

SOCIAL MEDIA **PLAYBOOK**

NOT SURE WHERE TO BEGIN WITH SOCIAL MEDIA?

This guide will explain company policy, show you best practices for posting content, give detailed tips for engaging with NKF and more!

Contact the Corporate Marketing department at marketinggroup@ngkf.com with questions about any of the items included in this playbook.

NKF SOCIAL ACCOUNTS



LINKEDIN

[linkedin.com/company/
newmark-knight-frank](https://linkedin.com/company/newmark-knight-frank)



FACEBOOK

[facebook.com/
newmarkkf](https://facebook.com/newmarkkf)



TWITTER

[twitter.com/
newmarkkf](https://twitter.com/newmarkkf)



INSTAGRAM

[instagram.com/
newmarkkf](https://instagram.com/newmarkkf)

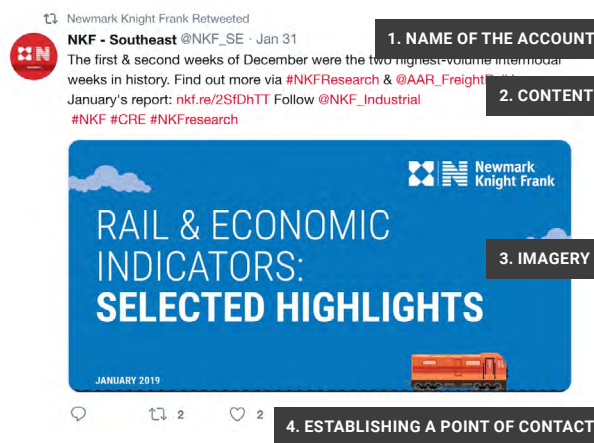


CORPORATE SOCIAL MEDIA ACCOUNT GUIDELINES

NKF has an established social media presence on **LinkedIn, Twitter, Facebook and Instagram.**

These accounts are maintained by Corporate Marketing and used for communicating stories with national appeal. Regions and service lines may have a Twitter account with corporate marketing approval. As regions and service line social accounts are a direct extension of the NKF brand, careful thought and consideration should go into content posted and maintenance of the social account.

Corporate Marketing will guide the process to ensure that the following is in line with our standards:



DO THE FOLLOWING:

- Outline your social plan and send to corporate marketing.
- Develop unique content.
- Stay active and engaged.
- Retweet and share content from corporate social account on daily basis.



DO NOT DO THE FOLLOWING:

- Create an account without discussing with corporate marketing.
- Create your own imagery.
- Let an account go inactive.
- Copy and paste what corporate social accounts are posting.
- Tweet/Retweet anything political or controversial.

Affiliate Guidelines

Affiliate offices are encouraged to use social media. Corporate marketing will work with you to bring imagery within branding guidelines. Once implemented, the local office is responsible for the ongoing maintenance of its social media account. Please follow do's and don'ts above.

PERSONAL SOCIAL MEDIA ACCOUNT GUIDELINES

Brokers and employees are encouraged to use social media to promote themselves, their work and the NKF brand. This guide can provide tips for setting up your social presence, engaging with NKF, sharing content and more. As a representative of NKF, keep in mind that social media is public facing. Unless privacy settings are utilized, everyone can see everything.

As such, these quick do's and don'ts should be taken into consideration:



DO THE FOLLOWING:

- Create and maintain your own account.
- Use your own imagery for profile pictures and banner images.
- Make clear that views are your own.
- As a brand representative, ensure that content is appropriate.



DO NOT DO THE FOLLOWING:

- Use the NKF logo in profile pictures or banner images.
- Use NKF anywhere in the account name.
- Post confidential company information.

SOCIAL MEDIA SITES

While NKF does not directly support or maintain individuals' social media accounts, **we encourage brokers and employees to promote the brand on their personal accounts.**

Brokers can promote the brand directly to their contacts through personal social media accounts.

