

September 12, 2025

Best Practices for LinkedIn

CMC Energy Services | Lauren Rosiak

Agenda

1. Introduction
2. Posting on LinkedIn
3. Business Pages
4. Best Practices for Sales and Marketing
5. Wrap Up

Introduction

Why LinkedIn matters

- Access powerful platform
- Establish personal and brand authority
- Gain valuable insights
- Enhance B2B opportunities
- Showcase achievements
- Expand reach
- Strengthen reputation and build professional credibility

Importance of LinkedIn for Trade Allies

- Boost industry awareness and education
- Highlight policy and regulatory updates
- Enhance business development and partnerships
- Provide thought leadership and brand authority
- Showcase certifications and projects
- Drive sustainability conversations

Building your network

Building a strategic network

- Connect with colleagues, classmates and industry professionals
- Expand to second-degree connections
- Include a personalized note about why you're reaching out
- Join and participate in industry groups
 - Share your expertise, ask questions and network within those circles
- Follow companies to keep up with industry news and engage with content from relevant brands or thought leaders
- Use connections to find mutual contacts and opportunities

Who to follow

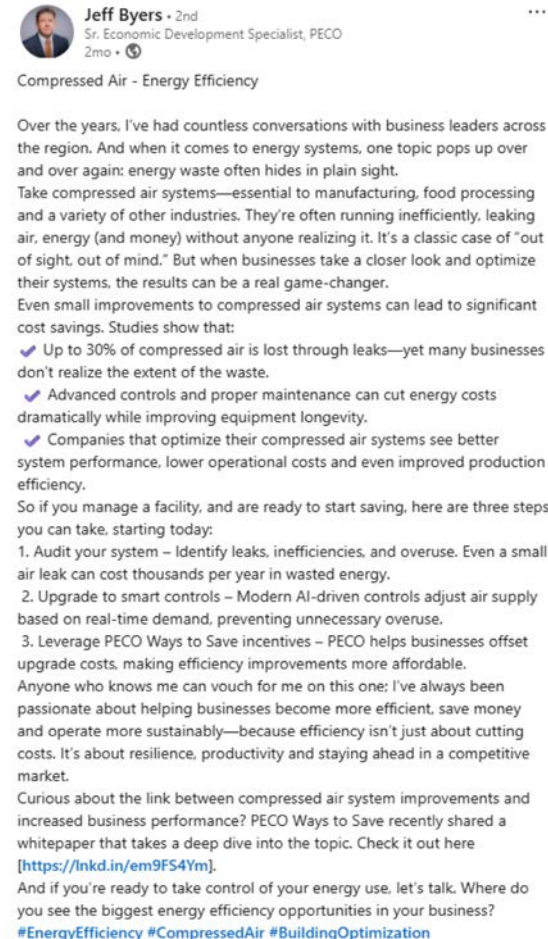
- [Trade Ally LinkedIn Page](#)
- [Brett Riley](#), Senior Energy Efficiency Program Manager, PECO
- [Jack Bauman](#), Senior Energy Efficiency Program Manager, PECO
- [Jeff Byers](#), Sr. Economic Development Specialist, PECO
- Other PECO employees
- Any trade or professional associations you belong to
- Customer companies
- Technology companies
- Manufacturers
- Anyone who is relevant to your business

Posting on LinkedIn

Types of content to post

Industry news

- Recent developments, trends or regulatory updates
- Expert opinions or insights from thought leaders
- Your company's perspective or response to the news
- Example: "Big changes are coming in 2026. Here's what it means for commercial facilities and how we're preparing our customers"



Jeff Byers • 2nd
Sr. Economic Development Specialist, PECO
2mo • 🌐

Compressed Air - Energy Efficiency

Over the years, I've had countless conversations with business leaders across the region. And when it comes to energy systems, one topic pops up over and over again: energy waste often hides in plain sight. Take compressed air systems—essential to manufacturing, food processing and a variety of other industries. They're often running inefficiently, leaking air, energy (and money) without anyone realizing it. It's a classic case of "out of sight, out of mind." But when businesses take a closer look and optimize their systems, the results can be a real game-changer. Even small improvements to compressed air systems can lead to significant cost savings. Studies show that:

- ✓ Up to 30% of compressed air is lost through leaks—yet many businesses don't realize the extent of the waste.
- ✓ Advanced controls and proper maintenance can cut energy costs dramatically while improving equipment longevity.
- ✓ Companies that optimize their compressed air systems see better system performance, lower operational costs and even improved production efficiency.

