



in good company

Campaign Toolkit



LinkedIn

nvpc 

Overview

As part of SG60, LinkedIn is partnering with NVPC to rally business leaders and companies around a shared goal: building a more inclusive, caring, and resilient Singapore through social impact. Companies that have leaders operating at the intersection of doing good and doing well have a competitive advantage. And when leadership at every level is anchored in purpose, real impact follows.

Our goal is to use LinkedIn to spotlight leaders who are giving back, whether through company initiatives or causes they champion personally, to inspire even more leaders to step forward. This will come to life through *In Good Company*, a campaign designed to spark action and inspire others, one story at a time. *We're excited to have you be part of it!*





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Why should you participate?

Every great company is built by leaders who see beyond profit to purpose.

In Good Company celebrates leaders like you: those who understand that true success is measured not just in numbers, but in the positive change you create in the communities you're a part of.

On LinkedIn, where over 1 billion professionals globally - and 4 million in Singapore - connect every day, your story can inspire others to lead with purpose too, whether you pledge to give back through volunteering your time and expertise, or supporting causes aligned with your company's purpose.

This vision aligns with Singapore's national ambition, as outlined in the Forward Singapore initiative, to build a more inclusive, caring, and resilient society, one where businesses play a leading role in shaping the future.

How to participate?

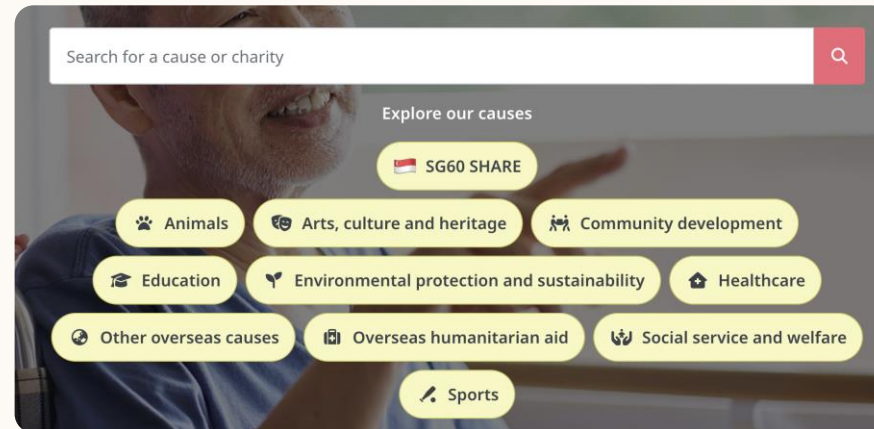
The movement begins with LinkedIn APAC Managing Director, Feon Ang, kicking off with a video post on LinkedIn sharing the company's own giving efforts and tagging peers to keep the momentum going. If you've been tagged by Feon or other business leaders, please join us!

(TIP: After being tagged, we recommend sharing your own In Good Company post on LinkedIn within 2 weeks to keep the momentum going!)



STEP 1: Choose Your Initiative

Select a cause that reflects your company's values and/or causes you champion personally. For companies new to NVPC's Company of Good or would like to find out how to further your impact, please reach out to the team at Company of Good (contact@companyofgood.sg).





STEP 2: Creating Content That Inspires Action

Get ready to share your story on LinkedIn. Impactful stories can come through in what format works best for you: photo carousels, editorial-style posts, or video reels (*video uploads saw an over 20% increase on LinkedIn in FY25!*). Check out some tips on pages 11-14.

- **Capture Your Commitment Visually** - Record a powerful video or share compelling visuals that showcase your *In Good Company* moment.
- **Tell Your Story** - Share what drives your giving spirit and highlight the causes or communities you support, whether through initiatives, commitments, or partnerships that bring your values to life. Connect it to your company's CSR priorities and your own ethos. Articulate your vision for how this collective movement can strengthen Singapore.
- **Craft Your Message** - Your voice matters. Following these prompts can help you frame your post in a way that's both personal and inspiring.