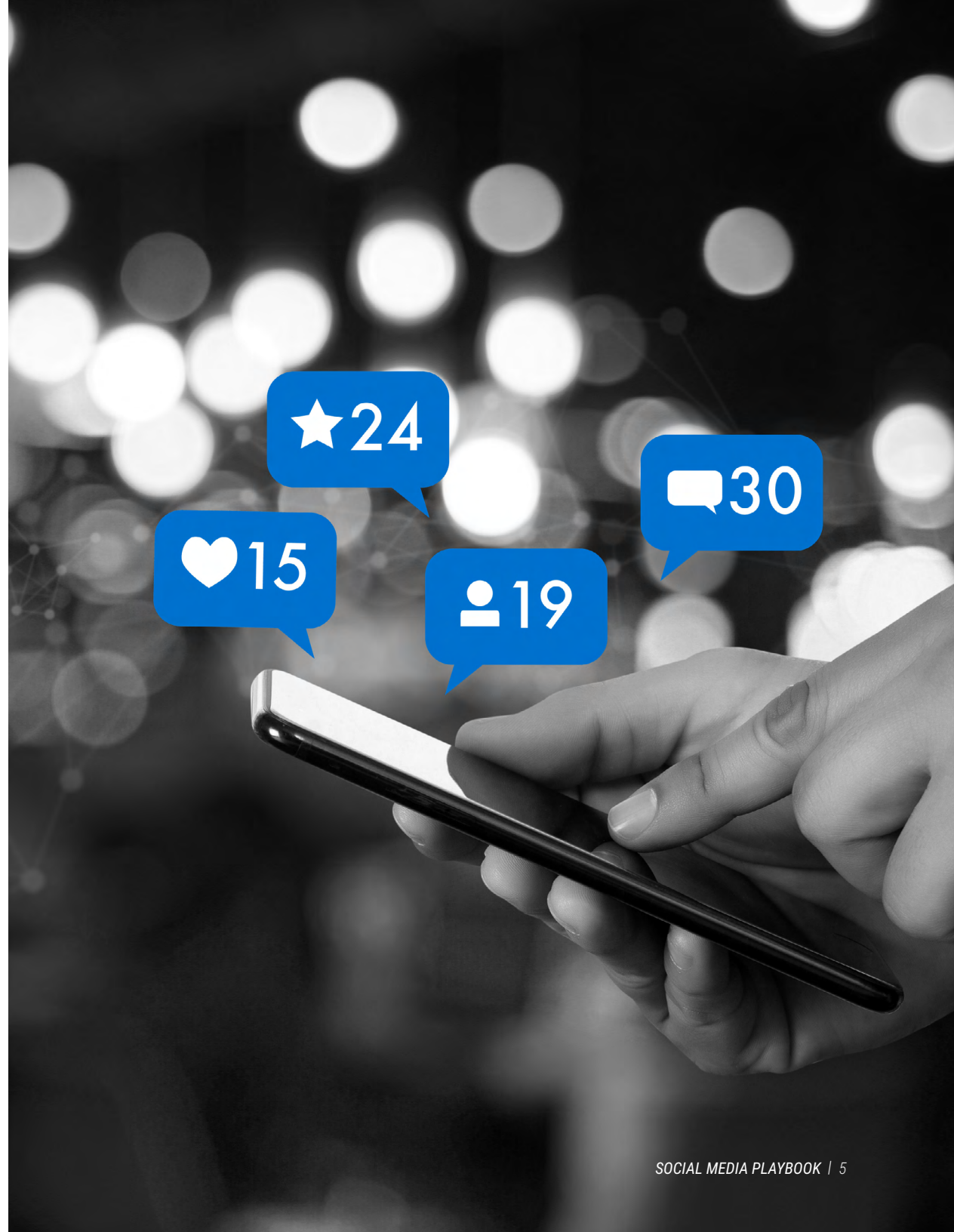
Marketers are encouraged to educate brokers on how to post appropriate items/retweet on social media.

SOCIAL MEDIA CONTENT

Before announcing any new social media account, the account should have some content already posted. Content on NKF-branded social media accounts should be reviewed and approved by Corporate Marketing. All postings should be tailored to respective local markets.

Examples of acceptable content include:

- Repost or retweet from NKF corporate social media accounts
- NKF in the news
- Press releases
- Market reports
- White papers
- Company rankings and awards
- Local listings
- Charitable efforts
- Community involvement
- Announcements of new hires/promotions
- Broker awards and recognitions
- TV appearances
- Industry event appearances and sponsorships
- Major holiday-themed content and pictures

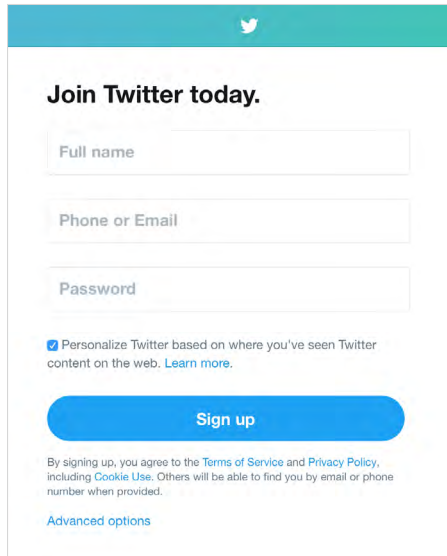


GETTING STARTED

TWITTER

STEP 1

Go to twitter.com, sign up and fill in the details.

A screenshot of the Twitter sign-up page. At the top is a teal header with the Twitter bird logo. Below it, the text "Join Twitter today." is followed by three input fields: "Full name", "Phone or Email", and "Password". A checkbox labeled "Personalize Twitter based on where you've seen Twitter content on the web. Learn more." is checked. A large blue "Sign up" button is below the fields. At the bottom, there is a small disclaimer about terms of service and privacy policy, and a link for "Advanced options".

Join Twitter today.

Full name

Phone or Email

Password

☒ Personalize Twitter based on where you've seen Twitter content on the web. [Learn more.](#)

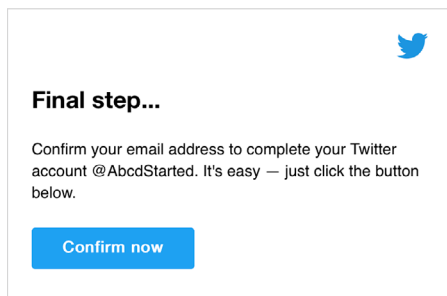
Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

STEP 2

Confirm your email address.