So if you manage a facility, and are ready to start saving, here are three steps you can take, starting today:

1. Audit your system – Identify leaks, inefficiencies, and overuse. Even a small air leak can cost thousands per year in wasted energy.
2. Upgrade to smart controls – Modern AI-driven controls adjust air supply based on real-time demand, preventing unnecessary overuse.
3. Leverage PECO Ways to Save incentives – PECO helps businesses offset upgrade costs, making efficiency improvements more affordable.

Anyone who knows me can vouch for me on this one: I've always been passionate about helping businesses become more efficient, save money and operate more sustainably—because efficiency isn't just about cutting costs. It's about resilience, productivity and staying ahead in a competitive market.

Curious about the link between compressed air system improvements and increased business performance? PECO Ways to Save recently shared a whitepaper that takes a deep dive into the topic. Check it out here [\[https://lnkd.in/em9FS4Ym\]](https://lnkd.in/em9FS4Ym).

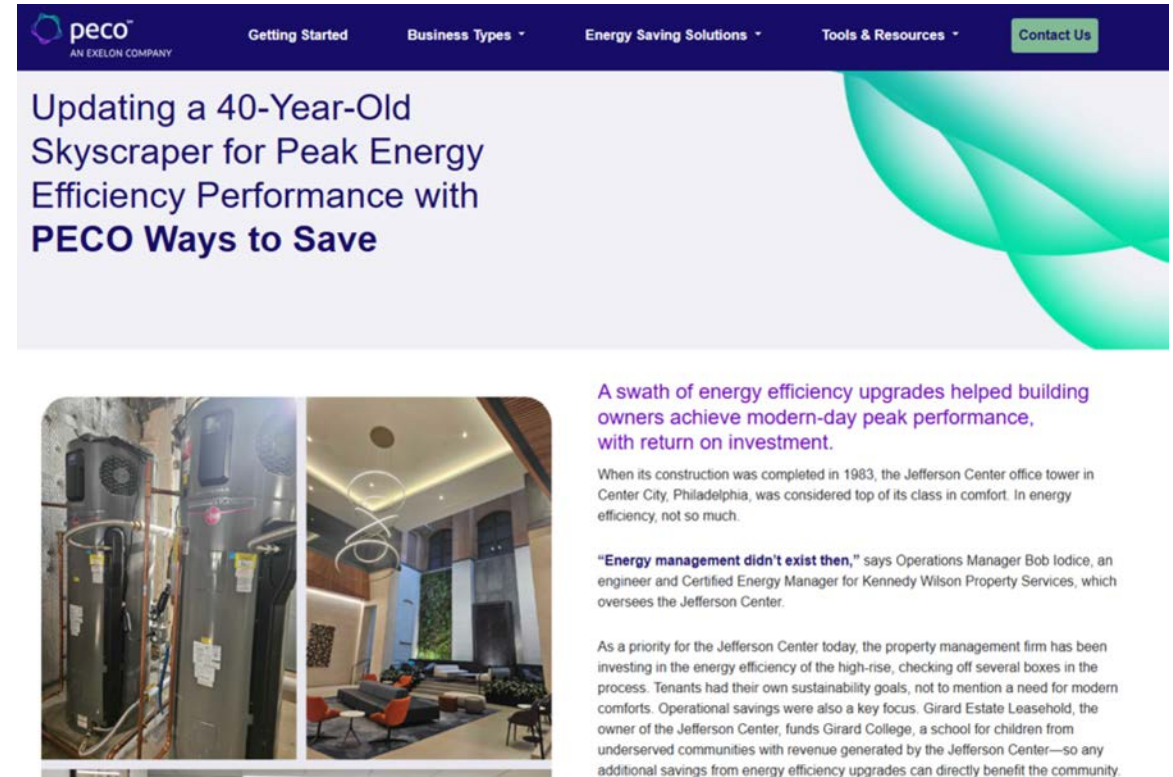
And if you're ready to take control of your energy use, let's talk. Where do you see the biggest energy efficiency opportunities in your business?

#EnergyEfficiency #CompressedAir #BuildingOptimization

Types of content to post

Energy efficiency case studies

- Detailed breakdowns of energy-saving solutions
- Infographics or visuals of usage reduction and ROI
- Key lessons learned and how others can replicate
- Example: “By upgrading HVAC systems across 3 campuses, we cut energy consumption by 18%. Here’s how we did it and how you can too.”



