

# Page/

**Sharing the Page Brand:  
Digital Engagement 101**

**Summary, Tips & Tricks**

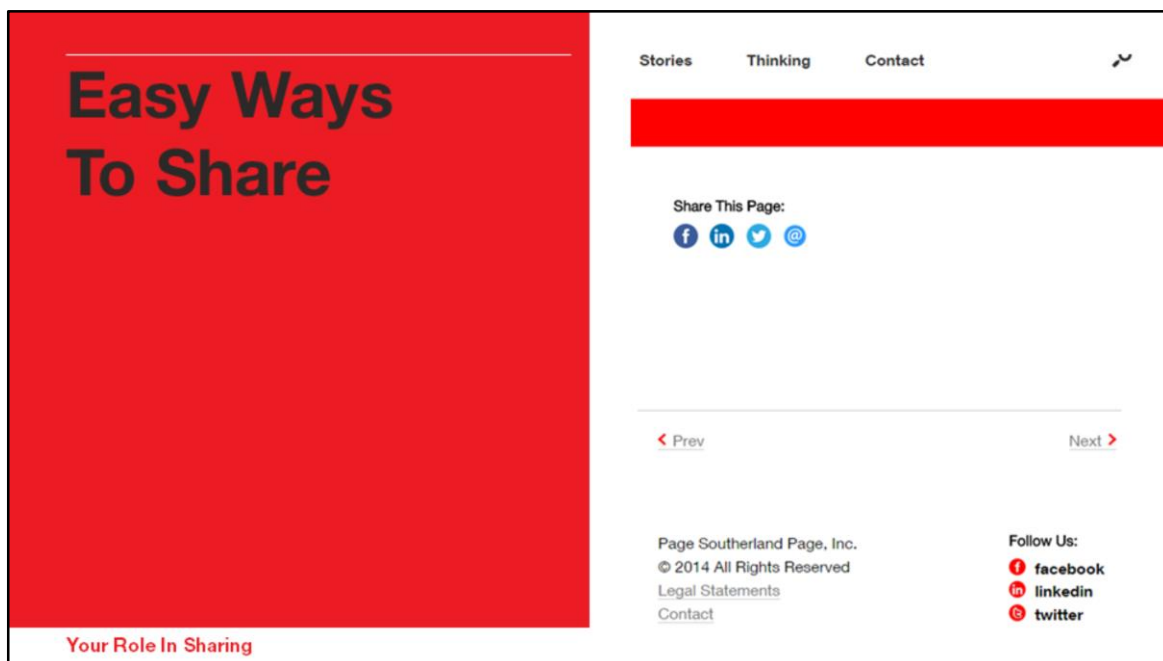


## **Request: Help Share the Page Brand Online**

- 1. Share raw content: news, updates, stories**
- 2. Share [pagethink.com](http://pagethink.com) posts with your networks**
- 3. Post about Page directly to your networks**

## **Cases for Sharing**

- 1. Elevate Our Brand Profile**
- 2. Industry Competitiveness**
- 3. Distinguish Ourselves**
- 4. Help Others Tell Our Stories**
- 5. Employer of Choice**



There is a way for everyone to meet the request for sharing refined Page content with their own networks that makes you feel comfortable. If you prefer a more professionally oriented platform, consider using LinkedIn where you can also promote your professional achievements and credentials. Or, how about sending a 140 character-limited text message on Twitter? Lastly, you can instead use that “Share This Page” button that’s on the bottom of every page on pagethink.com. It pulls up your Outlook so you can just type in your contact names or select a distribution list and the link to that page will be on its way to your network.

We also send out a monthly Page eNewsletter with multiple topics updating you on what’s happening in the firm. There is a “Forward to a Friend” button you can click that will ensure the HTML formatting isn’t compromised as it might be if you just forward the email directly.

# Who Shares What?



Share What You're Doing



## Planning and Urban Design Definitions

Two of our key services include planning and design. You can view several of our projects related to campus planning and design, urban design, transportation-related planning and design, landscape architecture and land planning in the above gallery images. We have also arranged a list of commonly used terms in the architecture industry, along with its definitions.

### Campus Planning and Design

- **Long Range Development Plan:** A comprehensive land-use plan that will guide physical development of the campus to support its teaching, research, and public service mission for 25+ years. Long range plans also provide the basis for short and long term capital planning.
- **Master Plans and Area Plans:** Key to an entire campus, for a precinct or a district of a campus. Like a long range plan, the master plan encompasses academic plans, space needs, and site, circulation, and infrastructure requirements into a coherent but flexible whole.
- **Feasibility Studies and Site Characterization:** Like the counterpart for almost any type of facility project, such as student housing, an academic lab, or a recreation building. Feasibility studies and analysis of outside sites help establish the needs and conditions criteria for a certain project. The client is usually the faculty governance office or the campus.