A screenshot of the email confirmation page. It features the Twitter bird logo in the top right corner. The text "Final step..." is followed by a paragraph: "Confirm your email address to complete your Twitter account @AbcdStarted. It's easy — just click the button below." A blue "Confirm now" button is at the bottom.

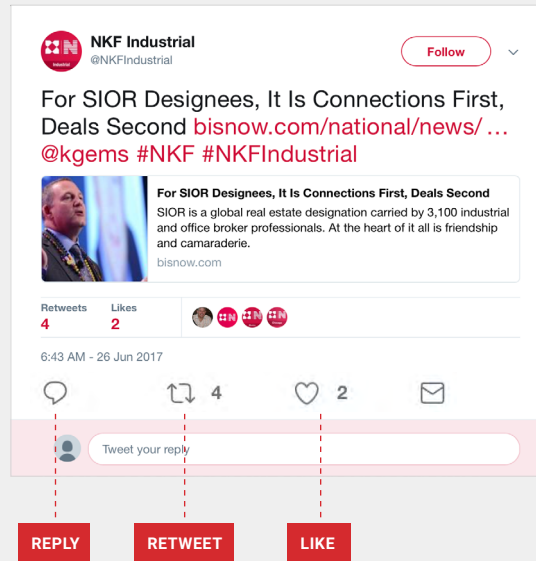
Final step...

Confirm your email address to complete your Twitter account @AbcdStarted. It's easy — just click the button below.

Confirm now

Your profile is now active.

INTERACTING WITH NKF CONTENT

A screenshot of a Twitter post from the account "NKF Industrial" (@NKFindustrial). The post text reads: "For SIOR Designees, It Is Connections First, Deals Second [@kgems #NKF #NKFindustrial](https://bisnow.com/national/news/...)". Below the text is a photo of a man in a suit. The post has 4 retweets and 2 likes. At the bottom, there are three red buttons labeled "REPLY", "RETWEET", and "LIKE".

NKF Industrial
@NKFindustrial

Follow

For SIOR Designees, It Is Connections First, Deals Second [bisnow.com/national/news/ ...](https://bisnow.com/national/news/...)
[@kgems](#) [#NKF](#) [#NKFindustrial](#)

For SIOR Designees, It Is Connections First, Deals Second
SIOR is a global real estate designation carried by 3,100 industrial and office broker professionals. At the heart of it all is friendship and camaraderie.
bisnow.com

Retweets 4 Likes 2

6:43 AM - 26 Jun 2017

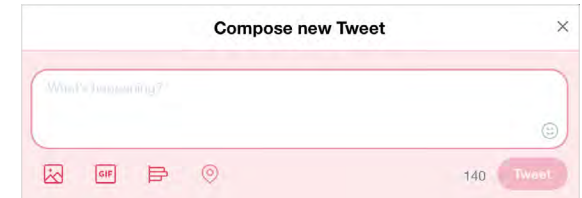
REPLY RETWEET LIKE

Reply: A reply is a public **response** directed at a specific person on Twitter.

Retweet: This will **post** the tweet so that people that are following you will see it as well.

Like: This is a way to mark a tweet as a **favorite**, which you can then view later in a list of favorite Tweets as a way to bookmark it.

Tweet your own content in the box that says "What's happening?"

A screenshot of the "Compose new Tweet" box. It has a title bar "Compose new Tweet" with a close button. Below is a large text area with the placeholder "What's happening?". At the bottom, there are icons for adding photos, GIFs, videos, and location, followed by a character count "140" and a "Tweet" button.

Compose new Tweet

What's happening?

140 Tweet

Hashtag is a word or phrase used on Twitter to help identify a specific topic. Users can search hashtags and find your Tweet based on the hashtags you've included.

Include a hashtag (#) before a word.

Check to see if there are any hashtags relevant to the tweet you are sending, for example [#retail](#), [#industrial](#), etc.

Include a handle, or Twitter name, if you would like to bring your Tweet to someone's attention.

Handles are denoted by an @ before the name; NKF's handle is [@newmarkkf](#).

Twitter is fast-paced, and Tweets should take that into account. With only 280 characters to work with, your message will need to be short, sweet and to the point. Below are some ideas for content, but keep in mind that Twitter is best used when engaging with other users, retweeting and favoriting items that you find interesting and worthwhile.

Note: Images perform well on Twitter, so include when possible.

Examples of acceptable content include:

- Retweets from the NKF corporate social media accounts
- Local news and press releases relating to NKF
- Local listings
- Charitable efforts
- Community involvement
- Market reports
- White papers
- Awards and recognitions

TWITTER SPECIFICATIONS, TIPS AND GUIDELINES

- Each tweet is 280 characters, excluding the link and image.
- We recommend using a URL shortener such as **bit.ly** for long links.
- Using appropriate hashtags is a good way to give attention to tweets and share content with a common theme, such as events.
- Retweet content from other NKF regional accounts if applicable.

IMAGE SIZE GUIDELINES

On timeline: minimum size to appear expanded is **440 x 220 pixels**. Can tweet up to 4 images at one time. Maximum to appear expanded is **1024 x 512 pixels**. Maximum file size is 5 MB for photos and 3 MB for animated GIFs.

