

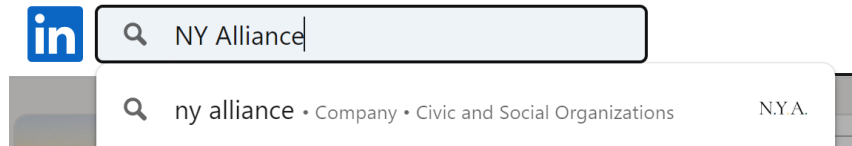
NY Alliance

How to Follow the Alliance on LinkedIn:

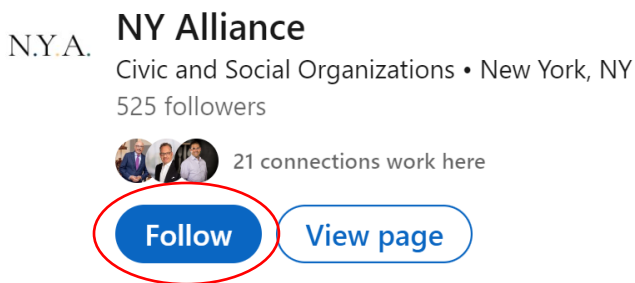
Please use the following steps to follow the Alliance on your LinkedIn Profile:

Step 1: Log into your [LinkedIn Account](#)

Step 2: Once logged in, use the search bar, search: NY Alliance:



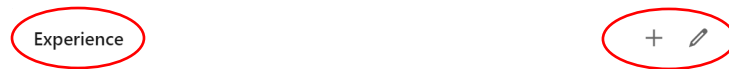
Step 3: Select the FOLLOW button here:



Once you have followed the NY Alliance, updates and posts will be shown on your home feed.

How to add the Alliance on your profile:

On your home profile, scroll down to the Experience section and select the PLUS Sign and select ADD EXPERIENCE:



Update the following pop-up window with your information:

- Under Member, select MEMBER or if you hold a seat on the board, enter your board title.
- Under Company name, search and select NY Alliance
- Enter the date you became a member

Add experience ×

Notify network
Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. [Learn more about sharing profile changes.](#) On ☒

* Indicates required

Title*

What type of Member are you?
A more specific title helps people better understand what you do. ×

Employment type
 ▼
[Learn more about employment types.](#)

Company name

Location

☒ I am currently working in this role

Start date*
 ▼ ▼

End date*
 ▼ ▼

[Save](#)

- Please use the following description under the description section:

The NY Alliance is a C level business advisory/networking group composed of best-in-class, industry leading companies covering more than 40 industries. For almost 40 years, Alliance members have shared business intelligence, created new revenue opportunities and connections for each other, and strategized together to help our businesses and our clients succeed regardless of the economic or political climate.

NY Alliance

How to Reshare an Alliance post on your profile:

Step 1: View past posts by selecting the POST tab on the NY Alliance Page:

The screenshot shows the NY Alliance Facebook page. The page header includes the name 'NY Alliance', the description 'The Premier Collective of Executives in the Capital of Commerce', and location 'Civic and Social Organizations · New York, NY · 526 followers'. Below this is a section for 'Howard L. & 20 other connections work here · 42 employees' with buttons for 'Following', 'Sign up', and 'More'. The navigation bar at the top has tabs for 'Home', 'About', 'Posts' (which is circled in red), 'Jobs', 'People', and 'Videos'. Below the navigation bar are filters for 'All', 'Images', 'Videos', 'Articles', 'Documents', and 'Ads'. The main content area shows a post from 'N.Y.A. NY Alliance' with 526 followers, dated '1mo'. The post text reads: 'The NY Alliance is pleased to announce the Board of Directors and Officers for the 2022-2023 season.' Below the text is a photo of the board members with the caption 'The NY Alliance Board of Directors June 2022 to May 2023'. The board members are: Marc Shapses (President), Evan Friedman (Vice President), Craig Rothman (Treasurer), and Frank Fortino (Ombudsman). At the bottom of the post, there are icons for 'Celebrate', 'Comment', 'Share' (circled in red), and 'Send'.

Step 2: At the bottom of any post, you will see the following options:


This close-up shows the bottom of a Facebook post with four interaction options: 'Celebrate' (with a clapping hands icon), 'Comment' (with a speech bubble icon), 'Share' (with a right-pointing arrow icon, circled in red), and 'Send' (with a paper plane icon).

NY Alliance

Please always like and comment on our posts when you see them to increase engagement and reach.


Step 3: To reshare on your personal profile, select SHARE to generate the following view and to post:

Share ×







Alaura Berry ▼ Anyone ▼








Start writing or use @ to mention people, companies or schools


N.Y.A. **NY Alliance**
526 followers
1mo • 

The **NY Alliance** is pleased to announce the Board of Directors and Officers for the 2022-2023 season.
[...see more](#)

The NY Alliance Board of Directors
June 2022 to May 2023






 Anyone

Post

Step 4: Prior to posting, add a caption and tag the Alliance and any relevant members! To tag The Alliance, start with the @ symbol and begin to type @NY Alliance. Our profile will appear as an option, select our name and it will link to our profile so your network can visit the Alliance Profile.


Create a post ×




Alaura Berry ▼ Anyone ▼

@ny a

N.Y.A. **NY Alliance**
Company • Civic and Social Organizations

 **NY VFXWALA** (a division of Ajay Devgn Films)
Company • Movies and Sound Recording

 **NY Tech Alliance**
Company • Internet Publishing

Add a caption to comment on the post then select SHARE! This will then share to your newsfeed and reach your network on LinkedIn!

NY Alliance

Example general captions to share about your membership:

TEMPLATE 1:

I am a proud member of the @NY Alliance – A C-level business advisory/networking group composed of best-in-class, industry leading companies covering more than 40 industries. If you are interested in getting in touch with any of our members, please let me know and I would be happy to make an introduction: <https://www.nyalliance.com/membership/industries>

TEMPLATE 2:

The @NY Alliance is here to be a resource for you and your business! With business leaders from over 40 industries, we're bound to have someone who can help you with what you need. If you would like to join one of our next meetings to see what goes on "in the room" please let me know!

TEMPLATE 3:

Did you know I am a proud member of the @NY Alliance? The NY Alliance is a C level business advisory/networking group composed of best-in-class, industry leading companies covering more than 40 industries. For almost 40 years, Alliance members have shared business intelligence, created new revenue opportunities and connections for each other, and strategized together to help our businesses and our clients succeed regardless of the economic or political climate.

If you are interested in getting in touch with any of our members, please let me know and I would be happy to make an introduction: <https://www.nyalliance.com/membership/industries>

NY Alliance

Example captions for new members:

TEMPLATE 1:

I am thrilled to announce that I have joined the @NY Alliance! The NY Alliance is a C level business advisory/networking group composed of best-in-class, industry leading companies covering more than 40 industries. For almost 40 years, Alliance members have shared business intelligence, created new revenue opportunities and connections for each other, and strategized together to help our businesses and our clients succeed regardless of the economic or political climate.

If you are interested in joining me to attend an upcoming Alliance meeting, please let me know!

TEMPLATE 2:

I am thrilled to announce that I have joined the @NY Alliance! The NY Alliance is a C level business advisory/networking group composed of best-in-class, industry leading companies covering more than 40 industries. For almost 40 years, Alliance members have shared business intelligence, created new revenue opportunities and connections for each other, and strategized together to help our businesses and our clients succeed regardless of the economic or political climate.

If you are interested in getting in touch with any of our members, please let me know and I would be happy to make an introduction: <https://www.nyalliance.com/membership/industries>