraged (within reason). This is not where you need to explain the full mission of the YSN every time, save that energy for LinkedIn.

## Stories Are Your Best Friend

If posting feels intimidating, start with Stories. They disappear, they're low-pressure, and they're perfect for real-time updates: "we're here," "this is happening," "come join us next time." Stories are also ideal for polls, questions, and reminders without committing to a permanent post.

## Frequency > Perfection

You can post more often on Instagram than LinkedIn, but only if it feels manageable. Even one or two casual posts a month is enough to show activity. Don't overthink spacing or aesthetics, consistency matters more than curation.

## Use Instagram to Support LinkedIn, Not Compete With It

Instagram should amplify what you're already doing, not replace your professional presence. Use it to build familiarity and excitement, then direct people back to LinkedIn, your website, or events when it makes sense.

If LinkedIn is your handshake, Instagram is your smile. Keep it light, keep it real, and don't be afraid to have a little fun with it.

At the end of the day, marketing your YSN isn't about algorithms, aesthetics, or becoming the next viral sensation in the surveying world. It's about visibility. If people don't know you exist, they can't show up. If they don't see activity, they assume there isn't any. A simple LinkedIn page, a few consistent posts, an occasional Instagram story, that's often all it takes to signal that your Chapter or Committee is alive, active, and worth joining. Start with LinkedIn. Add Instagram if you have the capacity. Keep it professional, keep it human, and keep it sustainable. You don't need to be a marketing expert. You just need to press "post."