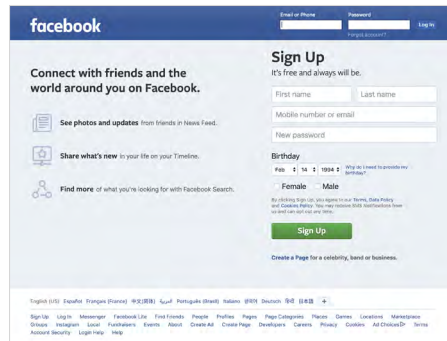


- Use action words: **more verbs, fewer nouns**. Example: download, follow, hear, see, listen, perform, post, release, retweet, talk, tweet, video, watch, tell, shout out, enter, like, etc...
- Use at least one of these most “**retweetable**” words/phrases: retweet, how to, free, follow, help, blog, check out, great, social media 10 follow...

GETTING STARTED FACEBOOK

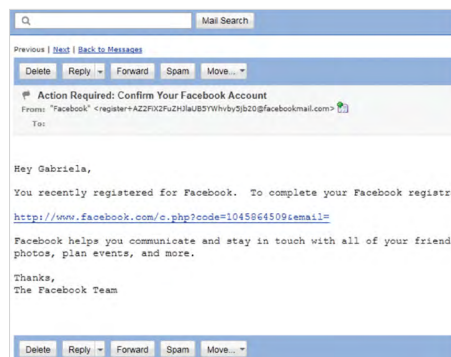
STEP 1

Go to facebook.com, sign up and fill in the details.

A screenshot of the Facebook 'Sign Up' page. The page has a blue header with the Facebook logo and navigation links. The main content area is white and contains a 'Sign Up' form with fields for 'First name', 'Last name', 'Mobile number or email', and 'New password'. There are also checkboxes for 'I agree to Facebook's Terms, Data Policy, and Cookies Policy' and 'I want to receive emails from Facebook'. A green 'Sign Up' button is at the bottom of the form. To the left of the form, there are links for 'Connect with friends and the world around you on Facebook.', 'See photos and updates from friends in News Feed.', 'Share what's new in your life on your Timeline.', and 'Find more of what you're looking for with Facebook Search.'

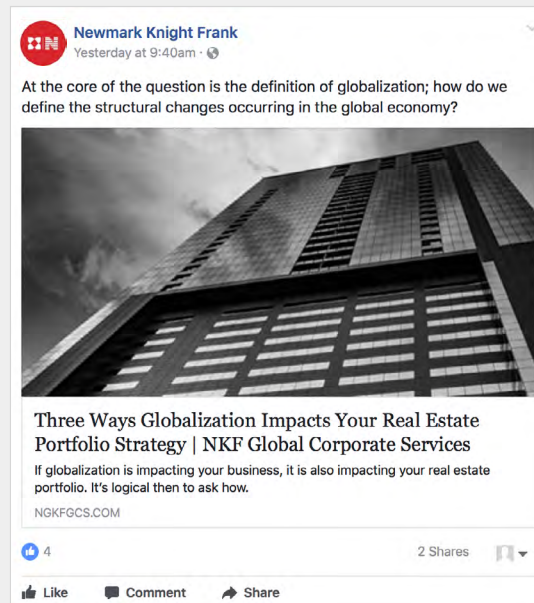
STEP 2

Confirm your email address.

A screenshot of an email confirmation message from Facebook. The email is addressed to 'Hey Gabriela,' and states: 'You recently registered for Facebook. To complete your Facebook registration, please visit the following link: http://www.facebook.com/c.php?code=1045864509&email='. It also mentions that Facebook helps users communicate and stay in touch with friends. At the bottom, there are links for 'Delete', 'Reply', 'Forward', 'Spam', and 'Move...'. The email is from 'Facebook' and is dated 'Yesterday, 10:10 AM'.

Your profile is now active.

