



Expand Your Reach

The Valmont® brand stands for our values, products, services and you. It symbolizes our promise to the world. Our brand is how we rise above the noise, using simplicity and clarity to reach others. Whether it's customers, prospects, channel partners, other employees, investors or each other, the Valmont brand connects us in a meaningful way. By using this guidebook to lead your LinkedIn presence, you will help Valmont build visibility and personal connection to the brand. In the social media era, people are more curious about the employees behind brands and companies. LinkedIn allows employees at Valmont to have personal and direct channels of communication to the world and opportunities to expand their reach with relatively low time commitment.

We would like to encourage employees to consider the consequences of your words before posting online. When Valmont is connected to an Employee's social media (i.e. listed as an employer), the employee needs to follow our code of business conduct and confidential policies. In an effort to avoid problems and misunderstandings, Valmont has established a few recommendations to provide helpful and practical advice for social media use.

Using the LinkedIn Guidebook

This guidebook includes the following sections:

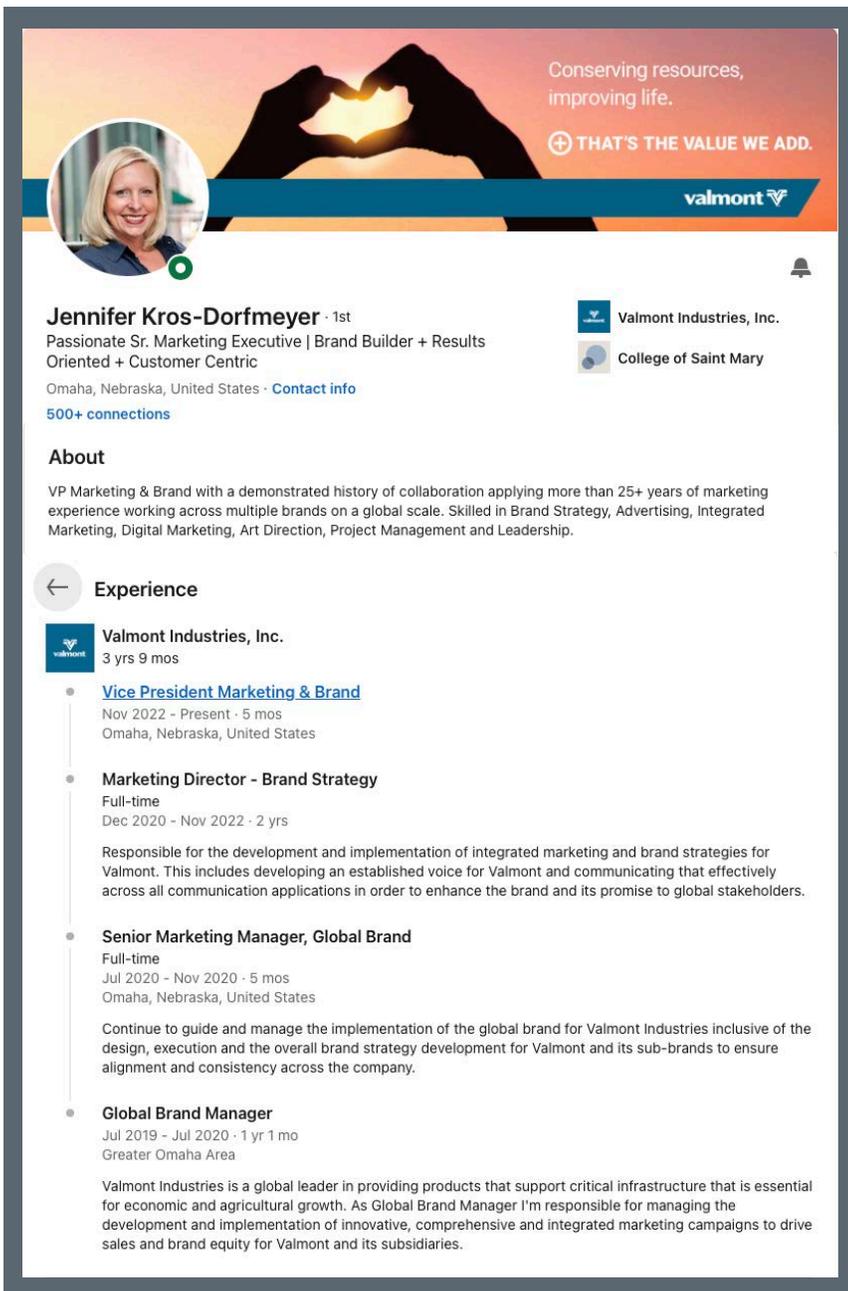
- 1) Introduction to using LinkedIn
- 2) The "How To" on updating your profile
- 3) Managing your account
- 4) Social media sharing and posting content
- 5) Other Valmont Guidelines

