Let’s get social! We want to honor your excitement for sharing fun and engaging updates, events, and activities as they relate to your role with IPFS. At the same time, we remain committed to empowering associates and maintaining a consistent brand voice in our interactions with the outside world. How do we balance the fun with the business? *We’re here to help*.

With almost 600 associates across North America, IPFS is proud to bring varying backgrounds, talents, skills, and abilities to the table. The uniqueness of our team members makes us better and it’s important to respect and honor that in how we interact with the outside world. Prioritizing “I” statements over “we” statements is a great way to maintain your personal identity while showcasing your relationship with IPFS.

**Best Practices for Maintaining Your Personal Brand Identity:**

* Your “I” statements are personal. They reflect your thoughts, your talents, and your role in our community. They are the ideal way to share content on your personal branded LinkedIn or other social media channels.
* “We” statements are intended for content stemming from IPFS as its own identity. While “I” and “we” co-exist in the same space, the difference rests in the responsibility content and branding associated with that content.

**Who Posts Where:**

* Anything that’s personal (speaking engagements, tradeshow involvement, personal achievements, thoughts) and could fall under an “I” statement should be directly posted to your personal LinkedIn or other social media page.
* Anything that needs to come from the company (branding, company updates, advertising) and could fall under a “we” statement should be first posted on the IPFS LinkedIn or other social media pages. Your IPFS marketing team works alongside legal and compliance as well as other stakeholders to ensure that digital content is in alignment with company values, directives, and tone.

**Tagging and Sharing:**

* Anytime you share a post involving IPFS activities on LinkedIn or other social media pages, please be sure to tag **@Imperial PFS** and any relevant associates.
* Hashtags are a great way to follow content that falls within specific categories. As you create and share posts, be sure to use the standard IPFS hashtags that will help promote visibility and drive engagement. **#IPFS #ImperialPFS #PremiumFinance**

**How Do I Handle Negative Posts, Reviews, or Comments?**

While we never anticipate negative interactions, feedback, or trolling, we are not immune to their presence in our growing digital world. The IPFS marketing team has outlined a [standard protocol](https://imperialpfs-my.sharepoint.com/:w:/g/personal/ho4879_ipfs_com/EbT5h4W52nhNp5VQ-cmMoHYB0lIG-kUVBQhzcqszW-xJsQ?e=8xh8xK) for monitoring, acknowledging, and addressing potentially disruptive content on the internet.

Please know that we are here to support you. Should you come across one, please email [marketing@ipfs.com](mailto:marketing@ipfs.com) with a screenshot and pertinent details.