STEP 2:

Creating Content That Inspires Action

Story Checklist:

- ☐ Why does giving back define great leadership? Share your personal philosophy on purpose-driven business.
- ☐ How are you and/or your company making a difference? Showcase specific initiatives, commitments, or partnerships that demonstrate your values in action.
- ☐ How do you envision your actions will shape the future? Articulate your vision for how this movement strengthens Singapore in light of SG60.
- ☐ Who will join you? Challenge 3 - 4 other leaders to step up and be part of something bigger.



STEP 3: Amplifying your Story

After you've crafted your story (whether in a video or static post format), follow this step-by-step guide to posting on LinkedIn, with tips on how to maximise your influence and outreach:

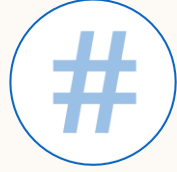




Connect the movement

- Be sure to tag [@Company of Good](#) and [@LinkedIn](#)
- Personally nominate 3 business leaders whose participation would elevate the entire movement
- Tag their companies to encourage organisational participation
- Share this toolkit so they have all the details

Your participation doesn't end with your post; this is only the beginning for a stronger Singapore. Every engagement, every comment, every share builds the momentum that transforms Singapore's business community into a force for good.



Use hashtags for discovery

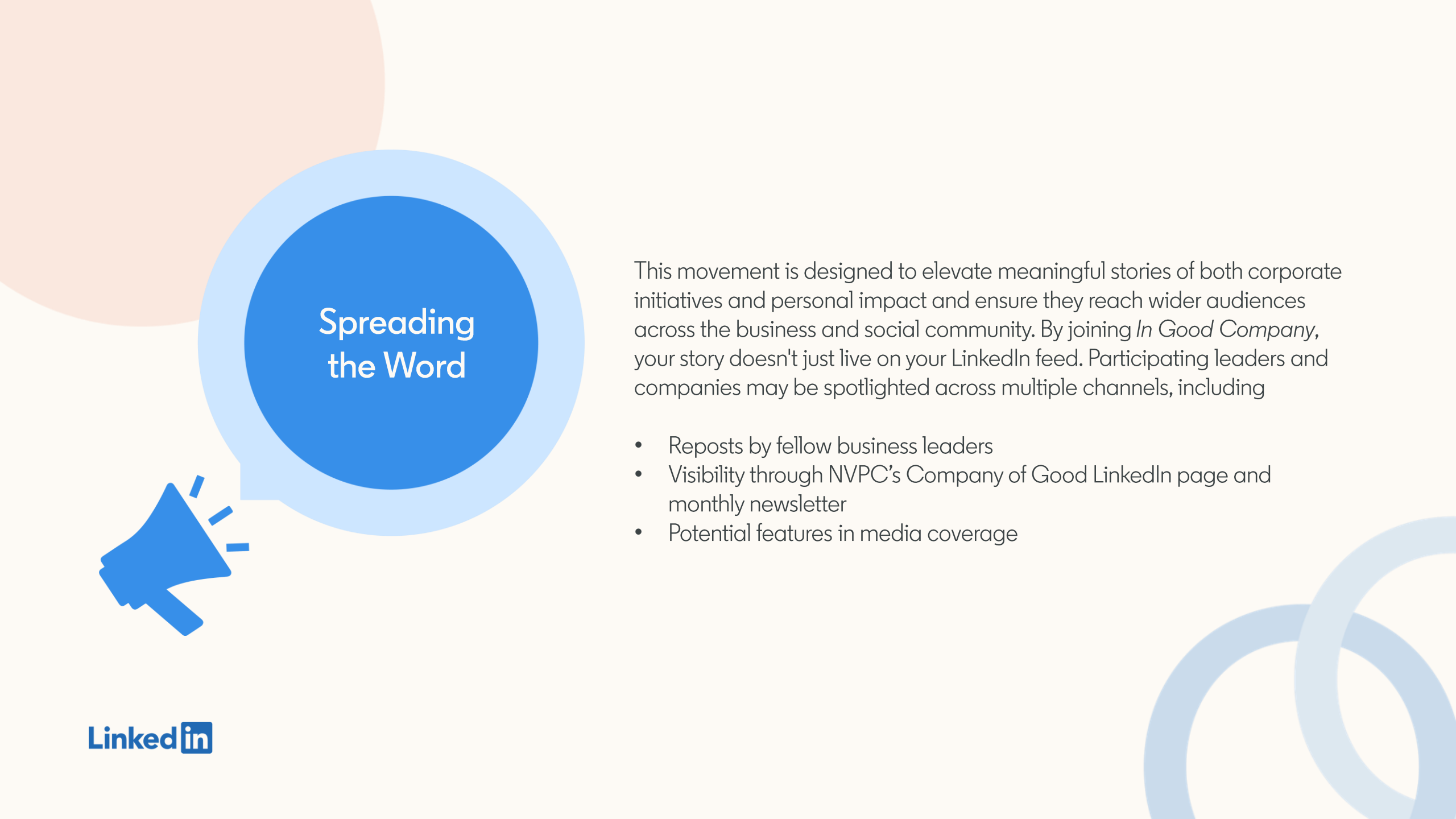
Copy these powerful hashtags into your post copy to connect with Singapore's purpose-driven business community:

#InGoodCompany #GivewithSG60 #PurposeDrivenLeadership



Sustain the movement beyond your post

- **Celebrate Others' Commitments** - React to and amplify fellow leaders' pledges using #InGoodCompany
- **Share Your Insights** - Comment thoughtfully on others' initiatives, sharing your own experiences and wisdom
- **Amplify Impact** - Repost exceptional leadership stories with your own perspective to expand their reach
- **Recognise Excellence** - Use @mentions to personally acknowledge leaders making extraordinary contributions



Spreading the Word

This movement is designed to elevate meaningful stories of both corporate initiatives and personal impact and ensure they reach wider audiences across the business and social community. By joining *In Good Company*, your story doesn't just live on your LinkedIn feed. Participating leaders and companies may be spotlighted across multiple channels, including

- Reposts by fellow business leaders
- Visibility through NVPC's Company of Good LinkedIn page and monthly newsletter
- Potential features in media coverage

Best Practices for Video Content



Visual and sound

- **Keep it simple** — fancy setups not needed
- **Get your lighting right:** Face your light, avoid shadows, and get natural light when possible
- Choose a **format that works for you**
 - Portrait (9:16) is recommended for authenticity and mobile-friendly viewing, especially if you're talking straight to camera. We've found this format works great for social media and helps your message feel more personal.
 - If you want to showcase activities or have more people or scenery in the frame, landscape (16:9) is a better fit. It gives a wider view and works well for group shots or showing off what's happening around you
 - Within this toolkit, you will find templates and video overlays for portrait videos, ready for your use.
- Aim for a 1080 x 1920 resolution
- **Clear sound** — best to record in a quiet space, use headphones/mic, and do a soundcheck before recording
- **Always use subtitles/caption** (*when uploading to LinkedIn, you can select auto-generated captions*)
- Consider **adding graphics** or b-rolls

Best Practices for Video Content



Time

- Use your first 5s to capture interest
- Keep the video between 30 and 90s



Video Don'ts

- DON'T let music overpower your voice
- DON'T use others' content without permission
- DON'T crop your video (it reduces quality)

Include accompanying text to give an overview of the video. Provide insightful context into the video, and include a few key takeaways in the text post.

Examples to keep you inspired: LinkedIn's [Ryan Roslansky](#) or Blackstone's [Jon Gray](#).