LinkedIn 101 Quick Start Guide

- Your profile is a key component of your experience on social media, especially on LinkedIn. It is your calling card when you reach across your network and how contacts will locate you and understand your role.
- The Background Picture:
 - This background visual allows you to illustrate your interests or convey a specific message that sets your tone.
 - This image should not be distracting from your profile and should represent any of the following:
 - Your functional area
 - Valmont Industries
 - Your professional journey (i.e. an image of the Omaha skyline if you work in Omaha or a campus image of your alma mater)
 - Note: A selection of Valmont imagery is available online at **valmont.com/brand** which you may use for your LinkedIn header.
- Your Profile Picture
 - This is the first impression of you
 - Representing yourself consistently will allow you to make real connections with followers, customers, and other employees.
- Your Headline/Tagline:
 - By default, the headline is your current position; however, you can customize it to demonstrate your expertise or vision.
- Your summary:
 - Your summary is the place to share who you are and what makes you great. It is not the place to list everything you have ever done.
 - Keep your summary brief, up to a few paragraphs.
 - Stay authentic and write how you would generally speak to someone you have met at a conference.
 - Use first person as it makes you more approachable.
 - Avoid longer paragraphs and use bullet points if appropriate.
 - If you have an article or video you would like to share that highlights accomplishments

Leveraging the Power of LinkedIn: Case Study

Case Study: Jennifer Kros-Dorfmeier, VP Marketing & Brand



Conserving resources, improving life. **THAT'S THE VALUE WE ADD.**

Jennifer Kros-Dorfmeier · 1st
Passionate Sr. Marketing Executive | Brand Builder + Results Oriented + Customer Centric
Omaha, Nebraska, United States · [Contact info](#)
500+ connections

About

VP Marketing & Brand with a demonstrated history of collaboration applying more than 25+ years of marketing experience working across multiple brands on a global scale. Skilled in Brand Strategy, Advertising, Integrated Marketing, Digital Marketing, Art Direction, Project Management and Leadership.

Experience

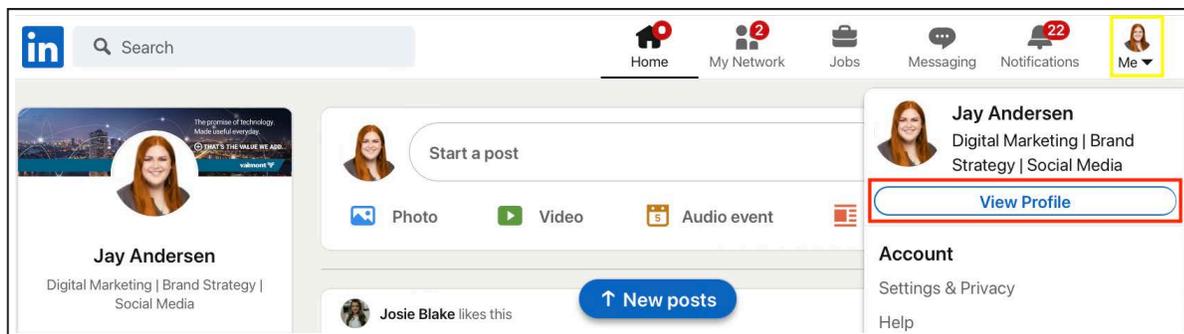
- Valmont Industries, Inc.**
3 yrs 9 mos
 - Vice President Marketing & Brand**
Nov 2022 - Present · 5 mos
Omaha, Nebraska, United States
 - Marketing Director - Brand Strategy**
Full-time
Dec 2020 - Nov 2022 · 2 yrs
Responsible for the development and implementation of integrated marketing and brand strategies for Valmont. This includes developing an established voice for Valmont and communicating that effectively across all communication applications in order to enhance the brand and its promise to global stakeholders.
 - Senior Marketing Manager, Global Brand**
Full-time
Jul 2020 - Nov 2020 · 5 mos
Omaha, Nebraska, United States
Continue to guide and manage the implementation of the global brand for Valmont Industries inclusive of the design, execution and the overall brand strategy development for Valmont and its sub-brands to ensure alignment and consistency across the company.
 - Global Brand Manager**
Jul 2019 - Jul 2020 · 1 yr 1 mo
Greater Omaha Area
Valmont Industries is a global leader in providing products that support critical infrastructure that is essential for economic and agricultural growth. As Global Brand Manager I'm responsible for managing the development and implementation of innovative, comprehensive and integrated marketing campaigns to drive sales and brand equity for Valmont and its subsidiaries.

