



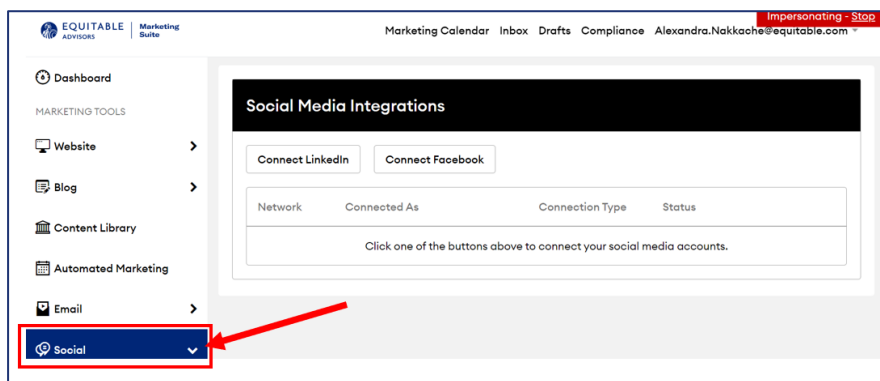
QRC – Connecting Your Social Media Accounts: LinkedIn

Equitable Advisors Financial Professionals & authorized branch personnel who wish to use social media for business purposes must enroll in Equitable Advisors Marketing Suite (FMG) & Proofpoint Patrol. This ensures Equitable Advisors to comply with company policy and meet existing regulatory obligations. Proofpoint Patrol is the platform for social media supervision.

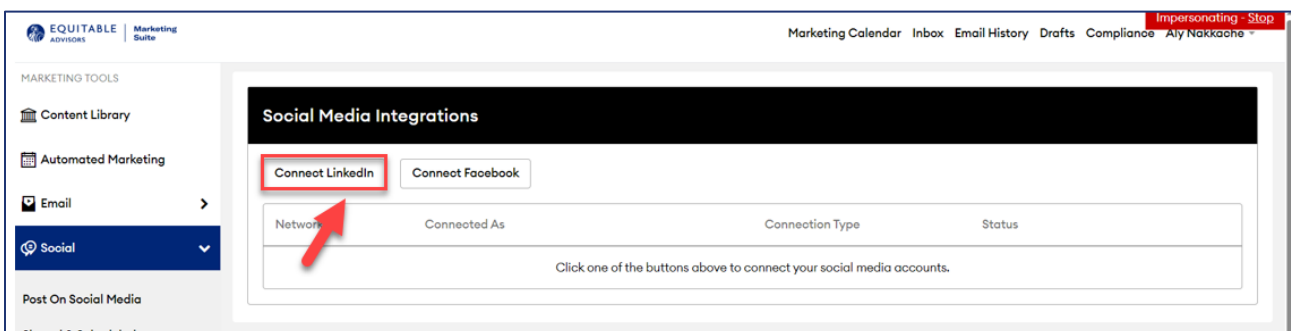
Financial professionals (FPs) will be able to connect their LinkedIn profiles and LinkedIn Company Pages to Equitable Advisors Marketing Suite & Proofpoint Patrol.

Please use the job aide below to connect your LinkedIn profile and/or LinkedIn Company Page. Please make certain you have your LinkedIn username/email address and password. Please also make certain your Equitable UserID & Password Portal is current.

- 1.) Login to the **Equitable Company Portal** and launch **Equitable Advisors Marketing Suite**
- 2.) Navigate to the **Social** Tab on the Left Toolbar



- 3.) Select **Connect LinkedIn**





4.) Please enter your LinkedIn social media profile username/email address and password and select **Sign In**.

The image shows the LinkedIn 'Welcome Back' sign-in screen. It features the LinkedIn logo at the top, followed by the text 'Welcome Back' and a sub-header 'Don't miss your next opportunity. Sign in to stay updated on your professional world.' Below this are two input fields: 'Email or Phone' and 'Password'. A red arrow points to the 'Email or Phone' field, and another red arrow points to the 'Password' field. To the right of the 'Password' field is a 'Show' link. Below the input fields are two buttons: 'Cancel' and 'Sign in'. A red arrow points to the 'Sign in' button. At the bottom, there are two links: 'Forgot password?' and 'New to LinkedIn? Join now'.

5.) If you are a new Marketing Suite social media user, this screen will display. Please select **Allow**

The image shows a LinkedIn permission screen for 'FMG Social'. At the top, there is a profile picture of a woman and the 'fmg' logo. Below this, the text 'FMG Social would like to:' is followed by a list of permissions: 'Create, modify, and delete posts, comments, and reactions on your organization's behalf', 'Use your basic profile including your name, photo, headline, and public profile URL', 'Use your name and photo', 'Retrieve your organization's posts, comments, reactions, and other engagement data', 'Manage your organization's pages and retrieve reporting data', and 'Create, modify, and delete posts, comments, and reactions on your behalf'. Below the list, there is a note: 'You can stop this sync with this third party in your LinkedIn settings. FMG Social terms apply. [Learn more.](#)'. At the bottom, there are two buttons: 'Cancel' and 'Allow'. A red arrow points to the 'Allow' button.