Best Practices for Static Post Content

A good quality post has the following elements:

- A **strong hook** to grab audience's attention
- A **personal perspective**
- **Key learnings** (in listicle format), that deep dives with examples

The screenshot shows a LinkedIn post by Lidiane Jones (She/Her), CEO of Bumble. The post is annotated with three callouts highlighting best practices:

- Strong hook:** "It's been just over 100 days since I joined Slack as CEO, and my passion for the product has grown exponentially. I'm blown away by the remarkable ways it accelerates our customers' productivity - as well as my own!"
- Personal perspective:** "I thought I was a power user before, but the last few months have taught me new ways leaders can use Slack in unique ways to build connection, inspire teams, and drive productivity. I am even making my own automations and apps to improve the way we work together every day."
- Key learnings:** A listicle format with two items:
 - 1 Use your all-org channel as a megaphone 📢
Our org channel is the #1 place to learn about company news and updates. I regularly record clips to be more expressive and convey the right tone for the message, and it's a great way to bridge the gap between live meetings.
 - 2 Fewer meetings, more async collaboration 📅
My calendar looks very different since joining Slack because we're able to accomplish so much in-channel. All stakeholders are accountable for regularly collaborating and sharing updates, so we don't need to schedule as many meetings.

Learn more about posting on LinkedIn:

- [Elevating your LinkedIn content](#)
- [Standing out with Video on LinkedIn](#)
- [Our LinkedIn Guide to Creating](#)



Sample LinkedIn Post

In Good Company Logos

LinkedIn Banner

Social Media (Video Template, Static Post Template)

Sample LinkedIn Post #1 (caption) - corporate initiatives



Jane Doe

408,360 followers

1w • Edited •



Today, I'm joining leaders like [@Feon](#) in igniting a spark to a movement of purpose, happening right here on LinkedIn.

As Singapore turns 60, it's the perfect moment to reflect on what we think real success looks like. Not just for the business, but for the community around us. In my time at **[Company Name]**, I've learned that purpose isn't just a side project. It's central to what we do, and for me, it's central to how I lead. Success without purpose rings hollow; which is why this SG60, we're doubling down on our dedication to **[cause]**, as part of the In Good Company movement organised by [@LinkedIn](#) and [@Company of Good](#).

Here's what that pledge looks like in action:

1 Purpose as an ongoing commitment, not just one-off

We don't treat **[cause]** as a checkbox. It's woven into our operations. For example, we've committed **[specific pledge: e.g., 5,000 volunteer hours, 10% of annual profits as donations, or strategic partnerships with community organisations]**—not just as a one-off, but as an ongoing part of how we grow.

2 Lead by example, and light the way

True leadership starts from the top. That's why I personally **[insert specific action: volunteer monthly, mentor underserved youth, donate regularly, serve on a nonprofit board, etc.]**. It sends a powerful message to our teams: giving back isn't optional. It's who we are.

Joining In Good Company isn't just about posting on social media—it's a call to action. Because leadership today isn't about titles, it's about what you enable in others.

I invite **[Name], [Name], and [Name]** to share why you invest your time in social impact activities, and what giving means to you. Because the best of us don't just succeed—they inspire, through purpose.

Let's keep the spark going. Find your cause and start today at <https://www.thecompanyofgood.sg/sg60/linkedin>
[#InGoodCompany](#) [#GivewithSG60](#)

Sample
LinkedIn Post
#2 (caption) -
personal social
impact
passions



Jane Doe

408,360 followers

1w • Edited •



Over the years, I've realised that giving back doesn't have to be a grand gesture, it starts with the causes that resonate deeply with you.

For me, my time spent **[insert personal passion: e.g., mentoring underserved youth, supporting animal welfare, championing sustainability, volunteering at a food bank]** is important not just because of my passion for these initiatives, but because it has shaped how I think about leadership. Purpose isn't just relegated to our professional lives; it's about the values we live out as individuals, day after day.