- Background image is a professional and high-quality image/graphic that tells the Valmont story
 - The official Valmont header images are available online at valmont.com/brand
 - There are multiple image options for Valmont corporate as well as each area of the business
- Profile picture is a high-quality image consistent with peer executives
- Summary line is a single line that clearly tells a profile viewer her position
- Uses Valmont Industries, Inc. profile as her current employer and current position
- The About section is clear and concise in telling the story about her position and what she has achieved
- Her experience is detailed with each position and the effective roles and responsibilities

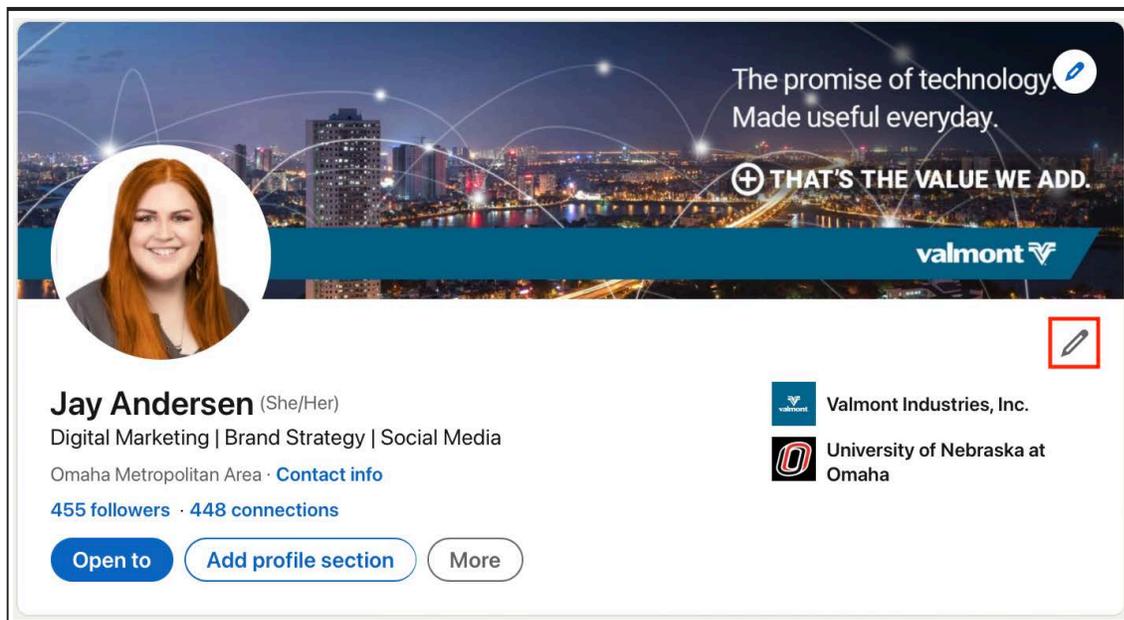
LinkedIn: Profile Update

How To: Update your profile using LinkedIn.com on your computer

- From the homepage of LinkedIn.com, click on the “me” icon in the top right corner (boxed in yellow) and select “view profile” (red) from the drop down.



