



AN EXELON COMPANY

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>].

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 the PECO website with a dark blue header. The header includes the PECO logo, a navigation bar with links for 'Getting Started', 'Business Types', 'Energy Saving Solutions', 'Tools & Resources', and a 'Contact Us' button. The main content area features a large, stylized green graphic on the right. The title of the case study is 'Updating a 40-Year-Old Skyscraper for Peak Energy Efficiency Performance with PECO Ways to Save'. Below the title, there are two images: one showing industrial HVAC equipment and another showing a modern office lobby. To the right of the images is a text block about the Jefferson Center's energy efficiency upgrades and its modern-day peak performance.

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

A swath of energy efficiency upgrades helped building owners achieve modern-day peak performance, with return on investment.

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.

**"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.

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.

# 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](http://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

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 ...more



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

[bizjournals.com](http://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.

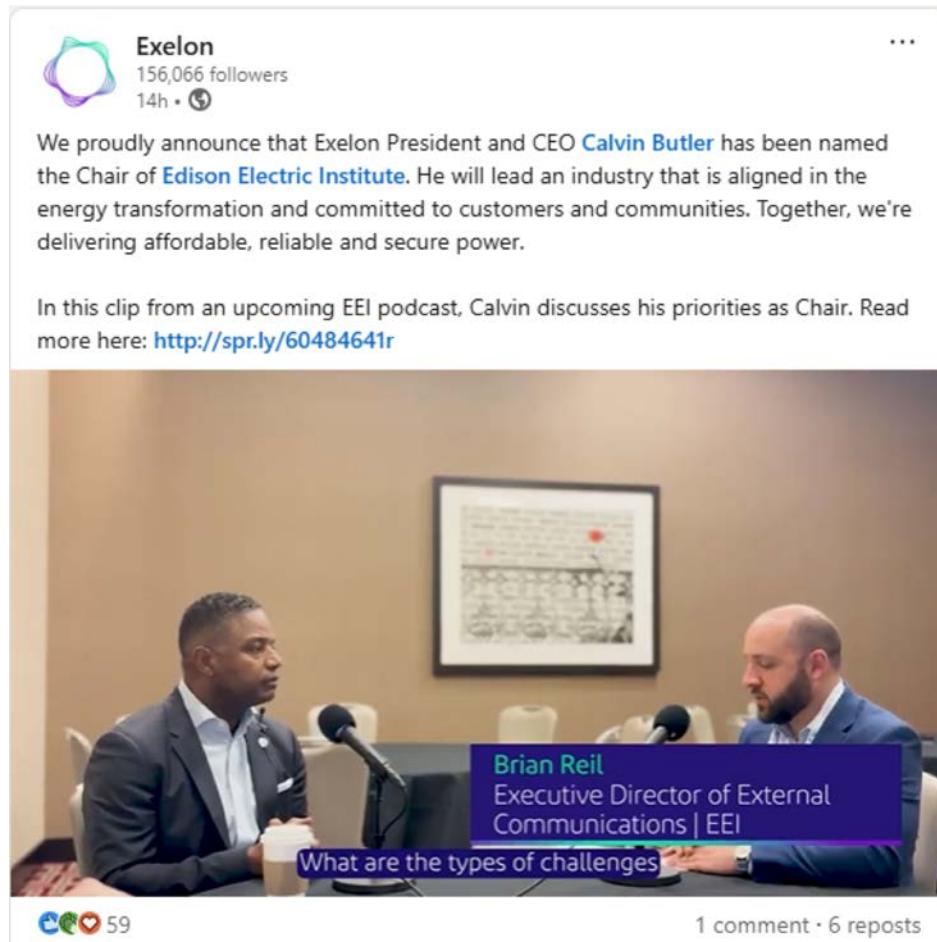


with Mary Walker and 3 others 23 1 comment

# Posting formats

## Video



**Exelon**  
156,066 followers  
14h • 

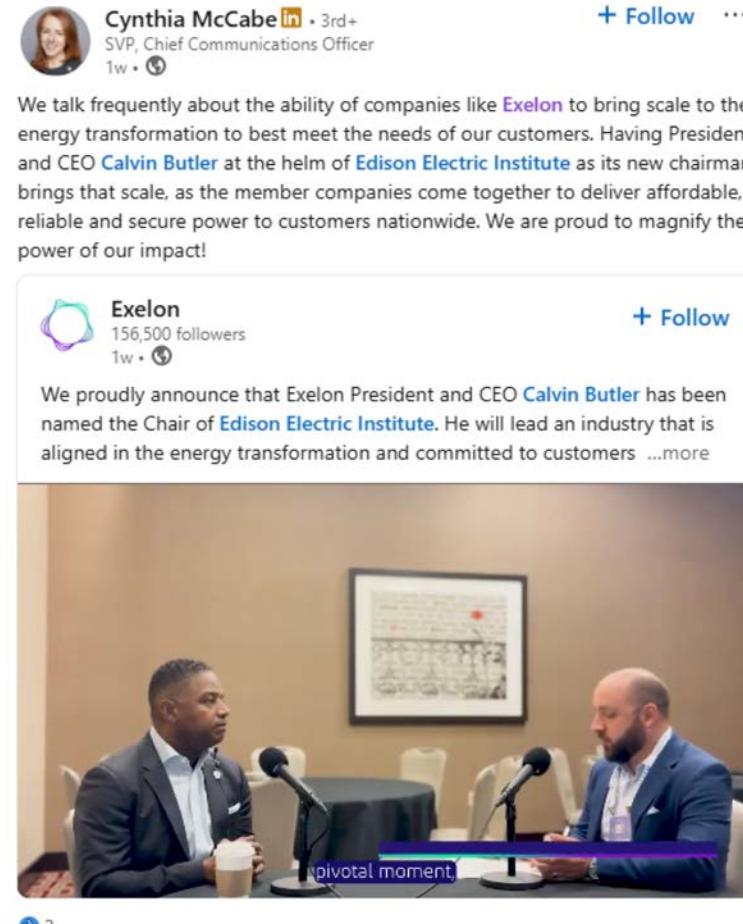