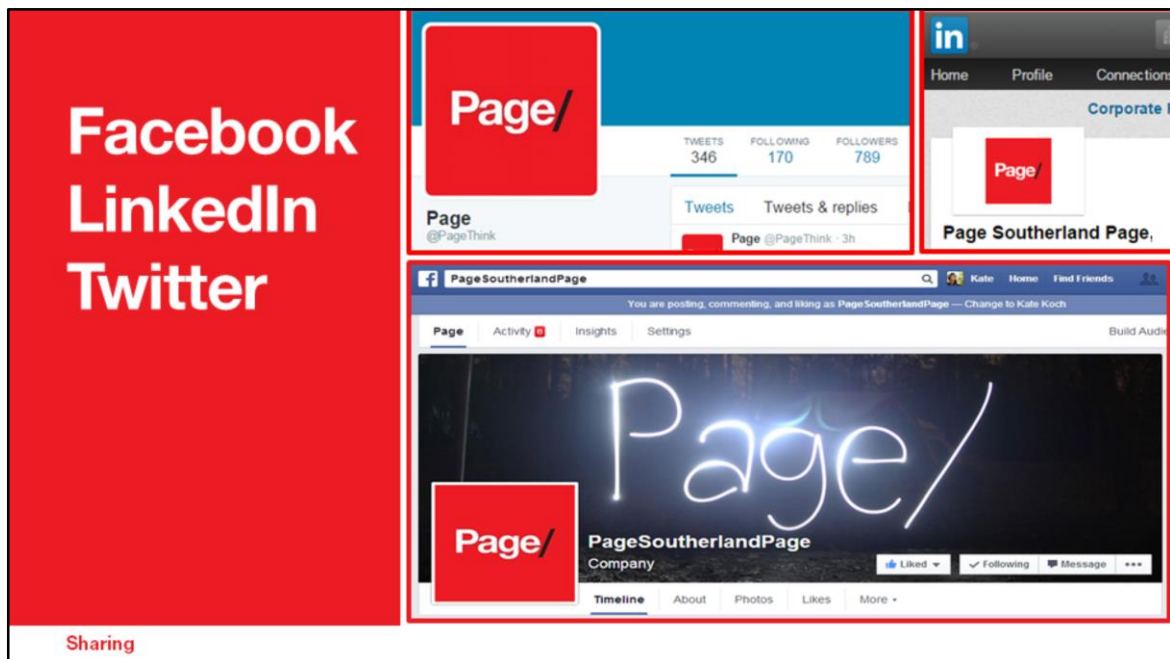


The Brand Team can't share every single submission we receive because we simply don't have the time. It's great there's enough content to keep us doing this full-time but we're also managing strategic initiatives and other activities. So, this is why we're asking your help in sharing the many elements of the Page story from Work to News to Culture. We will continue to refine and post raw content that is considered to be a business driver – content that showcases our work, our expertise and may persuade potential clients, employees and community members to consider us in the future. We also want to show where we are working to make a difference in the industry such as Architecture Advocacy Day at the state capital and welcome those updates as well. If you aren't online but want to share fun activities or community work that is connected to your role at Page, please do reach out to a Brand Champion in your office or to us. By harnessing our collective network connections, our storytelling can take a quantum leap – and our brand profile with it!

## How You Benefit From Sharing



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All of our Page accounts are public. This means anyone can see them, and everything we post on them, regardless of whether you have an account on these platforms. Just click on the icons for our Facebook, LinkedIn or Twitter accounts at the bottom of every page on our website.

If you have an account on one of these three channels already, be sure to follow Page so you automatically get our updates or if you want one, they're free and easy to set up. It's a great way to stay updated about the firm and your colleagues more often than the office meetings.


At the very least, you should be visiting pagethink.com on a regular basis to see what's new. You should be informed about what's going on with your own firm. And, that will give you something to talk about on Saturday night when you have to go to that event with all those people you don't know well!