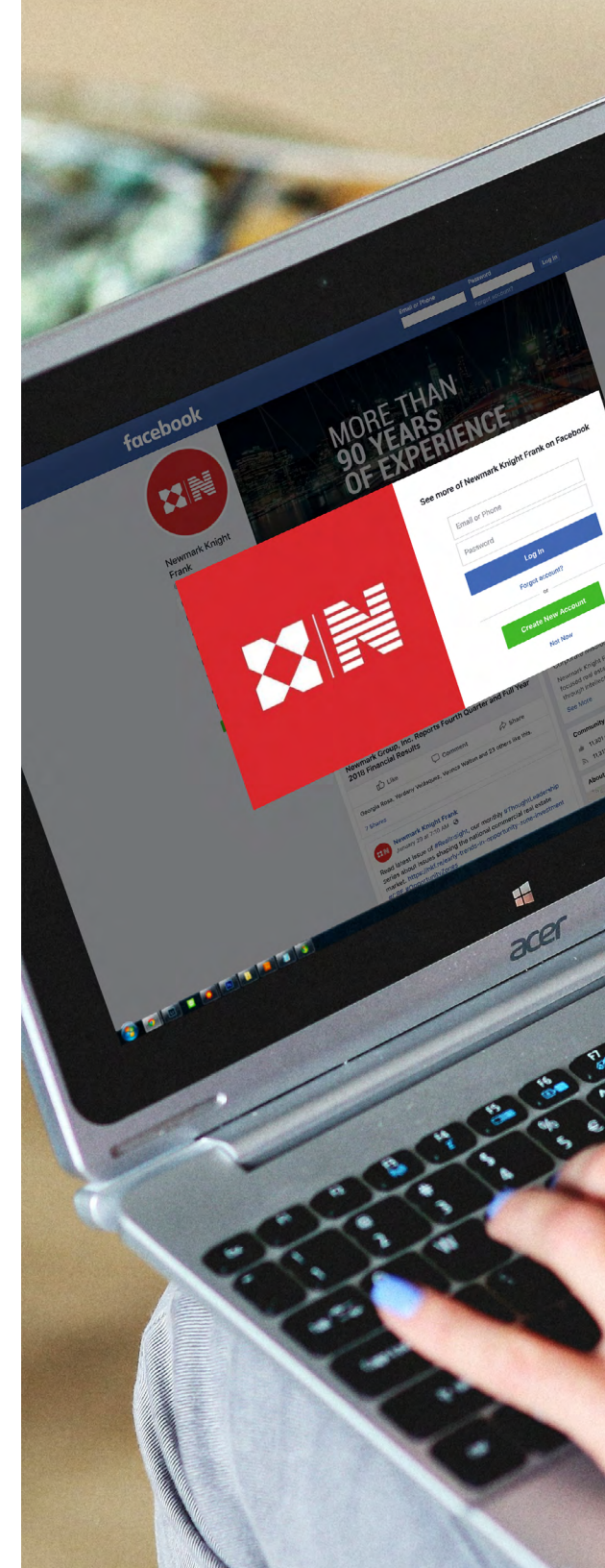
INTERACTING WITH NKF CONTENT



Like: This helps to promote the popularity of the post and allows you to see your Facebook friends who have also liked the post.

Comment: Leaving your thoughts on the post is a great way to engage with our social content.

Share: By sharing with your Facebook friends, you'll help to promote NKF content and enhance brand awareness.





SHARING CONTENT IS ONE OF THE BEST WAYS TO STAY ACTIVE ON FACEBOOK

There are a couple of recommended ways to do this.

SHARING

Share content published by Newmark Knight Frank. By simply clicking **Share**, you can push that news item to your contacts' news feed.

Newmark Knight Frank
1 hr · 🌐

The Newmark Knight Frank [#WorkplaceStrategy](#) and Human Experience team's recent [#thoughtleadership](#) piece highlights the top [#workplacetrends](#) for 2019, covering everything from [#artificialintelligence](#) to compression fatigue to making workspace more like home.

NGKFGCS.COM
Top Eight Workplace Trends for 2019 | NKF Global Corporate Services

👍 Like 💬 Comment ➦ Share

Ana Laura Cuevas and Tracy Jefferson like this.

2 Shares

You can also **Comment** or **Like** the post.

COMMENTING

You can **add your own comment** and send it to all your contacts or to specific individuals. By sharing this way, you will be promoting the content that corporate has published, helping to build brand presence while also showcasing yourself as a go-to news source.

31 Chronological ▾

1 share 1 Comment

Billy Adams This is a great initiative. Good job team!
Like · Reply · May 23 at 8:42pm

Write a comment...
Press Enter to post.

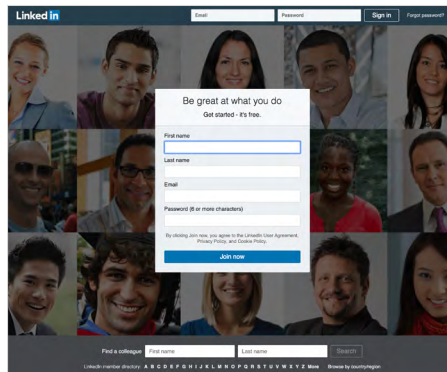
The Newmark Knight Frank company page shares news of national interest on a regular basis. We encourage you to follow it.

GETTING STARTED

LINKEDIN

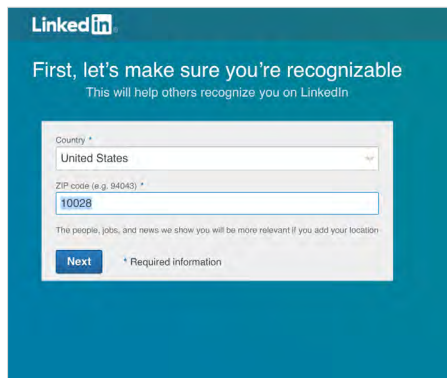
STEP 1

Go to [linkedin.com](https://www.linkedin.com), sign up and fill in the details.

A screenshot of the LinkedIn sign-up form. The form is titled "Be great at what you do" and "Get started - it's free." It includes fields for "First name", "Last name", "Email", and "Password (8 or more characters)". There is a "Join now" button at the bottom. The background features a grid of diverse people's faces.

