

Social media user guide

Want to make a post but you're not quite sure how?

Then you've come to the right place! Here's a quick guide to posting content on your favorite social media sites.

Also, don't forget to check out our social media ambassador guidelines and our social media training video.

Content tips

1. You can freely like, comment on, and share content posted on the dsm-firmenich corporate channels with your own network.
2. Please do not publish any confidential information, such as financial figures, company strategy, organizational structure, production volumes, formulas, unpublished customer names or wins, intellectual property, pricing, legal information, or other proprietary materials or services on your channels. (If in doubt, please contact a member of the communications team to check.)
3. Protect intellectual property and individual privacy by asking for approval to tag your colleagues in pictures.
4. Always be kind and keep your cool with your content and comments.
5. Remember to use our two official hashtags, [#webringprogresstolife](#) and [#joinforcesforgood](#), on your posts to bring your content to a wider audience and increase your own social media presence.



LinkedIn

Desktop

1. Log into your LinkedIn account.
2. Click on the "Start a post" box at the top of the page.
3. Select the type of content you would like to share (article, photo, video, etc.).
4. Add a caption and our official hashtags, [#webringprogresstolife](#) and [#joinforcesforgood](#).
5. Click «Post» to publish your content. And you're done!

Mobile

1. Open the LinkedIn app and go to your profile.
2. Tap the blue «+» button at the bottom of the screen.
3. Select the type of content you'd like to share.
4. Add a caption and our official hashtags, [#webringprogresstolife](#) and [#joinforcesforgood](#).
5. Click «Post» to publish your content. And you're done!

Instagram

Desktop

1. Log into your Instagram account and go to your profile.
2. Tap the «+» icon at the bottom of the screen.
3. Select the type of content you'd like to share (photo, video, carousel post, etc.).
4. Choose the file you want to upload.
5. Edit your photo or video (if desired).
6. Add a caption and our official hashtags, [#webringprogresstolife](#) and [#joinforcesforgood](#).
7. Tap «Share» to publish your content. Done!

Mobile

1. Go to Instagram.com and log into your account.
2. Click on the «+» icon in the top right corner.
3. Select the type of content you'd like to share.
4. Choose the file you want to upload.
5. Edit your photo or video (if desired).
6. Add a caption and our official hashtags, [#webringprogresstolife](#) and [#joinforcesforgood](#).
7. Click «Share» to publish your content. Done!
8. Click «Post» to publish your content. And you're done!