LinkedIn 101

Basic Use

Tips

Contribute to Page



**Nancy (Acker) Fleshman**

1st

Communications Director at Page

Houston, Texas Area | Architecture & Planning

Previous

American Productivity & Quality Center, CRSS

Education

Southern Methodist University

Send a message


500+ connections

★ Relationship

📁 Contact Info

Connected 1 year ago

Background


 Experience


**Communications Director**

Page

September 1999 – Present (15 years 9 months)

▼ 1 recommendation

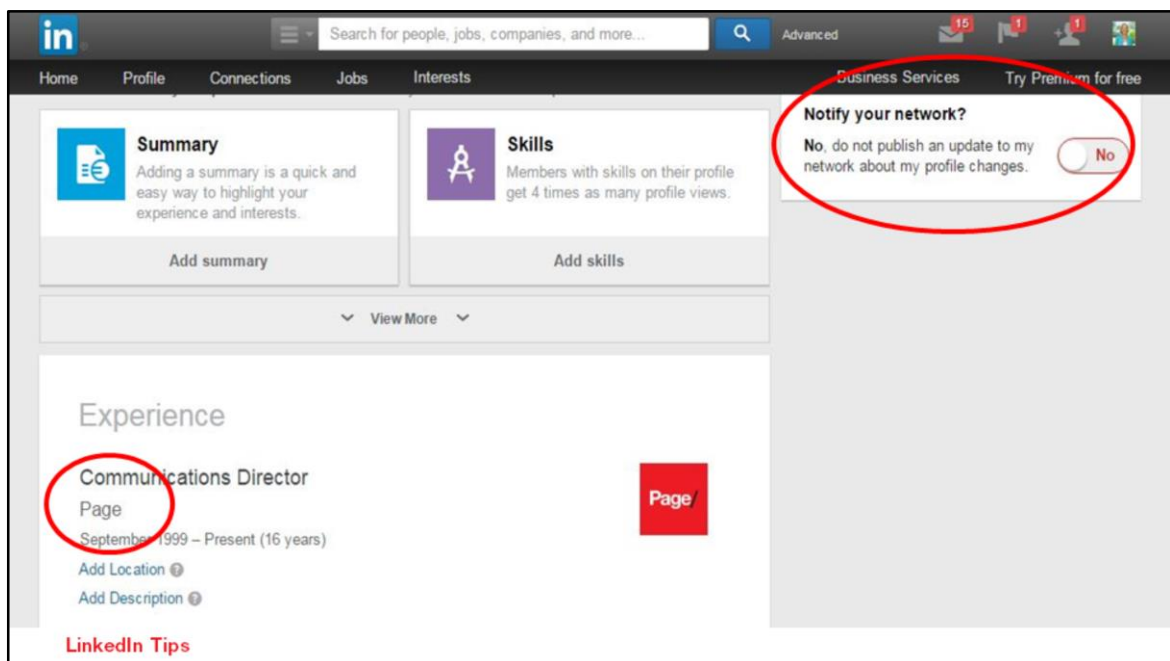
 [Mary Miano](#)



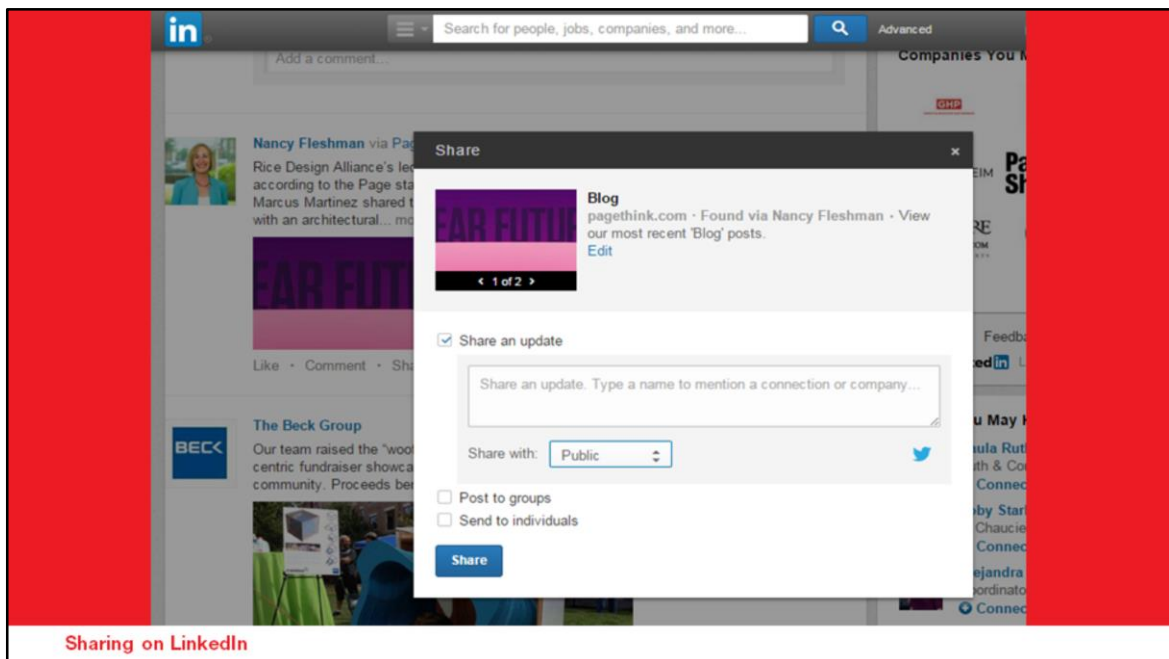
- Make sure your LinkedIn profile shows that you're an employee at Page rather than PSP