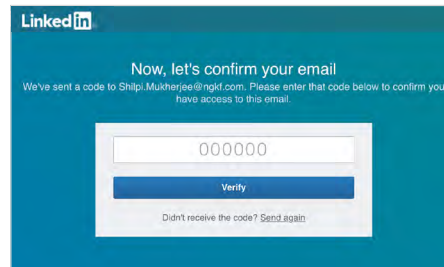
STEP 2

ENTER YOUR LOCATION > TITLE >
COMPANY (when typing Newmark Knight
Frank, the corporate account will populate,
choose that account).

A screenshot of the LinkedIn form for entering location and company. The form is titled "First, let's make sure you're recognizable" and "This will help others recognize you on LinkedIn". It includes a "Country" dropdown menu set to "United States" and a "ZIP code (e.g. 94043)" field with "10028" entered. There is a "Next" button at the bottom. The background is a solid teal color.

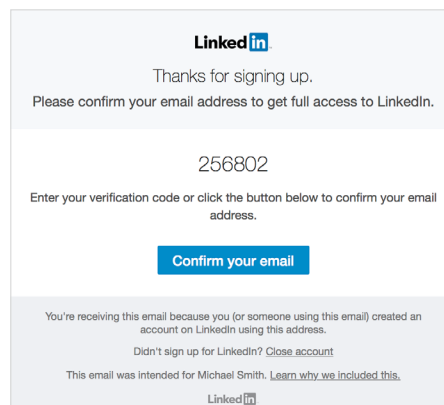
STEP 3

LinkedIn will ask to confirm your email account.

A screenshot of the LinkedIn email confirmation form. The form is titled "Now, let's confirm your email" and "We've sent a code to Shilpi.Mukherjee@ngkf.com. Please enter that code below to confirm you have access to this email." It includes a text input field for the verification code, a "Verify" button, and a "Didn't receive the code? Send again" link. The background is a solid teal color.

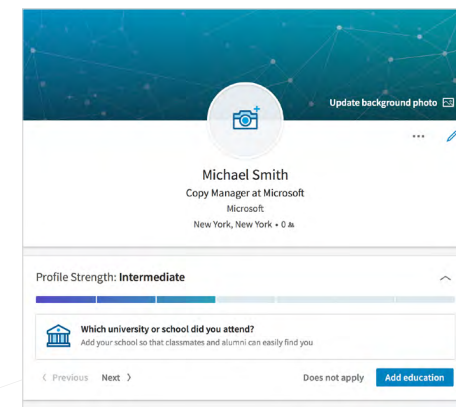
STEP 4

Click on the button in the email to confirm.

A screenshot of the email confirmation email from LinkedIn. The email is titled "Thanks for signing up." and "Please confirm your email address to get full access to LinkedIn." It includes a verification code "256802" and a "Confirm your email" button. The background is a light gray color.

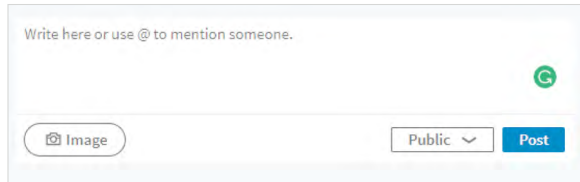
STEP 5

Fill out your profile. You can build out your personal
page by going to **Profile** and clicking **Edit Profile**. Add a
headshot, experience, past companies, education, etc.

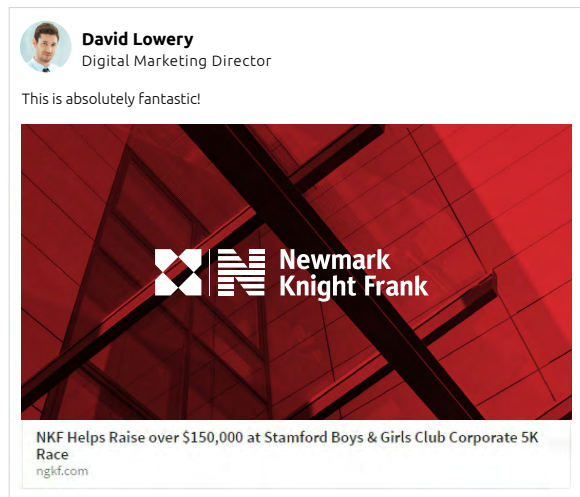
A screenshot of a LinkedIn profile page for Michael Smith. The profile includes a header with a profile picture and a cover photo. The name "Michael Smith" is displayed, along with his current position "Copy Manager at Microsoft" and location "New York, New York". Below the header, the "Profile Strength" is shown as "Intermediate". There is a section for "Which university or school did you attend?" with a "Add education" button. The background is a light gray color with a network diagram overlay.

SHARING AN UPDATE

The post can be a link or just a comment, whatever you would like.



If sharing a link, simply paste the link in the box. This will populate the field below it as seen here.



Afterward, you can remove the URL address from the message field and add your own comment.