Of course, it's even more powerful when personal passion aligns with professional values. At **[Company Name]**, we believe in **[insert company's value/CSR cause]**, and I've seen how my own volunteering journey resonates with those values and drives my leadership in a tangible way. Leaders like us need to show that giving back isn't just a policy. It's part of who we are.

That's why I'm proud to be part of the In Good Company movement, organised by [@LinkedIn](#) and [@Company of Good](#). (Many thanks to **[@NAME]** for tagging me, and to [@Feon](#) for kickstarting it all!) It's not about titles or job scopes—it's about finding your cause and making a difference in ways that matter to you.

I'd love to hear from **[Name], [Name], and [Name]** next: why do you invest your time in social impact activities, and what does giving mean to you?

Find out more about this campaign at: <https://www.thecompanyofgood.sg/sg60/linkedin>
[#InGoodCompany](#) [#GivewithSG60](#)

Full colour primary logo



Please download the logos [here](#).

Full colour secondary logo



Only use when the primary logo is not possible (*the primary logo is always the preference*)

Single colour (black)

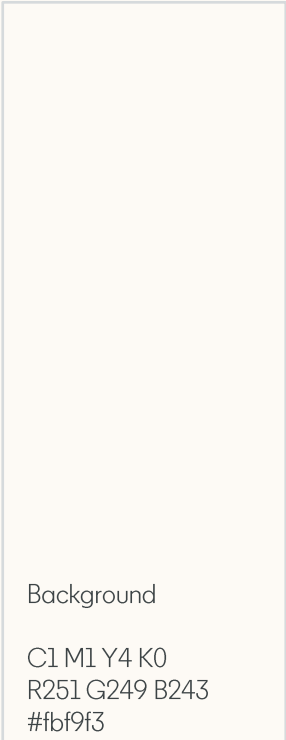


Single colour (Reversed white)

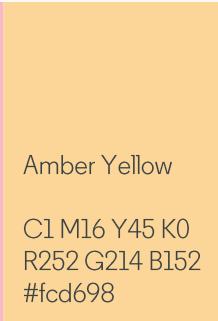
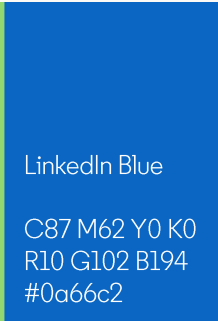


Colours and Fonts

Primary Colours

			
LinkedIn Coral	Light Blue	Soft Blue	Background
C0 M55 Y57 K0 R245 G141 B108 #f58d6c	C37 M15 Y0 K0 R155 G192 B230 #9bc0e6	C22 M7 Y0 K0 R194 G217 B240 #c2d9f0	C1 M1 Y4 K0 R251 G249 B243 #fbf9f3

Secondary Colours

				
People Pink	Amber Yellow	Eco Green	LinkedIn Blue	Warm Gray
C0 M33 Y10 K0 R249 G186 B196 #f9bac4	C1 M16 Y45 K0 R252 G214 B152 #fcd698	C45 M0 Y73 K0 R147 G215 B113 #93d771	C87 M62 Y0 K0 R10 G102 B194 #0a66c2	C8 M7 Y11 K0 R233 G229 B222 #e9e5de