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- How to change your employer name to Page: while logged in, hover over the current employer name in your Profile and a pencil icon will appear. Click it and “Edit Display Name” will appear. Simply delete “Southerland Page” and save. Check your work by ensuring the red square logo still appears on your profile.
- Want to turn off your activity broadcast feature while you update your profile? Select “No” in the upper right corner of your profile while you are in Edit mode.

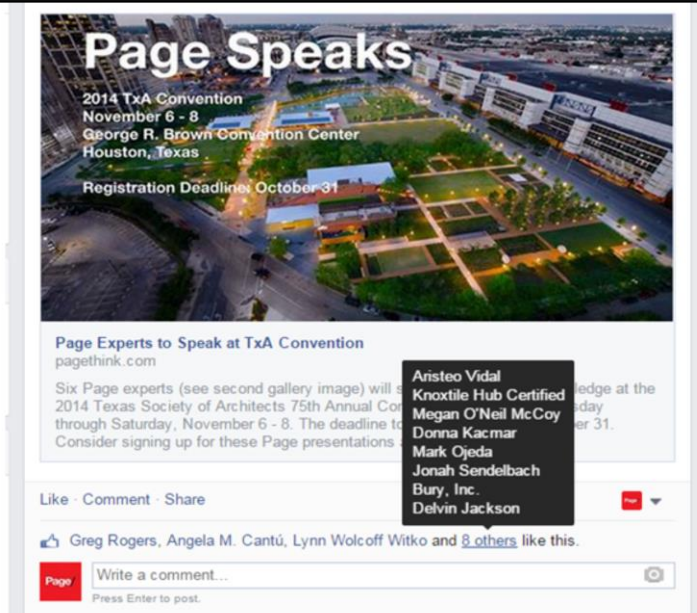


- How to share a LinkedIn status update with your own network: if you see a Page post or another one that you like in your Home feed, simply click either Like, Comment or Share underneath the image.
- Liking a post places it in the home feed of each of your followers. Commenting is used to ask a question about the post, thank the person for sharing or add your own insights. Sharing is the ultimate act of engagement by placing the post in your followers' feed prefaced by your explanatory statement of why you are sharing.

# Facebook 101

## Basic Use

Sharing on Facebook



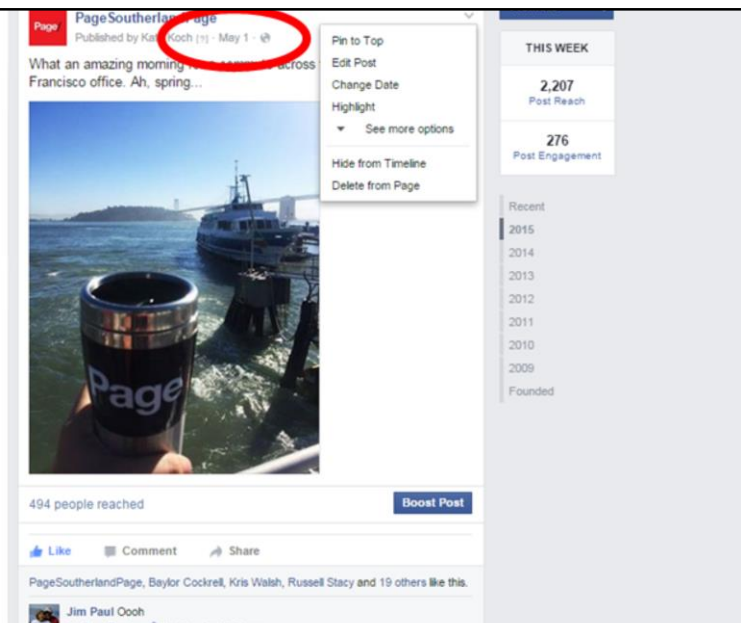
- FYI: When you like a Facebook post, your name is visible to anyone who clicks on the “thumb” icon to see who liked it.
- If you like a post, your network can now see it even if they aren’t following Page.
- If you comment on a Facebook post, your name then becomes visible to anyone who looks at that post.