The screenshot shows a PECO website page. The header includes the PECO logo (AN EXELON COMPANY), navigation links for 'Getting Started', 'Business Types', 'Energy Saving Solutions', and 'Tools & Resources', and a 'Contact Us' button. The main heading is 'Updating a 40-Year-Old Skyscraper for Peak Energy Efficiency Performance with PECO Ways to Save'. Below the heading is a large green abstract graphic. The article text begins with a purple sub-header: 'A swath of energy efficiency upgrades helped building owners achieve modern-day peak performance, with return on investment.' The text continues: 'When its construction was completed in 1983, the Jefferson Center office tower in Center City, Philadelphia, was considered top of its class in comfort. In energy efficiency, not so much.' A quote follows: '“Energy management didn’t exist then,” says Operations Manager Bob Iodice, an engineer and Certified Energy Manager for Kennedy Wilson Property Services, which oversees the Jefferson Center.' The article concludes with: 'As a priority for the Jefferson Center today, the property management firm has been investing in the energy efficiency of the high-rise, checking off several boxes in the process. Tenants had their own sustainability goals, not to mention a need for modern comforts. Operational savings were also a key focus. Girard Estate Leasehold, the owner of the Jefferson Center, funds Girard College, a school for children from underserved communities with revenue generated by the Jefferson Center—so any additional savings from energy efficiency upgrades can directly benefit the community.'

peco
AN EXELON COMPANY

Getting Started Business Types Energy Saving Solutions Tools & Resources Contact Us

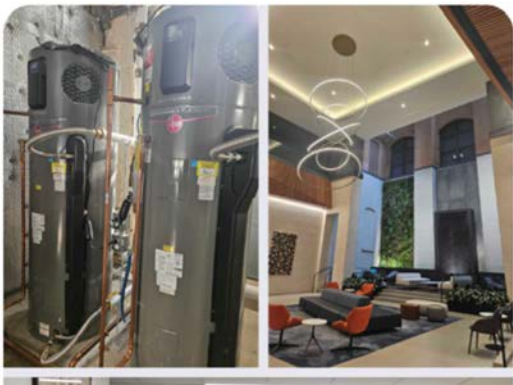
Updating a 40-Year-Old Skyscraper for Peak Energy Efficiency Performance with PECO Ways to Save

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Types of content to post

Team highlights

- **Team highlights**
 - Employee spotlights or career milestones
 - Behind-the-scenes looks at daily operations or special projects
 - Company events, volunteer work or training initiatives
 - Example: “Meet Jessica, our sales manager who’s leading the charge on solar optimization!”

Highlight this post by pinning it at the top.

Pin this post



Regis D'Angelo, Jr • You
Marketing Manager at CMC Energy Services
★ Admin • Admin • 3mo



Congratulations to BEMO Solutions on achieving Gold-Tier status as a PECO Trade Ally!

Since June 1, 2024, BEMO has completed 28 projects, delivering a whopping 4,021,006 kWh of energy savings for their customers. This is a true testament to their dedication and expertise in energy efficiency. Reaching this prestigious status not only highlights their leadership in the industry but also underscores the significant impact they’re making toward a more sustainable and energy-efficient future. Plus, they’ll be awarded \$2,500 along with additional rewards.

We’re proud to work with a Trade Ally who shares our vision for reducing energy consumption and creating a more sustainable world. Here’s to many more milestones and continued success for all Trade Allies!

Types of content to post

Customer testimonials

- **Customer testimonials**
 - Written or video testimonials from satisfied clients
 - “Before and after” stories with measurable results
 - Case study excerpts that feature client voices
 - Example: “We reduced our bill by \$50 a month! – Customer, XYZ Corp”

Posting formats

Text



Brett Riley, CEM • 2nd

Senior Energy Efficiency Program Manager at PECO

4w • Edited •

+ Follow ...

I was recently interviewed by the Philadelphia Business Journal about the benefits of installing solar for your business and the current commercial solar incentives being offered at PECO, which help customers to offset initial capital costs and improve return on investment (ROI) for energy efficiency upgrades.

Whether you are looking to reduce your monthly energy costs, improve reliability onsite, or contribute to your organization's ESG and sustainability goals, now is a great time to consider adding solar to your company's energy efficiency portfolio.



Considering solar for your business? Here's what you need to know - Philadelphia Business Journal

bizjournals.com

👍👏👤 Kate Harron and 39 others

3 comments • 1 repost



Ryan Harold reposted this

...



Brett Riley, CEM • 2nd

Senior Energy Efficiency Program Manager at PECO

1mo • Edited •

+ Follow

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bizjournals.com

👍👏👤 Kate Harron and 40 others

3 comments • 1 repost

Posting formats

Images



Jeff Byers • 2nd
Sr. Economic Development Specialist, PECO
1yr • Edited •

Yesterday's volunteering experience at ACLAMO in Norristown, PA was truly fulfilling! I'm deeply appreciative for the chance to contribute to the community and create positive change in people's lives. The historic structure at 801 W. Marshall St., which once home to the Calvary Baptist Church and school, is undergoing a remarkable transformation and is in their third phase of the project.


