



LINKEDIN PLAYBOOK

BUILD VISIBILITY. DRIVE ATTENDANCE.
PROTECT THE GEO BRAND.

Last updated: September 2026



YOUR CHAPTER PAGE BRINGS GEO TO LIFE LOCALLY

Use LinkedIn to connect your local community while presenting one consistent, professional global GEO brand.



USE IT TO

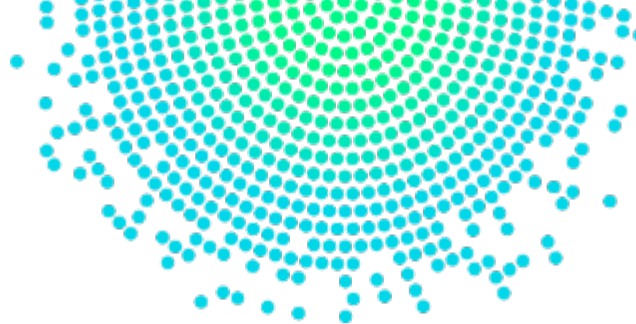
- Promote GEO Chapter events and activities
- Share GEO campaigns, resources and announcements
- Celebrate speakers, volunteers and community activity
- Share relevant regulatory and industry developments

A GOOD POST IS

- Relevant to the GEO community
- Accurate and appropriately sourced
- Professional, respectful and inclusive
- Useful rather than simply promotional
- Consistent with GEO's values and objectives

WHEN IN DOUBT

- Check with GEO before publishing
- Ask for approved artwork rather than creating your own
- Do not make commitments or statements on behalf of GEO unless authorized



USING THE GEO BRAND

THE GEO NAME, LOGO AND BRAND ASSETS SHOULD ONLY APPEAR IN GEO-APPROVED MATERIALS.

Committee members are encouraged to amplify GEO content from personal accounts — share the approved content rather than recreating the brand.



PLEASE DO

- Use the official event and Chapter assets supplied by GEO
- Share or repost official GEO and Chapter content
- Add your own personal introduction when sharing approved content
- Ask GEO for another size, format or personalised promotional asset when needed
- Like and Reshare GEO posts on your personal feeds

PLEASE DON'T

- Download or copy the GEO logo to create your own graphics
- Create independent event branding, banners or promotional artwork
- Alter GEO artwork, colours, fonts, logos, proportions or wording
- Use GEO branding on personal or company-created social content without prior GEO approval



YOUR EVENT PROMOTION TOOLKIT

FOR EACH CHAPTER EVENT, GEO PROVIDES THE CORE MATERIALS YOU NEED TO PROMOTE IT CONSISTENTLY.



EVENT BASICS

GEO will provide:

- Event registration / landing page and registration link
- Approved event title and description
- GEO website event listing
- Email promotion through GEO channels

SOCIAL ASSETS

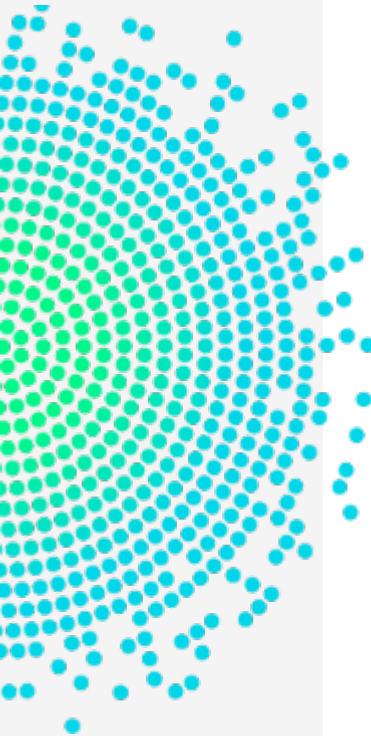
GEO will provide:

- Approved event promotional graphic(s) and copy:
 - Launch post
 - Reminder post
 - Day before post
- Speaker graphic(s), **on request**
- Sponsor recognition artwork, **on request**

EXTEND YOUR REACH

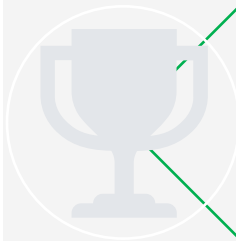
- Consider cross-promotion through relevant neighbouring Chapters
- Printed event materials/ banners available **on request** (usually only available where Chapter generates income - costs applied to Chapter's budget)
- Approved messages speakers and sponsors can share **on request**

USE THE SUPPLIED FILES AS PROVIDED. Need something different? Ask GEO rather than adapting the artwork yourself.



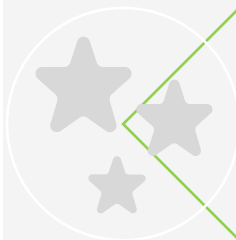
THE EASIEST WAY TO STAY ON BRAND

FOLLOW THIS **SIMPLE SHARING HIERARCHY** WHENEVER YOU WANT TO PROMOTE GEO OR A CHAPTER EVENT.



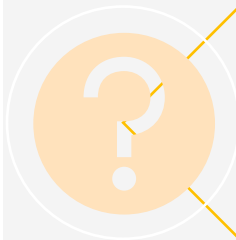
BEST

Share or repost GEO's official post and add your own personal introduction.



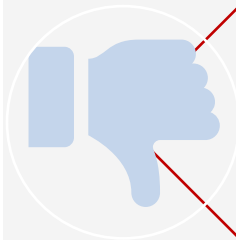
ALSO GOOD

Post the approved Chapter event artwork and copy supplied by GEO.



PLEASE ASK

Need a new format, speaker graphic, adapted asset or anything else using GEO branding? Ask GEO first.



PLEASE DON'T

Download the GEO logo, create your own GEO-branded graphics or modify approved GEO artwork.



POST RESPONSIBILITY

CHAPTER LEADERS AND TEAMS REPRESENT GEO.
KEEP CONTENT FACTUAL, PROFESSIONAL AND APPROPRIATE FOR A GLOBAL
PROFESSIONAL COMMUNITY.

PROFESSIONAL AND ACCURATE

- Use a respectful, inclusive and professional tone
- Check dates, names, organizations, links and event details
- Do not post speculation as fact
- Do not engage in disputes or criticise individuals or organizations

SPONSORS AND COMMERCIAL CONTENT

- Do not independently endorse or favour commercial providers
- Do not use a Chapter page to advertise products or services
- Do not promote competing events, membership/community offerings or services
- Ask GEO if a relationship or post could create a conflict

COPYRIGHT AND PRIVACY

- Only use content you have permission to share
- Respect trademarks and intellectual property
- Do not share confidential or commercially sensitive information
- Ensure appropriate consent before sharing identifiable event photos or video
- Do not provide legal, financial, tax or other professional advice on behalf of GEO



BEFORE YOU POST

A QUICK CHECK PROTECTS THE GEO BRAND — AND HELPS YOUR CONTENT PERFORM BETTER.



Is it relevant and useful to the GEO community?



Does it avoid unauthorised commercial promotion or endorsement?



Is it accurate and appropriately sourced?



Could it conflict with GEO sponsor relationships?



Is the tone professional, respectful and inclusive?



Are you using approved GEO branding and artwork?



Are copyright, privacy and permissions covered?



Would a reader clearly understand what is GEO content and what is your personal commentary?

UNSURE? Please ask GEO before publishing.

We would much rather help create the right asset or message than have you guess.

Contact: zoe.denny@globalequity.org