



**European Association of
Aerial Surveying Industries**

LINKEDIN GUIDELINES

Purpose



LinkedIn is the only active social media channel of EAASI as of today. It is addressed to a professional community, therefore it is a vital tool to achieve a high awareness of the **strategic role** that **aerial survey data** plays in many different areas of expertise.

This document aims to establish criteria and good practices for the use of EAASI LinkedIn.

EAASI LinkedIn Goals

01

Achieve a high awareness in society of the **strategic role** that **aerial survey data** plays many different areas of expertise

02

Ensure a **consistent channel of informal communications of EAASI news and events** towards aerial mapping stakeholders

03

Contribute to strengthen the **feeling of belonging** of EAASI Members

04

Attract interest of **potential members** and observers, as well as young talents to the aerial mapping industry

Good practices

Maintain the interest of the right target groups

- Follow all EAASI Members and Observers
- Follow key stakeholders of the aerial surveying industry
- Engage with positive conversations with them
- Repost and mention key stakeholders when they share **relevant*** content

Ensure consistent communication

- Publish regular updates about EAASI work (events, presentations, meetings, participation in conferences, etc.)
- Publish regular updates about the aerial surveying industry, including **particular information*** of some EAASI Members

*Please see next slide

What could be the main topics of publications?

Aerial surveying industry highlights: relevant projects, examples of added value of aerial imagery, etc.

EAASI events and meetings

EAASI Board Members participation in events in their capacity

Industry events with relevant attendance of EAASI members

Particular information of an EAASI Member when is relevant (key projects, awards received, conferences organized...)

What kind of content to repost?

Awards and prizes given or received by members/observers

Participation in relevant events when members use hashtag #eaasi

Presentations and events organized by members addressed to the industry

Participation or finalization of relevant projects

Job opportunities

What kind of content EAASI does not repost?

New products,
marketing

Tenders and
bids
participation

Any type of
ads

EAASI

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THANK YOU



EAASI