ACLAMO's Community Center is poised to be a groundbreaking investment in the future of Montgomery County's Latino population and the broader Norristown/Montgomery County community. With a range of services including administrative offices, community spaces, an early learning center, a food pantry, as well as workforce development and social services centers, the new facility is set to be completed by late 2024.

I extend my heartfelt thanks to the incredible staff and fellow volunteers for their warm welcome and the chance to be part of something truly impactful. I look forward to continuing to support ACLAMO and its vital mission!




  34

3 comments




Jeff Byers • 2nd
Sr. Economic Development Specialist, PECO
1yr •


Thanks for posting. Sysco is doing great things at their South Philadelphia facility. And we look forward to continuing to work with them on their future energy efficiency projects.




PECO
29,074 followers
1yr •






PECO presented Sysco with a "PECO BIG Incentive Check" for \$329K, reflecting the cumulative incentives from the PECO Ways To Save Energy Efficiency program for their interior and exterior lighting projects. These projects are estimated to result in annual energy savings of 3,010,000 kWh.



 with Mary Walker and 3 others


 23

1 comment

  Like  Comment  Repost  Send

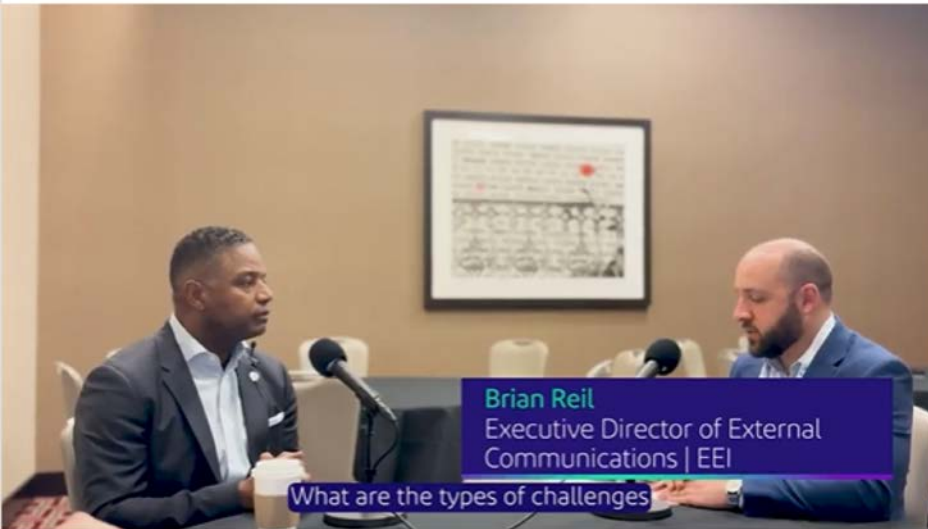
Posting formats


Video



**Exelon**
156,066 followers
14h • 🌐

We proudly announce that Exelon President and CEO [Calvin Butler](#) has been named the Chair of [Edison Electric Institute](#). He will lead an industry that is aligned in the energy transformation and committed to customers and communities. Together, we're delivering affordable, reliable and secure power.

In this clip from an upcoming EEI podcast, Calvin discusses his priorities as Chair. Read more here: <http://spr.ly/60484641r>




 59
1 comment • 6 reposts

**Cynthia McCabe**  • 3rd+
SVP, Chief Communications Officer
1w • 🌐


+ Follow ...


We talk frequently about the ability of companies like [Exelon](#) to bring scale to the energy transformation to best meet the needs of our customers. Having President and CEO [Calvin Butler](#) at the helm of [Edison Electric Institute](#) as its new chairman brings that scale, as the member companies come together to deliver affordable, reliable and secure power to customers nationwide. We are proud to magnify the power of our impact!

**Exelon**
156,500 followers
1w • 🌐

+ Follow


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 3

Posting formats

Carousel



Exelon
156,066 followers
2mo • Edited • 

...

Kristina, a Communications Manager, Elisha, a Senior Project Manager and Ossheney, a Senior Supervisor of Customer Service, share how their membership in the Network of Exelon Women (NEW) employee resource group positively contributes to their experience at Exelon. [#WHM](#)

“The diversity at ComEd has changed the way I view leadership. When I joined the company three years ago, I was inspired by seeing women excel in leadership positions, even in traditionally male-dominated departments. That example, and my engagement in the Network of Exelon Women employee resource group, has sparked my ambition and motivated me to take on opportunities to lead and grow in the company.”