Fonts

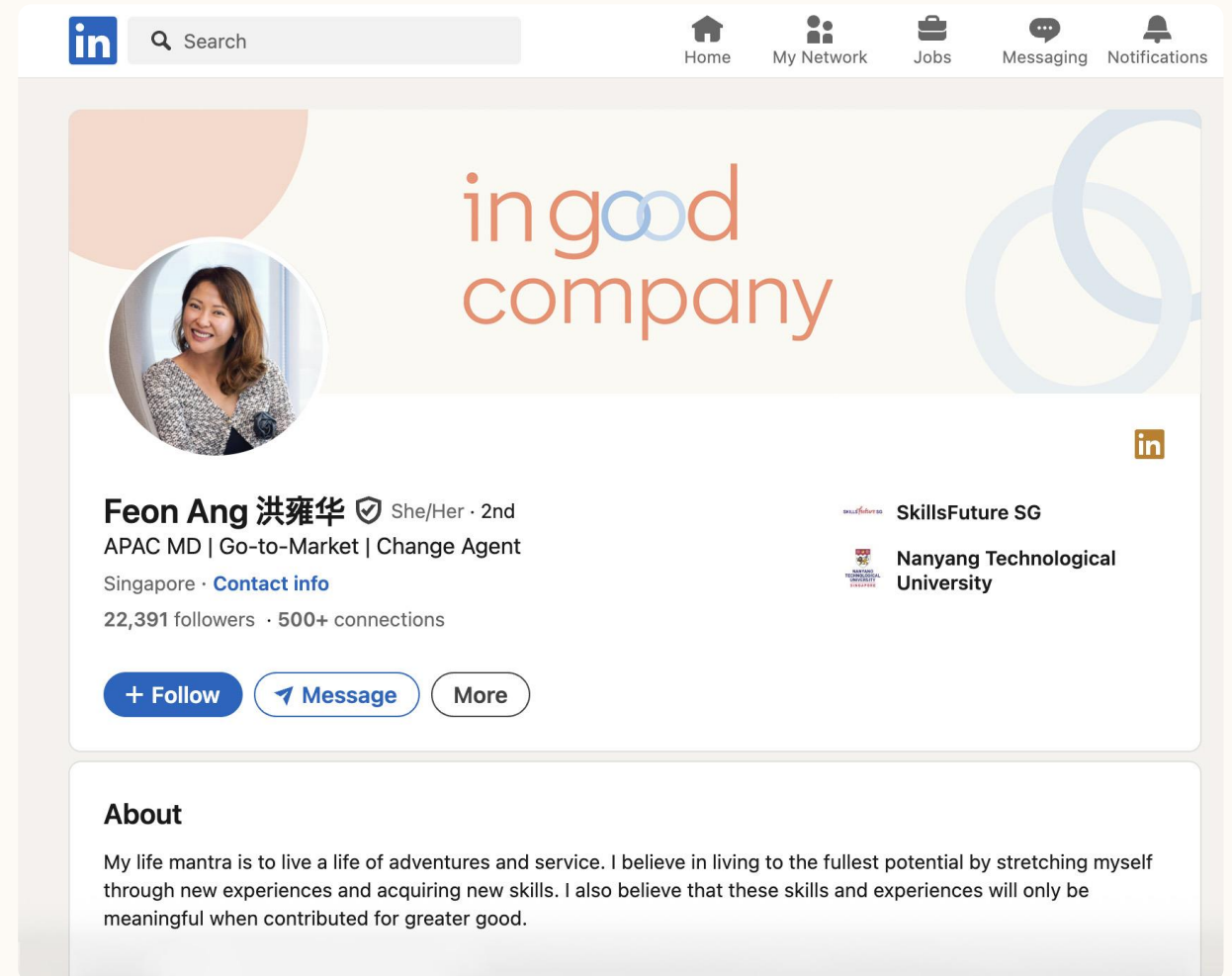
Community Regular
Community Semibold

Please download the font [here](#).