5.) Please select your LinkedIn profile and/or your LinkedIn Company Page and select **Add Profiles**

The image shows a LinkedIn screen titled 'Which LinkedIn pages would you like to post to?'. Below the title, it says 'Choose the LinkedIn personal and/or company page(s) that you'd like to integrate.' There are two sections: 'Company Pages' and 'Personal Pages'. Under 'Company Pages', there is a checkbox that is checked and a profile picture of a woman, with the name 'AVINAVN' next to it. Under 'Personal Pages', there is a checkbox that is checked and a profile picture of a woman, with the name 'Alexandra Nakkache LaSpisa, M.B.A.' next to it. At the bottom, there is a text 'Connected profiles: 3/2' and two buttons: 'Cancel' and 'Add Profiles'. A red arrow points to the 'Add Profiles' button.



6.) Your LinkedIn profile is now connected to Marketing Suite. You will now need to select **Register** to connect to Proofpoint Patrol.

Social Media Integrations

Connect LinkedIn Connect Facebook

Network	Connected As	Connection Type	Status
	Alexandra Nakkache LaSpisa, M.B.A.	Profile	Unregistered Register

7.) Please select **Install Proofpoint**

Social Media Integrations

Connect LinkedIn Connect Facebook

Network	Connected As	Connection Type	Status
	Alexandra Nakkache LaSpisa, M.B.A.	Profile	Unregistered Register

Register In Proofpoint Your LinkedIn Integration

Your social media account is not connected to Proofpoint Social Patrol. You cannot share content to this account until it is connected to Proofpoint and the profile is approved.

Select Install Proofpoint below to proceed.

Install Proofpoint

8.) Please select **Continue**

proofpoint. Digital Risk & Compliance

Alexandra Nakkache [SIGN OUT](#)

EQUITABLE

Hi there,

Thanks for being a part of our social media employee advocacy program. The program is designed to foster a culture of social sharing among our employees, while doing so in a compliant manner.

Now that you've given us your formal user agreement form, we will need you to connect and authenticate your account into the Proofpoint Patrol system, which will track, monitor and store our content.

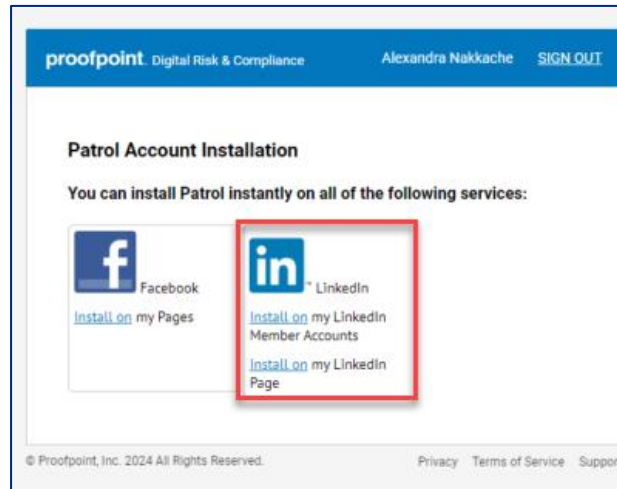
Please use your Equitable email address to connect with Patrol. You will then need to authenticate your LinkedIn profile using your regular LinkedIn login details. Simply follow the prompts to complete this process.

Thank you.

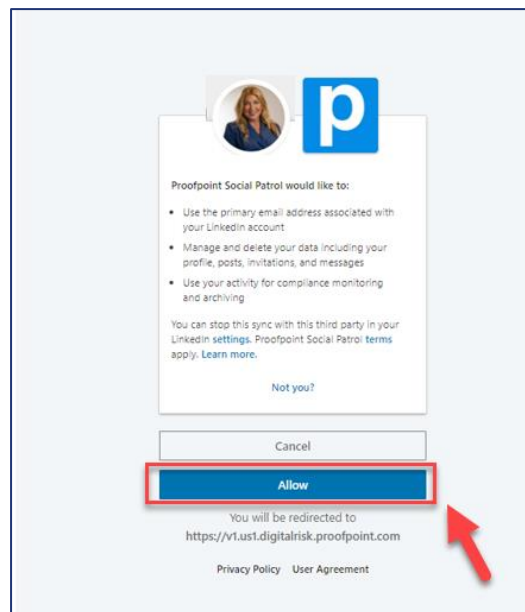
Continue



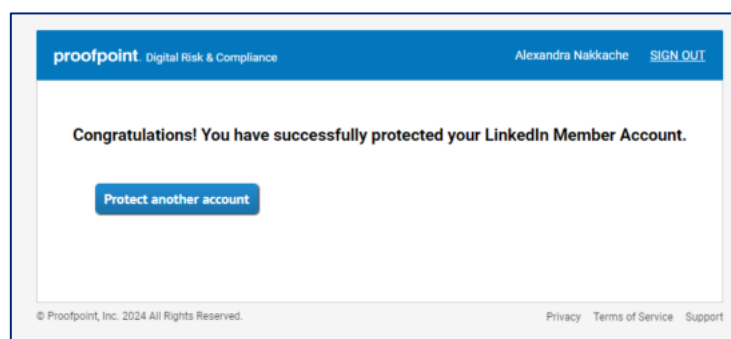
9.) Please select first hyperlink **Install on my LinkedIn Member Accounts** for LinkedIn profiles.
Only select second hyperlink Install on my LinkedIn Page for LinkedIn Company Pages.