Kristina,
Communications Manager and Member of NEW Employee Resource Group

“In my journey, I've had the opportunity to work with Employee Resource Groups (ERGs), external partnerships, and campus recruiting, always striving to give back and engage with the communities that helped shape me. I've continued this mission at Exelon BGE, where I'm fortunate to work alongside like-minded individuals who share the same passion for making an impact. As much as I love being an engineer and senior project manager, the chance to serve my community daily and make a real difference is truly a dream come true.”


Elisha,
Senior Project Manager and Member of NEW Employee Resource Group

“Being a member of the NEW has been incredibly valuable in my journey here. It has provided me with a strong support network of like-minded women, mentorship opportunities, professional development resources and an amazing book club! Through this group, I've been able to connect with colleagues across different departments, gain insights from leadership, and contribute to discussions that empower women in the workplace. It has also reinforced a sense of community, making Exelon an even more inclusive and inspiring place to work.”

Ossheney,
Senior Supervisor Customer Service and Member of NEW Employee Resource Group


 101


3 reposts



Elisha N. Urquhart, MS, PMP, CSSBB reposted this

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Exelon
156,500 followers
2mo • Edited • 

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Ossheney,
Senior Supervisor Customer Service and Member of NEW Employee Resource Group

 101

3 reposts

Posting formats

Documents



Exelon
156,066 followers
4mo • 🌐

We are honored to receive the Equality 100 Award in the [Human Rights Campaign](#) Foundation's Corporate Equality Index. With this score, we're recognized among 765 leading companies as a leader in LGBTQ+ Workplace Inclusion.


This achievement reflects our commitment to creating a workplace where everyone can bring their whole selves to work. Learn more: <http://spr.ly/6040aDYsQ>



The graphic is a blue-bordered rectangle. On the left, it features the Human Rights Campaign Foundation logo (a blue square with two yellow horizontal bars) above the text 'HUMAN RIGHTS CAMPAIGN FOUNDATION' and '2025'. On the right, it says 'EQUALITY 100' in large blue letters, with 'Leader in LGBTQ+ Workplace Inclusion' below it.

 78

4 reposts



Paul Grimyser ✓ • 3rd+
Manager, Energy Efficiency Programs
5mo • 🌐

[+ Follow](#) ...

So proud to work for Exelon!




Exelon
156,502 followers
5mo • 🌐


[+ Follow](#)

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 42

1 repost

Posting formats

Polls



University of the People
323,360 followers
1d • 🌐

...

✕

Sure, we came for the degrees — but college teaches us a lot more than what’s in the syllabus. 💡 At UoPeople, students master real-world skills while earning a tuition-free degree — on their own terms. So tell us: what skill hit you the hardest? 🗣️ [#UoPeople](#) [#OnlineEducation](#) [#CollegeLife](#)

What’s the realest college skill no one warned you about? 🗣️ 📌

The author can see how you vote. [Learn more](#)


Time management 🕒

Group projects 🤝

Self-motivation 💪

Emailing like a pro 💻 📧

879 votes • 5d left



University of the People
324,970 followers
19h • 🌐

Mindine Nyambi reposted this

...

It’s Wednesday evening and we’re checking in 🗣️
Whether you’re on a roll or just pushing through, you’ve got this. Tell us where you’re at—and remember, there’s still time to finish strong ✨
[#MidweekMotivation](#) [#UoPeople](#) [#WellnessCheck](#) [#OnlineEducation](#) [#KeepGoing](#)

Halfway through the week—how’s it going so far? 🗣️

The author can see how you vote. [Learn more](#)