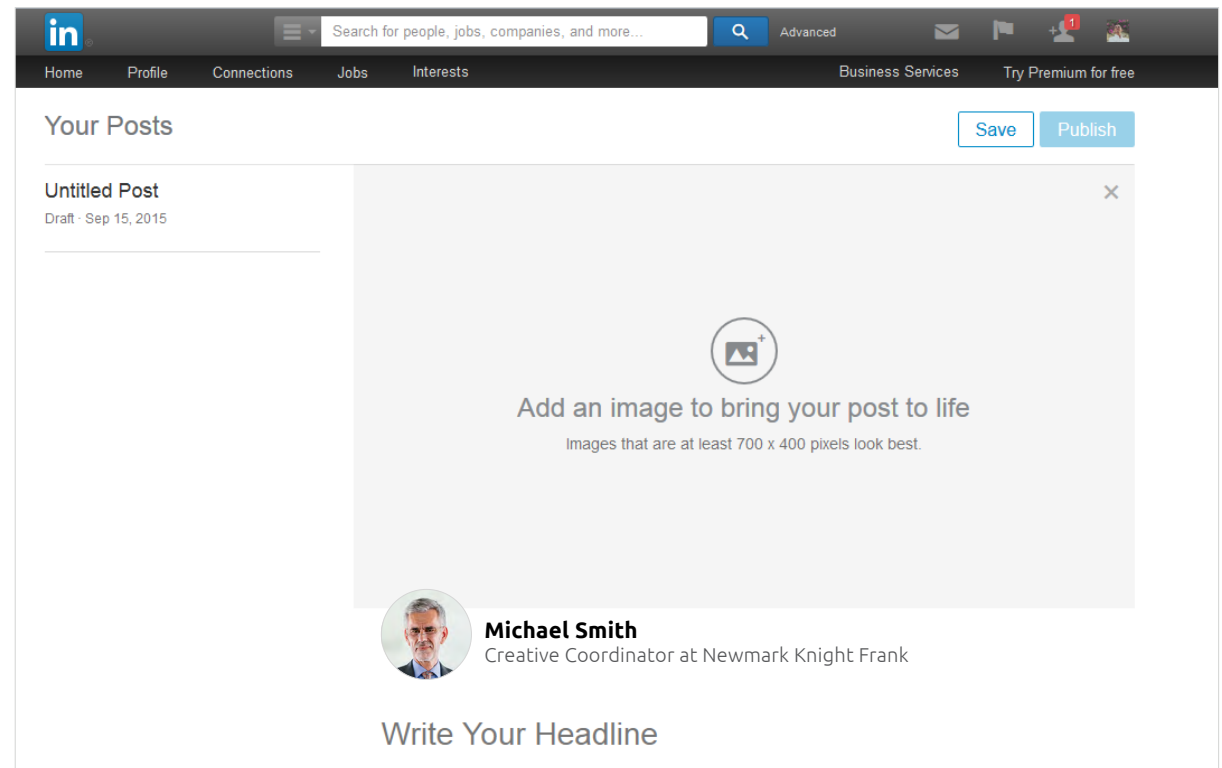
If you type in a company name, or a name of a connection, it will prompt you to tag them. Doing so will promote interaction with your colleagues and with the company.

UPLOADING PHOTOS

This allows you to share photos with your connections. It is recommended that you keep these professional in nature.

PUBLISHING POSTS

If you are interested in sharing your own thoughts and unique content, this tool serves as a great blogging platform.

