



LinkedIn Guidelines

Purpose

- To enhance visibility of WAAIME and the WAAIME brand.
- To offer convenient access to WAAIME news and current affairs.
- To raise awareness of WAAIME's Vision and Strategic Goals (attached).
- To establish an easily identifiable presence for potential donors and sponsors.
- To encourage new membership and volunteerism.

Audience

- WAAIME members and prospective members.
- Prospective donors and sponsors.
- Students.
- Past award recipients.
- Members of AIME societies: SME, TMS, SPE, AIST.

WAAIME Authorized LinkedIn Accounts

- [WAAIME USA](#)
- [WAAIME Peru](#)
- [WAAIME Chile](#)

Appearance and Content

- All posts must be presented in a professional and welcoming tone.
- Never post anything negative.
- Text should be easy to understand.
- Uncommon jargon or figures of speech should be avoided as they are not easily understood by individuals who may be reading the post in their second language.
- Use compelling headlines that catch people's attention.
- Photos and other display materials must be appropriate for general audiences and if posted by WAAIME members, authorized for posting by the photographer and/or individuals shown/identified in the materials.
- Obtain permission from each person in a photo before tagging them in a post.
- Update the profile if it is incomplete or outdated.
- Content examples:
 - Highlight member achievements, scholarships, and success stories.
 - Share updates from WAAIME chapters and events.
 - Post educational content relevant to mining, metallurgy, and related fields.



- Celebrate international observances relevant to WAAIME's mission (e.g., International Women in Mining Day).
- Assure that all posts are aligned with the WAAIME Vision and Strategic Goals.

Frequency and Timing of Posts

- Aim for consistent posting (e.g., weekly, bi-weekly, monthly, bi-monthly) to maintain engagement.
- Consider optimal posting times based on audience (e.g., mornings or early afternoons on weekdays).
- Do not be inactive on LinkedIn.

Hashtags and Tagging

- Use relevant hashtags to increase visibility (e.g., #WAAIME, #MiningEducation, #STEMCareers).
- Tag relevant organizations, partners, and individuals when appropriate to encourage engagement, e.g.:
 - @Society for Mining, Metallurgy & Exploration, Inc. (SME)
 - @Society of Petroleum Engineers International
 - @AIST – Association for Iron & Steel Technology
 - @TMS – The Minerals, Metals & Materials Society
 - @Women in Mining USA

Engagement and Moderation

- Encourage interaction by asking questions or prompting discussion.
- Monitor comments for appropriateness and respond to questions or feedback in a timely manner.
- Avoid engaging in political, religious, or controversial topics.
- As a 501(c)3 nonprofit organization, SME cannot lobby or influence specific legislation. It is an educational nonprofit that educates on broad subjects.

Approval Process

- All LinkedIn USA content should be coordinated through the WAAIME Communications Committee Chair
- All LinkedIn Peru content should be coordinated through the WAAIME Lima Section Chair
- All LinkedIn Chile content should be coordinated through the WAAIME Santiago Section Chair
- Emergency or time-sensitive posts may follow an expedited approval process.



Metrics and Evaluation

- Track engagement metrics (likes, shares, comments, reach) to evaluate post effectiveness.
- Adjust content strategy based on performance insights.



THE WAAIME DIVISION OF SME

OUR VISION

Investing in students of all ages to help solve the workforce challenges of the extractive industries

OUR STRATEGIC GOALS

Elevate awareness by introducing students to extractive industry careers

Provide essential services by offering scholarships and other valuable programs that attract new students into the industry

Grow relationships by partnering with industry, universities, and others while avoiding duplicating efforts in meeting the industry's workforce demands

Operate sustainably by having adequate resources to support our efforts