Crushing my goals 💪

Hanging in there 🤔


Could use a nap 😴


Is it Friday yet? 📅

190 votes • 6d left

 13

1 comment • 1 repost

 Like

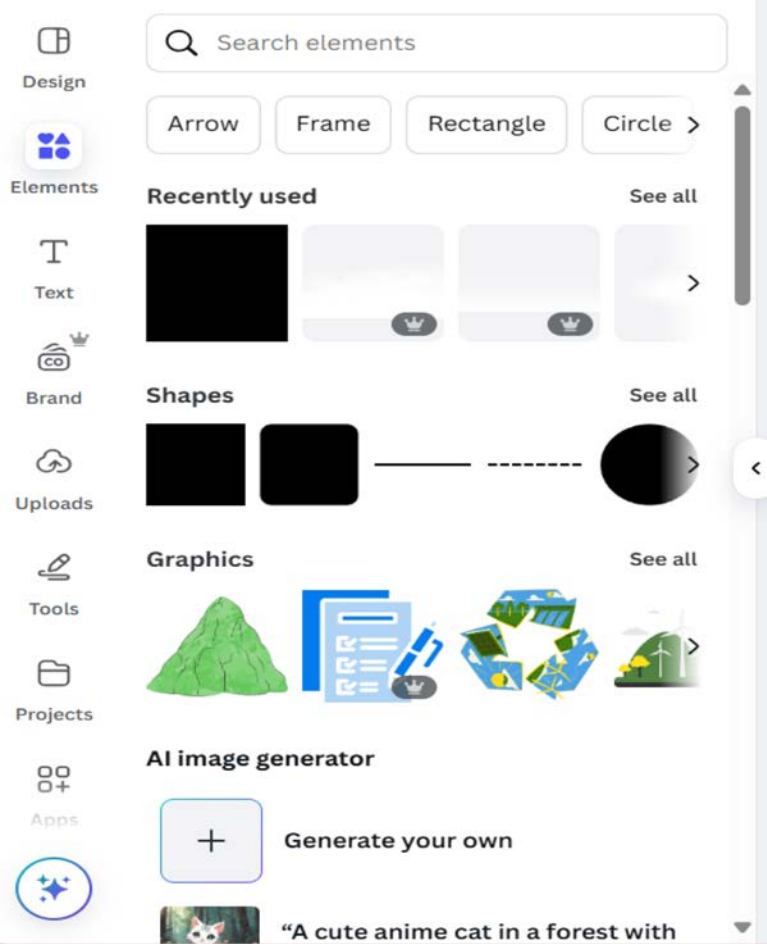
 Comment

Creating visuals without a media team

- Easy to use tools
 - AI image generators
 - Canva
- Design tips
 - Strong headline, logo and minimal text
 - Mobile-friendly
 - Brand consistency
- Why it matters
 - Build credibility
 - Recognizable
 - Higher interaction



Canva




Posting frequency and consistency

- Post at least 2-3 times a week
 - Builds brand awareness and keeps you top-of-mind
 - Trains LI algorithm to boost your visibility
 - Reinforces your brand values and expertise over time
- Best practices for consistency
 - Use a content calendar to plan topics
 - Mix formats and themes
 - Track performance

Engage with your audience

- Comment thoughtfully
 - Start or join conversations on industry posts
 - Ask questions or share insights to build credibility
 - Reply to comments on own posts to keep dialogue going
- Like and react with purpose
 - Support partners, employees and industry leaders
 - Use reactions to show alignment and boost algorithm visibility
- Repost strategically
 - Add your own caption or insight when reposting
 - Highlight team achievements, wins or news that matters
 - Use reposting to keep your profile active on non-posting days

Examples



Regis D'Angelo, Jr. • 1st
Marketing Manager at CMC Energy Services
★ Admin • Admin • 1mo

Happy National Cheesesteak Day!

The best cheesesteaks (and energy efficiency upgrades) are built layer by layer. What's in your energy efficiency recipe?

Just like the perfect cheesesteak takes stacking the right ingredients, energy efficiency projects can yield big results by stacking the right solutions for maximum savings and incentive payout.


🌟🌟 To savor a great project this month, in honor of National Cheesesteak Day, we want to award the Trade Ally who submits the biggest 180-day lookback project.

🌟🌟 At the end of the month, we'll identify the largest 180-day lookback project submitted. And, once it's paid the Trade Ally will receive up to five cheesesteaks from a location of their choice.

In your opinion, who makes the best cheesesteak? Let us know in the comments.

Take a look back over your project pipeline. Make sure you haven't forgotten to submit any projects dating back to September 25, 2024. Submit your projects today!


<https://lnkd.in/egyB-84c>



Karine Shamlian and 1 other

Like

Comment



Karine Shamlian • 1st
Sr. Marketing Manager at CMC Energy Services

Dalessandro's

Show translation

Like · 2 | Reply



Brett Riley, CEM • 2nd
Senior Energy Efficiency Program Manager at PECO
1w • Edited •

+ Follow

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Considering solar for your business? Here's what you need to know - Philadelphia Business...
bizjournals.com



Karine Shamlian and 27 others

2 comments



Like

Comment

Repost

Send

Optimize your LinkedIn business presence

Company page essentials

- Name, logo and banner
 - Keep branding consistent with website and marketing materials
- About section
 - Clearly state what you do, who you serve and what sets you apart
- Call to action
 - Use custom buttons like “visit website” or “contact us”
- Admin roles
 - Assign multiple admins for collaboration and coverage
- SEO tips
 - Use relevant keywords in your tagline, description and specialties to boost discoverability