# Facebook 101

## Tips

## Contribute to Page

Sharing on Facebook

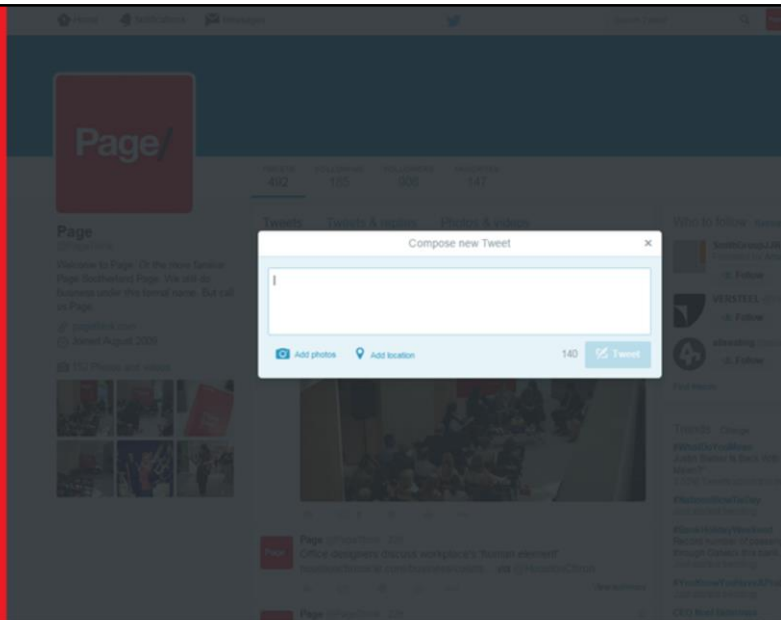


- To email a Page Facebook link whether or not you have an account, simply click on the time stamp next to our logo at the top of the post. A new window will open up with a unique URL to that post that can be shared with anyone.
- To edit or delete a post, simply click the drop down arrow in the upper right hand corner of the post and select either Edit Post (second from the top) or Delete from Page (very bottom).
- Facebook is always retooling to improve user experience so don't be surprised if you see something different on your account. They're great about including little pop-up boxes next to the new item that explain what has changed.
- To ensure the Page Brand Team sees your post, tag us in the description with @PageSouthernlandPage. Otherwise, we cannot see your post.

# Twitter 101

## Basic Use

Sharing



- Twitter has a 140 character count limit including the photo and link. Their counter can be seen to the left of the Tweet button in the lower right corner.
- Favoriting a tweet is nothing more than acknowledging to the poster that you saw it. To share, retweet it by selecting the circular icon (not shown above).
- To ensure the Page Brand Team sees your post, tag us in the description with @PageThink. Otherwise, we cannot see your tweet.

## Hashtags #

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## Handles @

Sharing Online

### Hashtags

- Used on Facebook and Twitter
- Can convey a sentiment #Pagewinsagain
- Can reference an activity or event #AIAcon15
- Searchable
- #PageThink

### Handles

- Used on Facebook and Twitter
- 'Tags' someone or something @UofTX, @LawrenceWSpeck
- Sends notification to tagged account
- Clicking a tag brings up that account
- @PageThink

- To find a hashtag or handle, just search the proper name in the proprietary search feature on Facebook and LinkedIn.
- Our handle on Facebook is @Page Southerland Page. On Twitter, it's @PageThink

# **Brand Champions: Austin**

**Sara Ibarra  
Wendy Dunnam Tita  
Larry Speck**

Here are some Brand Champions in the office who can also help answer questions about how to share.

# **Brand Champions: Dallas**

**Hilary Bales-Morales  
Ricardo Munoz  
Claire Purmort  
Jonah Sendelbach  
Josh Theodore**

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# **Brand Champions: Denver**

**Joe Hickman  
Karen Gilbert  
Jaclyn Wenaas**

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# **Brand Champions: Houston**

**Angela Cantu  
Wendy Heger  
Julie Rusk  
Marissa Yu**

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# **Brand Champions: San Francisco**

**Lisa Versaci**

Here are some Brand Champions in the office who can also help answer questions about how to share.

# **Brand Champions: Washington DC**

**Hunter Cotterman  
Susan Block Moores  
Holly Taubman**

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