LinkedIn banner

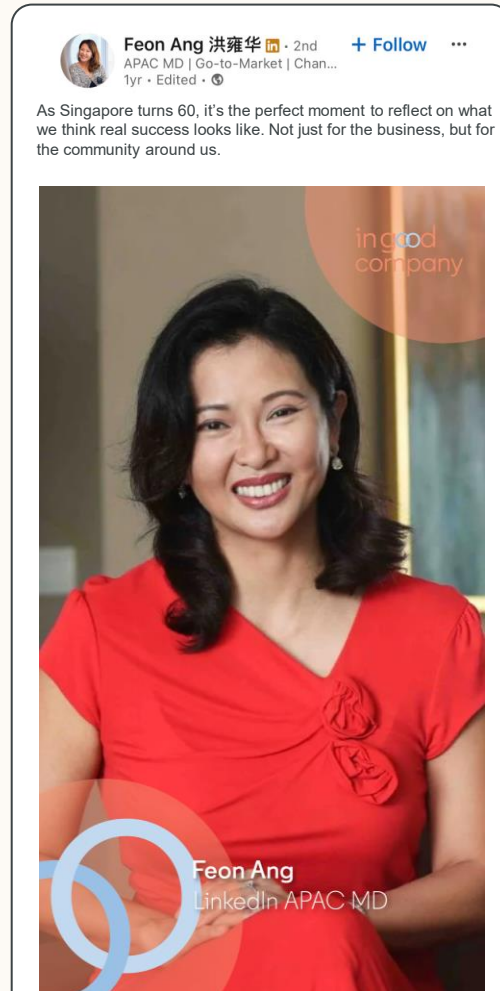


Please access the Banner assets [here](#).



Video Template

(Refer to pages 11-12 for video pro-tips)



How to use:

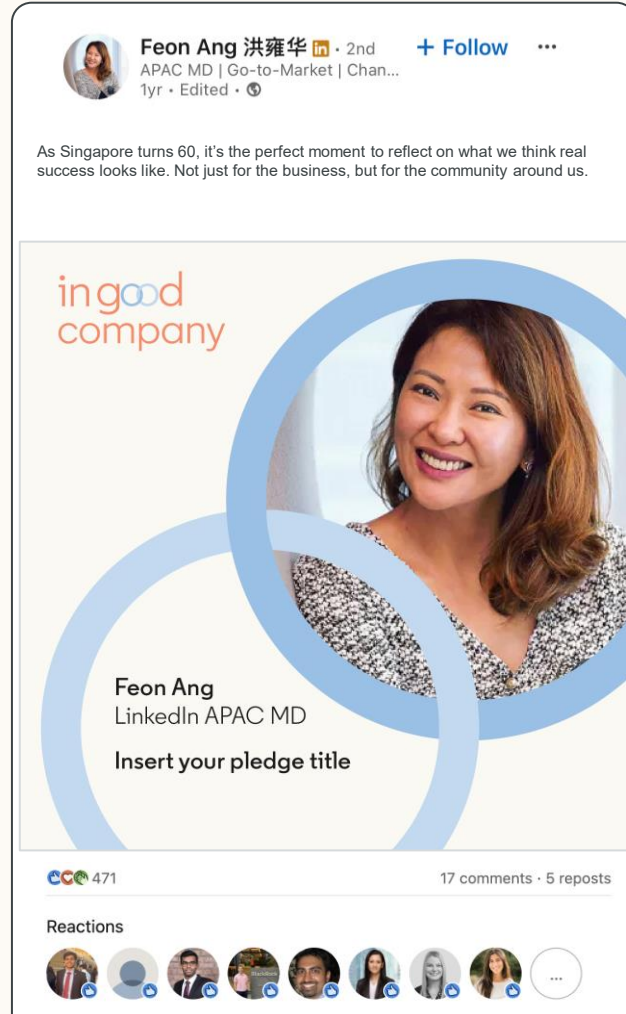
1. Change the name and designation
2. Replace video placeholder with your recorded video (*note that this video overlay template is for Portrait (9:16) mode videos!*)
3. Make sure audio is clear
4. Keep the video between 30 and 90s
5. Once you're happy, download the video from Canva and upload to LinkedIn

Please access the video overlay template on Canva [here](#).

Static Template

How to use:

1. Upload your image, and insert it in the frame
2. Keep your messaging concise
3. Once you're happy, download the pages from Canva and upload to LinkedIn as a carousel post



Please access the static post template on Canva [here](#).



Thank you!

For any questions/queries, please reach out to:

NVPC (contact@companyofgood.sg)
Campaign Team (ingoodcompanySG60@gmail.com)