- Once you are on the profile page, select the pencil icon (red) to open a new editing page for your profile



Profile Update (Continued)

- From the newly opened “Edit intro” window, simply highlight any text you wish to change and type in the new text.

Edit intro ✕

First name*

Last name*

Additional name

Name pronunciation

i This can only be added using our mobile app

Pronouns

Let others know how to refer to you.

Learn more about [gender pronouns](#).

👁️ All LinkedIn members

Headline*

Current position

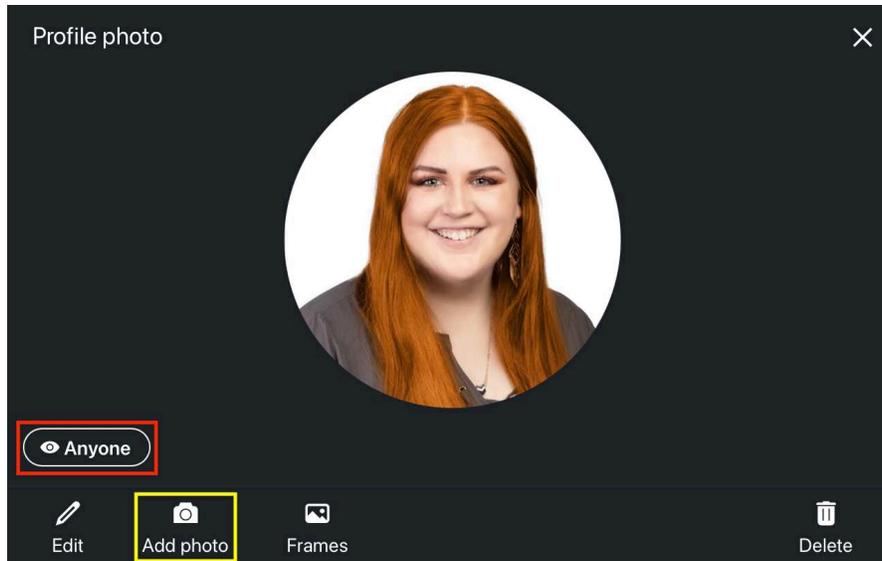
Position*

[+ Add new position](#)

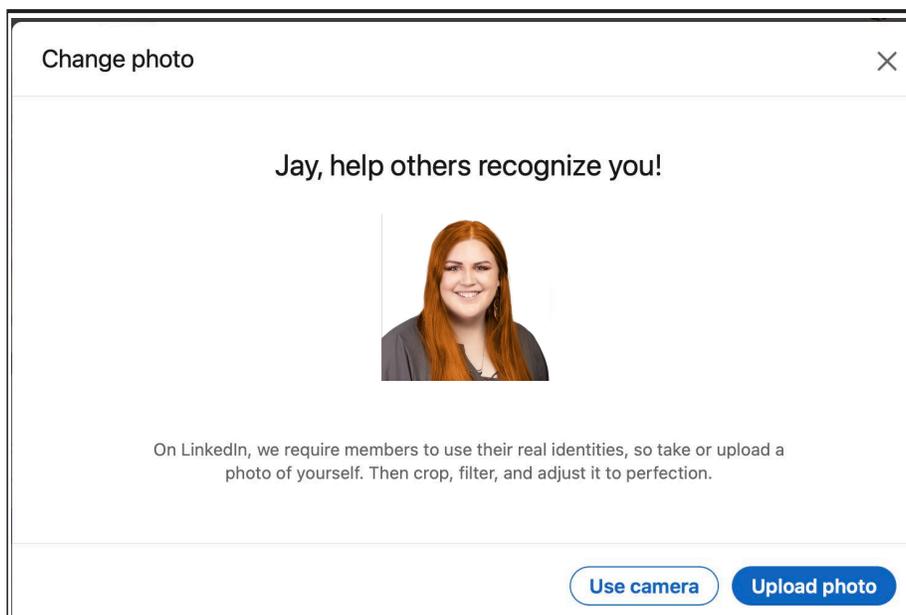
Save

LinkedIn Guidebook for Valmont Employees

- To change/upload your profile picture, click on your profile picture and select “add photo” (yellow).
- It is important to make your profile picture “visible to public” as it will allow all LinkedIn members to see your profile picture and know it is you. To change this, click the “visibility” icon (red) and change to “Anyone.”



