

# Tracking Process

Are you including a link to a company website, blog or article in your LinkedIn post? Follow this process 📌

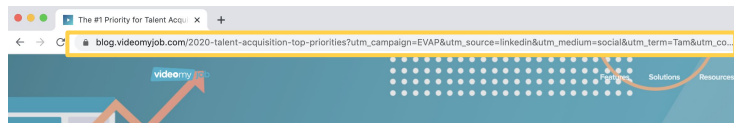
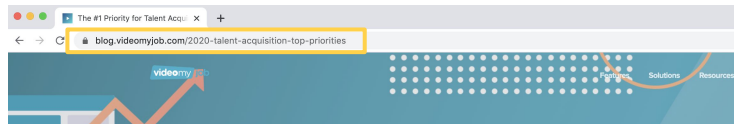
**Step 1:** Copy your personal UTM tag below

Name	UTM
Person1	?utm_campaign= <b>VideoAdvocacy</b> &utm_source=linkedin&utm_medium=social&utm_term= <b>Person1</b> &utm_content=video
Person2	?utm_campaign= <b>VideoAdvocacy</b> &utm_source=linkedin&utm_medium=social&utm_term= <b>Person2</b> &utm_content=video
Person3	?utm_campaign= <b>VideoAdvocacy</b> &utm_source=linkedin&utm_medium=social&utm_term= <b>Person3</b> &utm_content=video

Update campaign name to match custom program

Update with employee name

**Step 2:** Open up the company web page or blog and paste your UTM at the end of the original URL



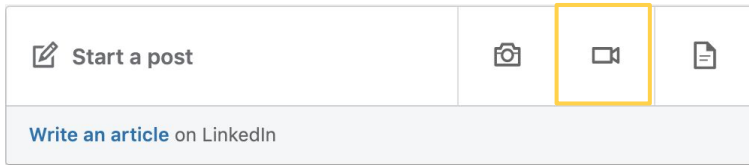
**Step 3:** Copy the tagged URL and use it in your LinkedIn post. The full URL should look something like this:

[https://blog.videomyjob.com/2020-talent-acquisition-top-priorities?utm\\_campaign=VideoAdvocacy&utm\\_source=linkedin&utm\\_medium=social&utm\\_term=Person1&utm\\_content=video](https://blog.videomyjob.com/2020-talent-acquisition-top-priorities?utm_campaign=VideoAdvocacy&utm_source=linkedin&utm_medium=social&utm_term=Person1&utm_content=video)

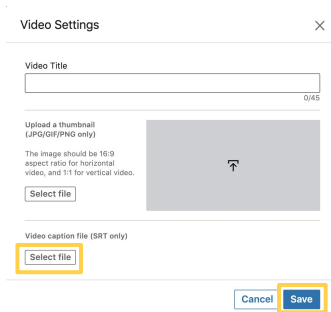
# Social Sharing

Are you ready to share your edited video on LinkedIn? Follow this process

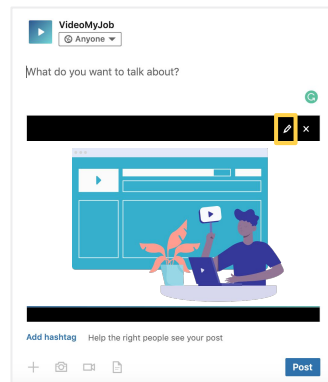
**Step 1:** here is [evidence](#) to suggest posting a video natively on LinkedIn will receive higher reach. Download your video file from the VideoMyJob dashboard and start a post with the video icon



**Step 3:** Create your subtitles caption file in the VideoMyJob web dashboard and upload in the video settings.



**Step 2:** Once your video loads click the pencil icon.



**Step 4:** Paste your post copy and tracked link, click *Post*.