10.) Please select **Allow**

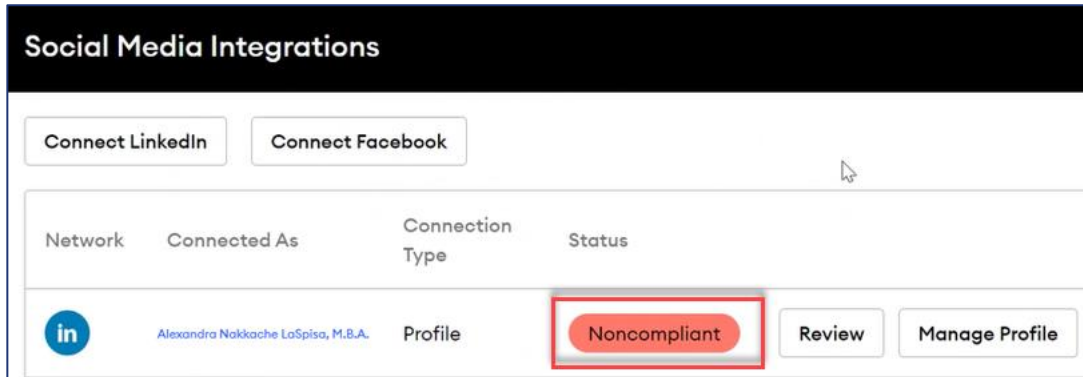


11.) You are now have connected your LinkedIn profile to Proofpoint Patrol
NOTE: This window must be closed from the browser by clicking the X as there is no button within the window for doing this.

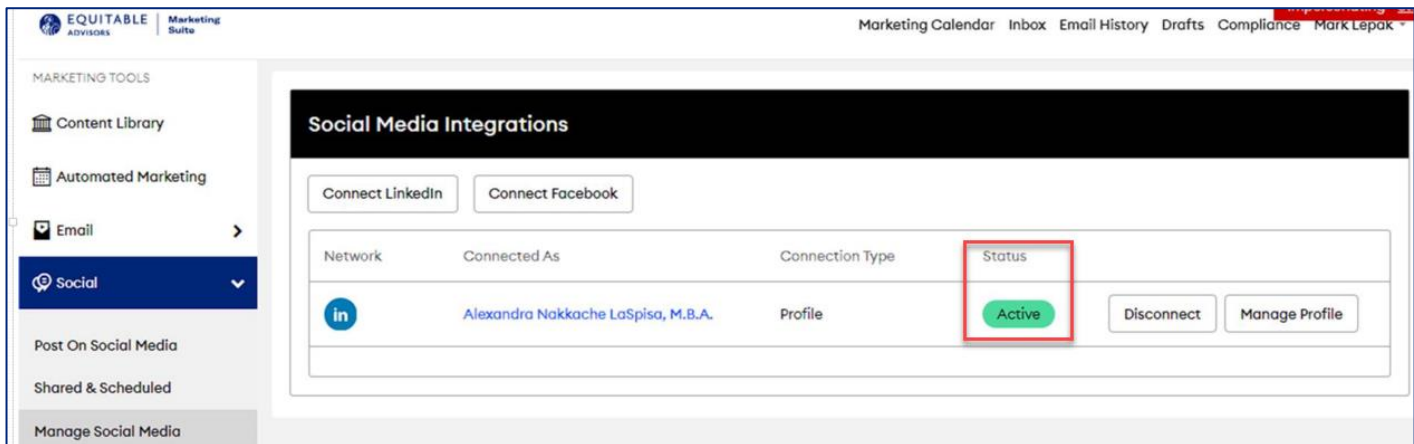




12.) Your LinkedIn profile status will first display as **Noncompliant**



13.) Your Regional Compliance Team will review your LinkedIn profile. Once the review is complete the status in Marketing Suite will be updated to **Active**. You will now be able to share posts to your LinkedIn networks.



If you wish to make profile updates to your LinkedIn profile, please follow the steps outlined in the Updating Social Media Profiles & LinkedIn Profile Fields QRC.

READY TO LEARN MORE?

Visit our program microsite: www.equitable.fmgsuite.com

Contact FMG Support: Equitable@fmgsuite.com or (858) 500-5479

Contact MarTech Project Team: AdvisorMartech@Equitable.com