- To change your location, simply enter the postcode of your Valmont office.
- For industry, you may either choose “Mechanical or Industrial Engineering”, or your functional area (i.e. Human Resources).



Editing Your Experience:

- On the “view my profile” page scroll down to the experience section.
- From here, select either the “+” icon to add your Valmont position, or the pencil icon to edit your existing Valmont position (red).



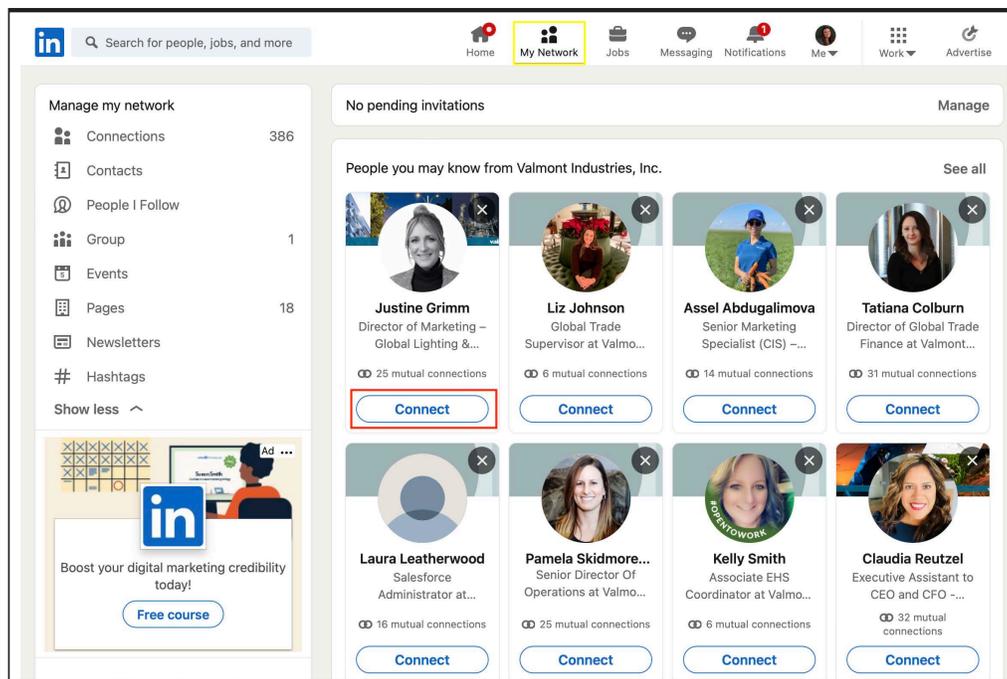
- From this page you will be able to add your location(s) of work, tag Valmont Industries, Inc. as your “company,” and add bullet points for your experience description.
 - Think of the experience description as your resume bullet points.
 - Regardless of the area of the business you are in, you must have “**Valmont Industries, Inc.**” as your employer.

Connect with the people that matter:

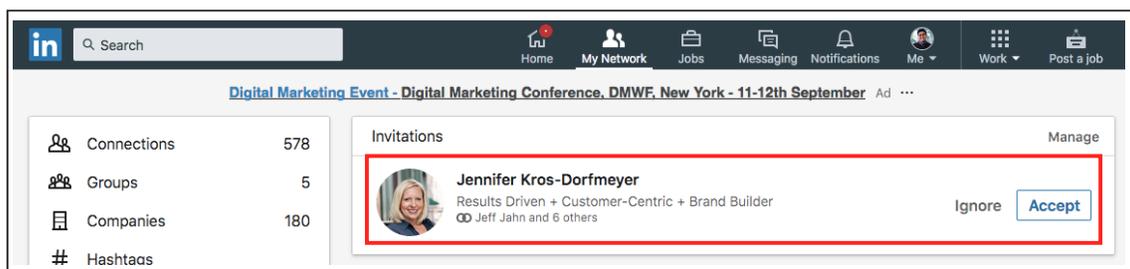
- LinkedIn is the world’s largest online professional network, optimizing your ability to keep your network fresh and active.
- The platform allows you to strengthen your global connections and know more about the people you’ve met or are about to meet.
- LinkedIn profiles can help you know about a person’s background before you meet them. Knowing about their experience, background, and activity will allow you to save time and make the most of your meeting.
- You may receive many notifications to connect with people. It is best practice to only connect with those you have worked with in the past or know in a professional manner and not to connect with people you have not met.