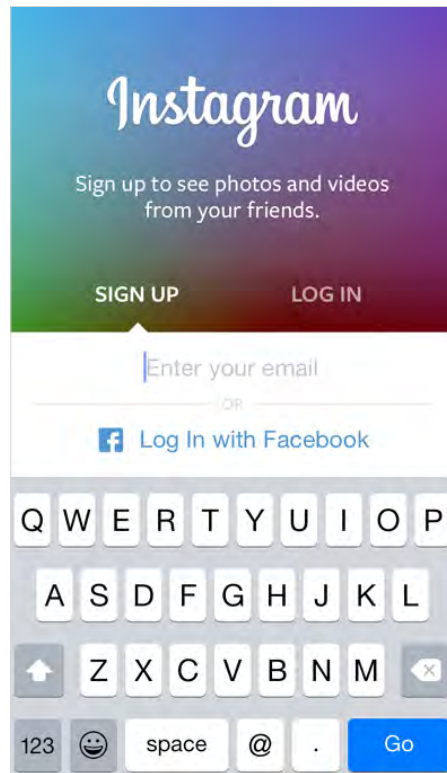


GETTING STARTED

INSTAGRAM

STEP 1

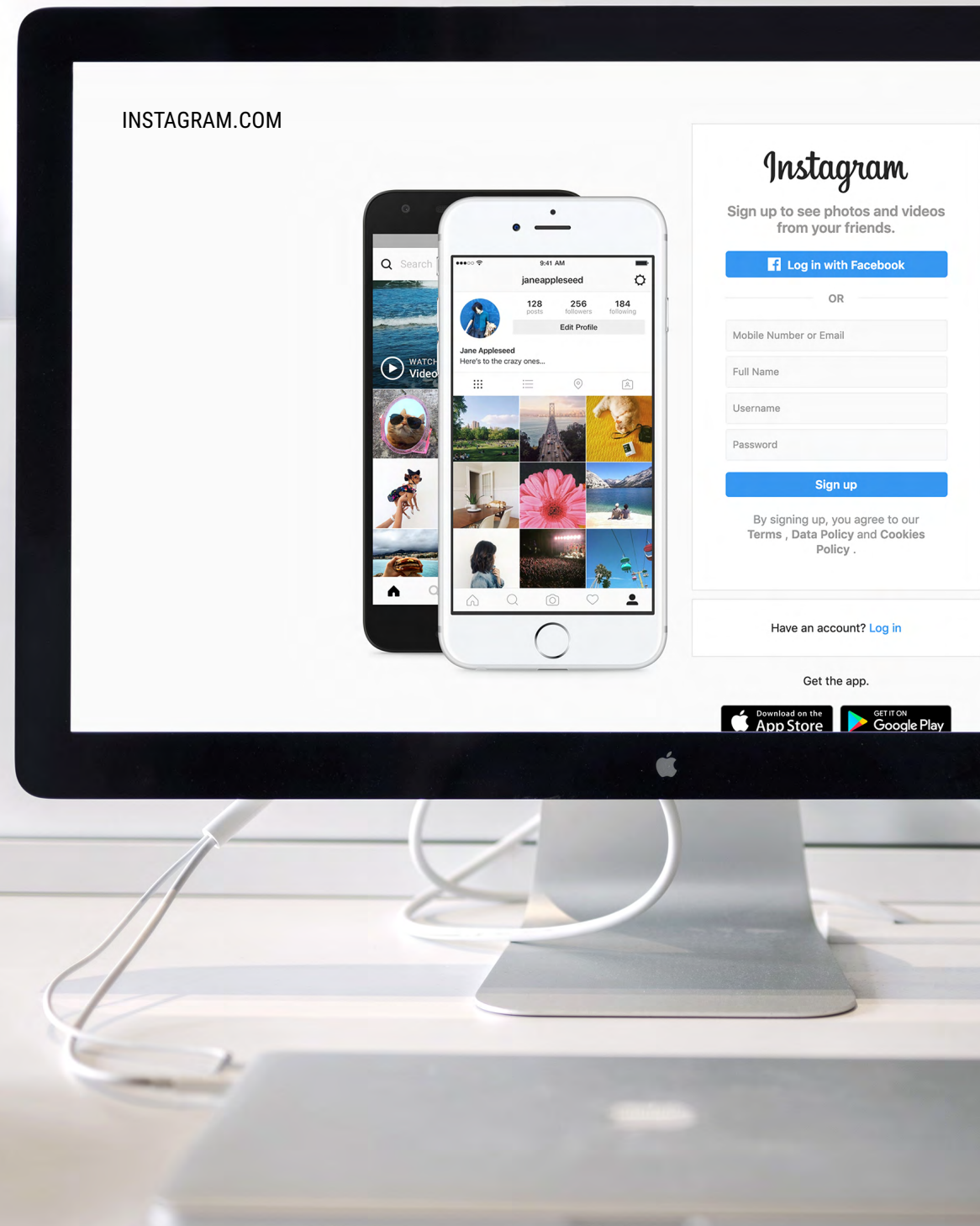
Download the Instagram app for iOS or Android, or go to [instagram.com](https://www.instagram.com).



The image shows the Instagram sign-up screen. At the top, the Instagram logo is displayed in white on a colorful gradient background. Below the logo, the text "Sign up to see photos and videos from your friends." is shown. There are two buttons: "SIGN UP" and "LOG IN". Below these buttons is a text input field with the placeholder "Enter your email". Below the input field is a link "Log In with Facebook" with the Facebook logo. At the bottom, a virtual keyboard is overlaid on the screen, showing the letters Q, W, E, R, T, Y, U, I, O, P on the first row, A, S, D, F, G, H, J, K, L on the second row, and Z, X, C, V, B, N, M on the third row. There are also buttons for "123", "space", "@", and "Go".

STEP 2

Open the app and tap **Sign Up**. If you're using the website, fill out the **Sign-up form** on the page.



STEP 3

Enter your email address and tap **Next**. Choose your username and **strong password** and fill in your profile information.

STEP 4

Tap **Done**.

STEP 5

Be sure to **verify your email address**. You should get an email to confirm it.

You now have a personal Instagram account that's ready to use.

OPTIMIZING YOUR PROFILE

The length of an Instagram bio is only **150 characters long**. Write a creative and personal bio. It tells visitors who you are, what your brand is all about, and why they should care. Example below:



Don't forget to upload your profile photo. The size should be at least 320 x 320 pixels.

INSTAGRAM SPECIFICATIONS, TIPS AND GUIDELINES

Instagram is all about visuals. Therefore, it is important to share images that are aesthetic while also compelling, relatable and interesting. Use photos that showcase client success stories, speaking engagements/event participation/awards, group shots with clients and your team, and progress updates on projects you are working on.

Write captions that generate interest and follow-up questions. Instagram photos are square, so **1080x1080 pixels is the optimized size**.

DO NOT:

Shoot pictures/videos in **landscape** mode if you are planning to use only your smartphone for sharing the content. They will get letterboxed on the Instagram feed.

QUICK TIPS FOR CAPTURING GREAT PICTURES:

- Sharp, clear images, no blurry pictures
- Use the rule of thirds
- Create a collage with multiple pictures
- Use different angles/perspectives creatively



Questions? Contact:

Corporate Marketing Department
marketinggroup@ngkf.com