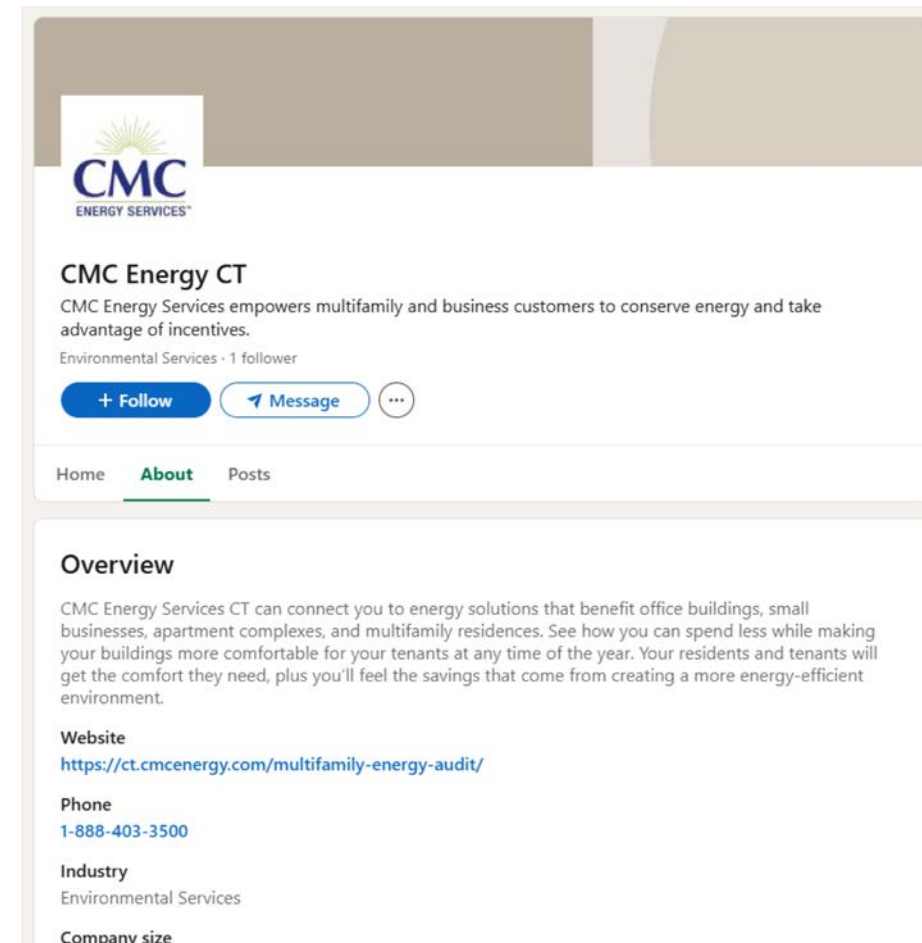
Showcase pages

Use a LinkedIn showcase page to highlight a key business area under your main company profile (i.e. energy efficiency)

Purpose and benefits:

- Tailored messaging for specific audiences
- Allows focused content like case studies, metrics or service updates
- Increases visibility for niche offerings without cluttering main page

Treat your showcase page like a mini-brand. Post regularly and tailor content specifically to that audience segment!



Best practices for sales and marketing



Sales best practices

- Social selling
 - Build trust through engagement
 - Add meaningful comments, not just connection requests
- LinkedIn Sales Navigator
 - Leverage advanced filters and lead recommendations
 - Save leads, track activity and stay top of mind
- Personal profile = your sales page
 - Optimize headline and summary to speak to buyer pain points
 - Share customer-centric content on your feed
- Warm introductions and referrals
 - Use shared connections to request intros
 - Join and engage in industry group for common ground
- Focus on value-driven content
 - Share articles, insights or case studies that solve real problems
 - Educate first, sell second

Marketing Best Practices

Hashtags and keywords

- Maintain brand consistency
 - Align visuals, tone and messaging across company/employee pages
- Utilize hashtags (#) and keywords
 - Use 3-5 relevant hashtags to increase discoverability
 - Include keywords in the about section, headlines and posts for SEO


**Boys to Men Mentoring Network**
848 followers
2w • 

Tye Johnson is the definition of resilience and inspiration. For more than two years, Tye has participated in Boys to Men circles, sharing his story and showing up with courage every week.

Growing up in a shelter without family support, Tye faced unimaginable challenges—but his spirit remained unbreakable. Despite obstacles, he consistently led with vulnerability, speaking his truth and setting an example for his peers.