How to Manage Connections:

- You can either actively seek out new connections or wait for them to come to you.
- To find connections or browse through suggestions:
 - Select the “my network” icon (yellow) and scroll through the suggestions. To connect, simply click the “connect” button under their profile (red).



- To approve or deny connection requests on LinkedIn:
 - When you receive a connection request, it will show up under the “my network” tab on both the website and mobile app. From here, you can either accept to add the person to your network or deny the request (red).

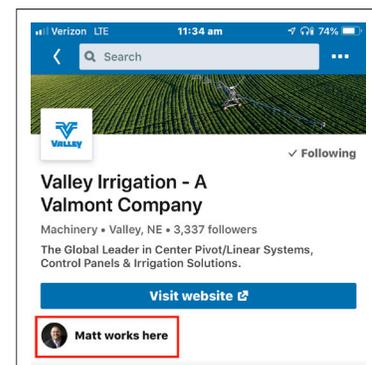
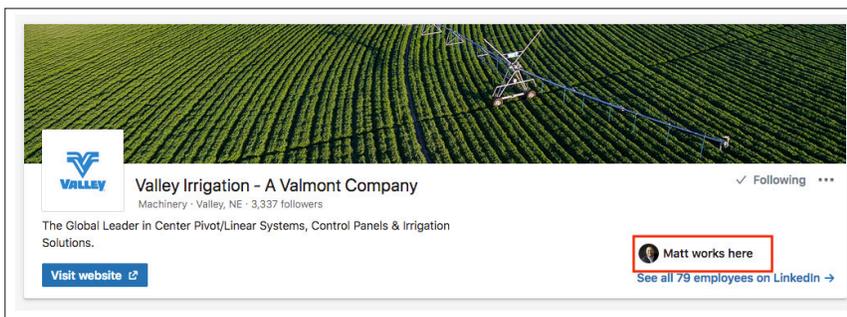


Tailor Your Notifications & Privacy Settings:

- You should try to keep your profile as visible as possible to LinkedIn users with your full name, profile picture, header image and experience. However, privacy is still important.
 - LinkedIn allows you to easily manage your privacy and confidentiality by choosing what information and activities are accessible to people both inside and outside of your LinkedIn network. Edit these settings by clicking on your profile in the top right corner and selecting "settings & privacy" from the drop down.
 - You are also in charge of how much information you would like to receive from LinkedIn.
 - Recommended practice is to allow for public viewing of your last name, allow for any LinkedIn user to follow you and view your public posts, and notify your network when you are in the news.

How to view company profiles and see connections:

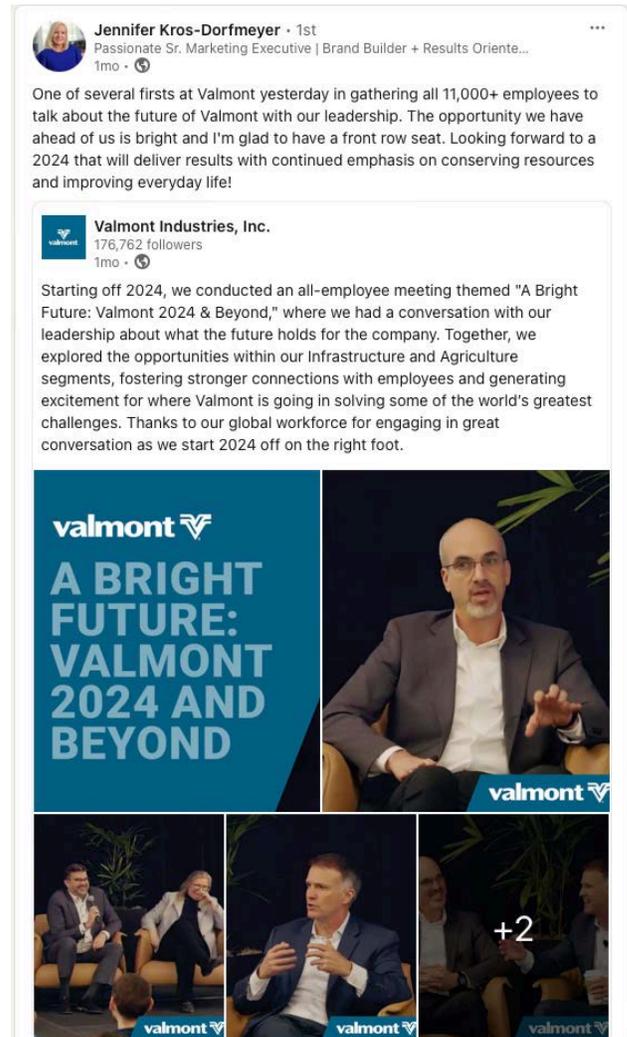
- On either the LinkedIn mobile app or the website, search for the company you are looking for and select their page from the options.
- A section on the page will highlight who you know at the company you are viewing. By tapping their icon (red), you will be able to view their profile and send them a message.



- Another way to stay up-to-date with the industry and functional area trends that are outside of your existing network is to follow relevant hashtags so that the information will come up in your feed.
 - An example would be to follow functional area tags such as #contentstrategy or #onlineadvertising, along with industry tags such as #steel, #5G, or #powerdistribution.

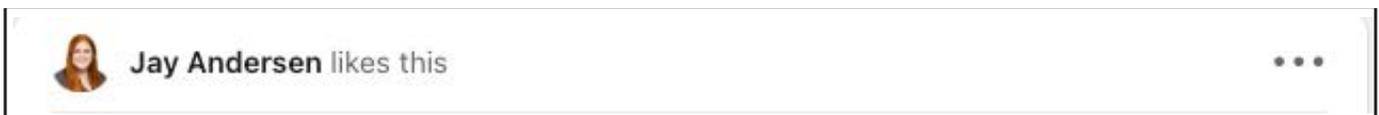
Engaging with Valmont & Industry Posts:

- Sharing posts frequently is a good way to keep both your name and the Valmont name in front of your connections. It also helps to ensure the success of official Valmont channels.
- It is also important that when sharing a post that you are adding your own independent thought.
 - This can be simple; a single sentence about why you believe that the post or information contained in the post is important.
- When sharing posts from Valmont or related to Valmont, avoid speaking on behalf of Valmont or on behalf of your functional area.
 - This can be accomplished by avoiding collective terms such as “we” and “our” when possible and instead using “I” to show direct ownership of the thought.
- Selectively share posts that are relevant to your functional area, goals for Valmont, or larger announcements by the company.



Interacting with Other Companies:

- Please be aware that you are representing Valmont when your social media profiles are tied to our company. When you like or engage with content from our competitors, everyone can see it and it will get added to the "Activity" section on your profile.
- Please use caution when determining what you want to interact with and promote when it comes to competitors of Valmont.

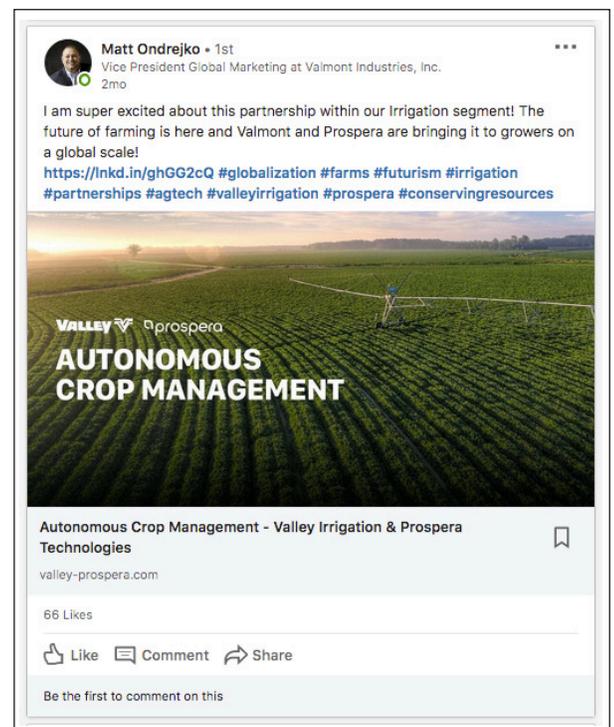


How to share a post:

- When you find the post you would like to share, simply click the share icon and begin typing.
- When referencing Valmont, you may choose to “tag” Valmont. You can do this by typing “@valmontindustries” and selecting the Valmont profile from the options.
 - By tagging Valmont’s LinkedIn profile, you can drive connections and LinkedIn users to our page when they see your post.

Organic Content - Posts:

- Sharing press releases posted on valmont.com/news is another way to keep Valmont news relevant and drive website visits.
- Another way to develop native content is by sharing links to drive web traffic to industry articles, valmont.com, Valmont brand websites, etc.
- When you are featured in an article as a source or the subject, it is important to share the link on LinkedIn with a brief commentary.
- When creating native content through linksharing, it is important to provide a brief summary about the relevance of the link or post you are sharing to your functional area or Valmont.
- Community involvement is consistent with Valmont’s core values, and sharing your philanthropic work and service work in the community is another form of quality content you can publish.



How to write a post:

- When you are on the LinkedIn homepage or on the homepage of the mobile app, the top of the screen contains a section titled “write a post” on mobile or “start a post” on desktop.
- To write a native post, simply start typing your thoughts and what you would like to share.
- To have an image or video on your post, simply click the camera icon or the video icon and select the image or video you would like to post from your computer or phone.
- If you choose to use hashtags, use only hashtags that already exist or have more content to be shown.
- If you have questions about your post, consult the Valmont Social Media Guidelines for Employees. The guidelines document can be found at valmont.com/brand.

Recommendations:

- **Refer to our Code of Conduct:** Follow our company's policies and abide by our core values. Online activity that violates the company's Code of Conduct may subject an employee to disciplinary action, including termination.
- **Act responsibly:** Ensure that your online profile is consistent with how you wish to present yourself to customers and colleagues. When you are online, you are representing Valmont: our people and our values. Avoid engaging in bigotry, prejudice, misogyny, or hatred on your social media feed.
- **Respect your audience:** Do not use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. Show proper consideration for other's privacy and for topics that are objectionable or inflammatory.
- **Honor copyright:** If it is not yours, don't use it. Before posting someone else's work, please check with the owner first. Posting implies authorship, while sharing is a distribution method
- **Do not share confidential information:** Protecting Valmont is part of your job, do not discuss or post any confidential information on any social platforms. If a document or item features the sentence "for internal use only", then it is not meant to be forwarded to anyone who is not employed by Valmont. Please act responsibly with entrusted information.
- **Avoid prohibited conduct:** Content you post or engage with should not be violent, sexually explicit, drug-related, discriminatory, or unlawful in any way. Non-public financial or operational information about Valmont should not be discussed or shared.
- Use caution with Valmont events: When posting about any Valmont events (including ERGs, intern outings, trade shows, community outreach, etc.), please be sure to avoid any visuals of alcohol or anything that would not be allowed in the office. Regardless of the location, you are communicating on behalf of the Valmont brand and therefore must maintain a professional image.

Also note:

- Any new social media accounts with a Valmont brand name must be approved by the Digital Governance Committee before creation. Each request will be evaluated based on the business need and the resources allocated to managing the account. Please email brand@valmont.com with your new account request.
- Regardless of our position within the Company, we all have a duty to understand and adhere to the Code of Business Conduct for Valmont employees. Our commitment to act with integrity crosses all borders. We are one company with a shared obligation to protect our reputation. We believe that acting with integrity is not something you do solely for your public reputation, rather it means doing the right thing even when no one is watching.
- To learn more, download our Code of Business Conduct in your preferred language: valmont.com/about-us/code-of-business-conduct