# ingcod company

Campaign Toolkit

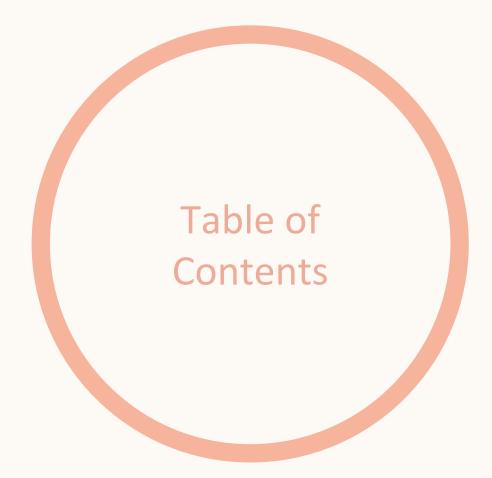


#### **Overview**

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 operate at the intersection of doing good and doing well have a competitive advantage. And when leadership is anchored in purpose, real impact follows.

Our goal is to use the LinkedIn platform to spotlight leaders who are giving back and to inspire more companies 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!





Why should you participate?

How to participate

**Amplification** 

**Best Practices** 

**Assets** 



#### 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!)

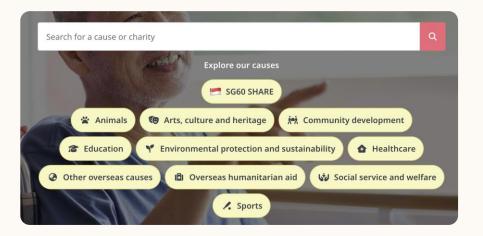






# STEP 1: Choose Your Initiative

Select a cause that reflects your company's values, whether it's expanding a programme already making an impact, or launching something new through the range of opportunities on <u>Giving.sg</u>. New to NVPC's Company of Good or would like to find out how to further your impact? 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. Video works best: CEO posts on the platform are up 52% in two years while video format has grown by 36% year-overyear! Check out some tips on pages 11-12.

- 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 company's giving spirit and who you're supporting (initiatives, commitments, or partnerships that demonstrate your values in action).
   Articulate your vision for how this movement strengthens 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 is 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 <u>@Company of Good</u> and <u>@LinkedIn</u>
- 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.

#### Linked in



#### Use hashtags for discovery

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

#InGoodCompany #SG60
#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





This movement is designed to elevate meaningful stories of corporate 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 autogenerated 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
- 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 <u>Ryan Roslansky</u> or Blackstone's <u>Jon Gray</u>.

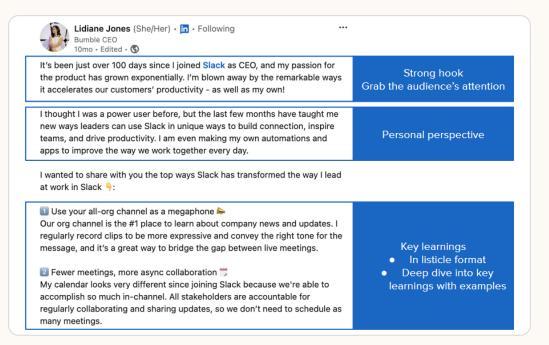


## Best Practices for Static Post Content

Linked in

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



Learn more about posting on LinkedIn:

- <u>Elevating your LinkedIn content</u>
- <u>Standing out with Video on LinkedIn</u>
- Our LinkedIn Guide to Creating





Sample LinkedIn Post

In Good Company Logos

LinkedIn Banner

Social Media (<u>Video Template</u>, <u>Static</u> <u>Post Template</u>)





#### Sample LinkedIn Post (captions)



Today, I'm joining leaders like <u>@Feon</u> 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 <u>@LinkedIn</u> and <u>@Company of Good</u>.

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 challenge **[Name]**, **[Name]**, and **[Name]** to share how your leadership is making Singapore stronger. Because the best companies don't just succeed—they inspire.

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

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#### Full colour primary logo

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Please download the logos here.

Full colour secondary logo

# in good company

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

Single colour (black)

Single colour (Reversed white)

in good company in good company





#### **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 <u>here</u>.

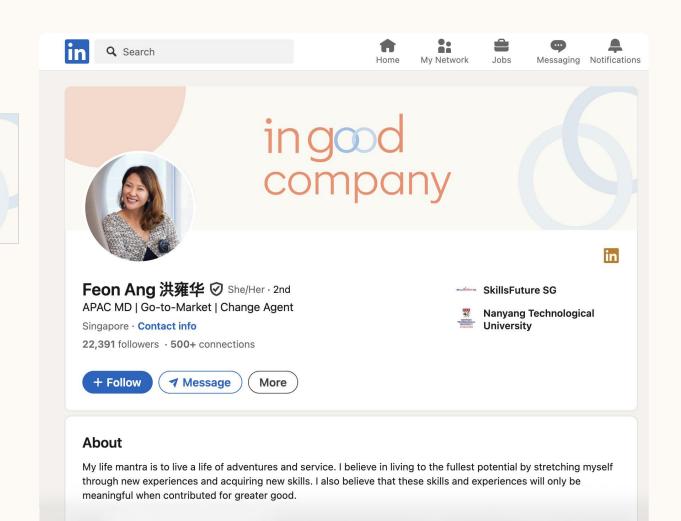




LinkedIn banner

in g<mark>oo</mark>d company

#### Please access the Banner assets here.







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



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.



#### 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.



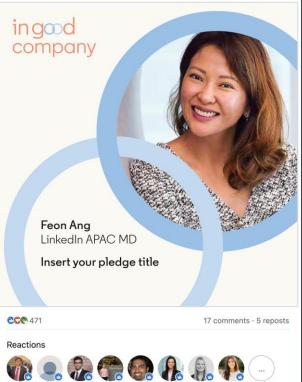


#### Social Media

#### **Static Template**

How to use:

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



Feon Ang 洪雍华 🛅・2nd APAC MD | Go-to-Market | Chan...

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.

1yr • Edited • 🕲

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Please access the static post template on Canva here.





# Thank you!

For any questions/queries, please reach out to:

NVPC (<u>contact@companyofgood.sg</u>) Campaign Team (<u>ingoodcompanySG60@gmail.com</u>)