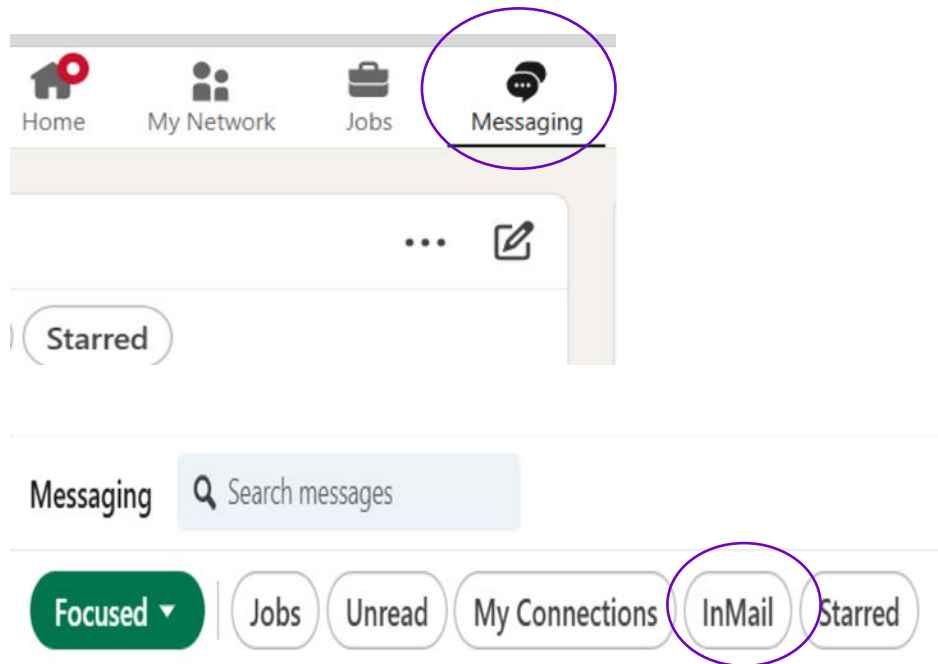
From becoming a Journeyman to receiving a Wagner grant, Tye's journey is proof of the power of community, mentorship, and connection.

[#BoysToMen](#) [#MentorshipMatters](#) [#Inspiration](#) [#YouthEmpowerment](#)

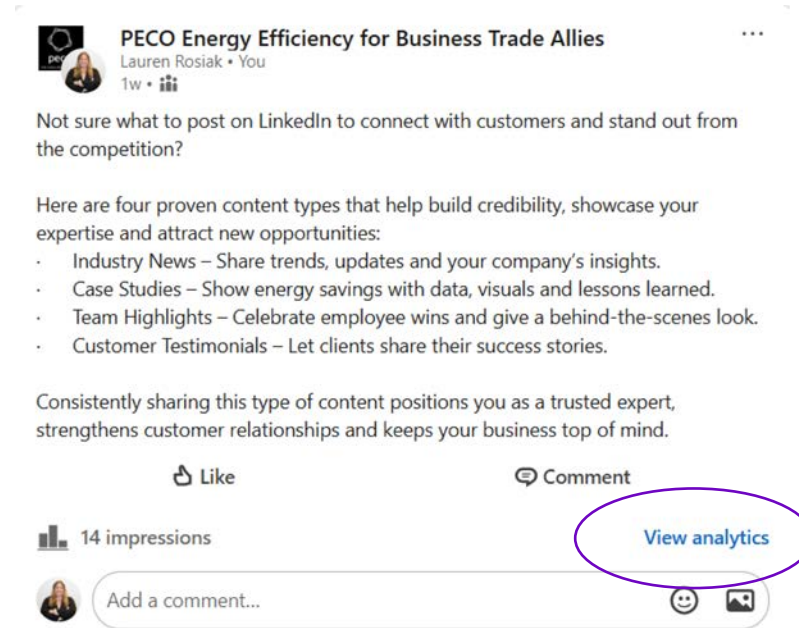


Marketing Best Practices

Ads, InMail and analytics



- Run LinkedIn ads strategically
 - Use sponsored posts to promote high-performing content
 - InMail works best for targeted messages with clear “call to action” (CTA)



- Track performance and adjust
 - Use LinkedIn page analytics and post metrics
 - Monitor engagement, clicks and follower growth

Wrap up

Key Takeaways

- Optimize your profile and page
- Post consistently
- Use the right formats
- Sales = social, not cold
- Marketing = strategy and consistency
- Showcase pages work



Thank you