We proudly announce that Exelon President and CEO **Calvin Butler** has been named the Chair of **Edison Electric Institute**. He will lead an industry that is aligned in the energy transformation and committed to customers and communities. Together, we're delivering affordable, reliable and secure power.

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

**Brian Reil**  
Executive Director of External Communications | EEI

What are the types of challenges

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

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 ...more

**Brian Reil**  
Executive Director of External Communications | EEI

pivotal moment,

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 challenge women around 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



3 reposts



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

...

[+ Follow](#)



Exelon

156,500 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 ...more



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



3 reposts

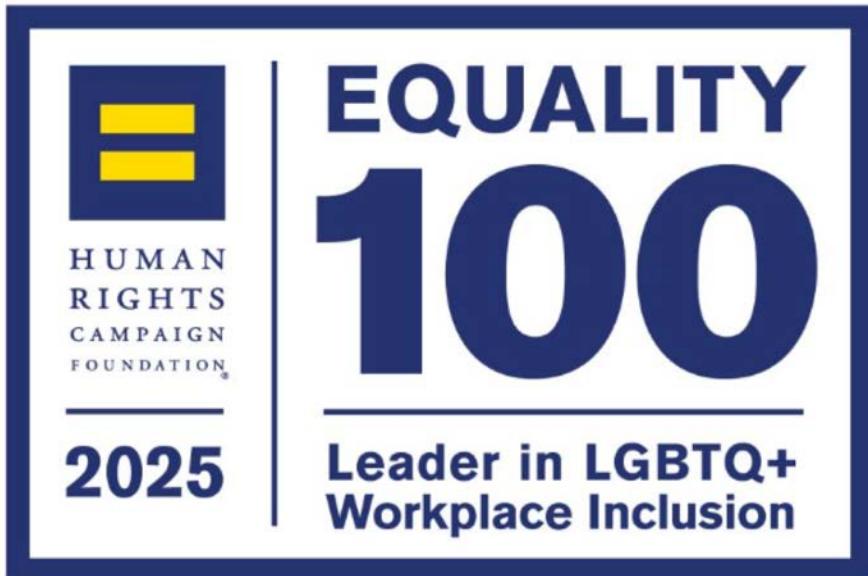
# Posting formats

## Documents



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>



78

4 reposts

+ Follow



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

So proud to work for Exelon!



Exelon  
156,502 followers  
5mo •

+ Follow

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



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

 Mindine Nyambi reposted this  
19h • 

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

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



The image consists of two side-by-side panels. The left panel is a digital graphic for 'ABC Co.' featuring a blue background. It includes a headline in a serif font, a sub-headline in a larger, stylized script font, and a paragraph of text. The right panel is a photograph of a ceiling with a recessed lighting fixture.

ABC Co.

*Brighten your space, cut your costs.*

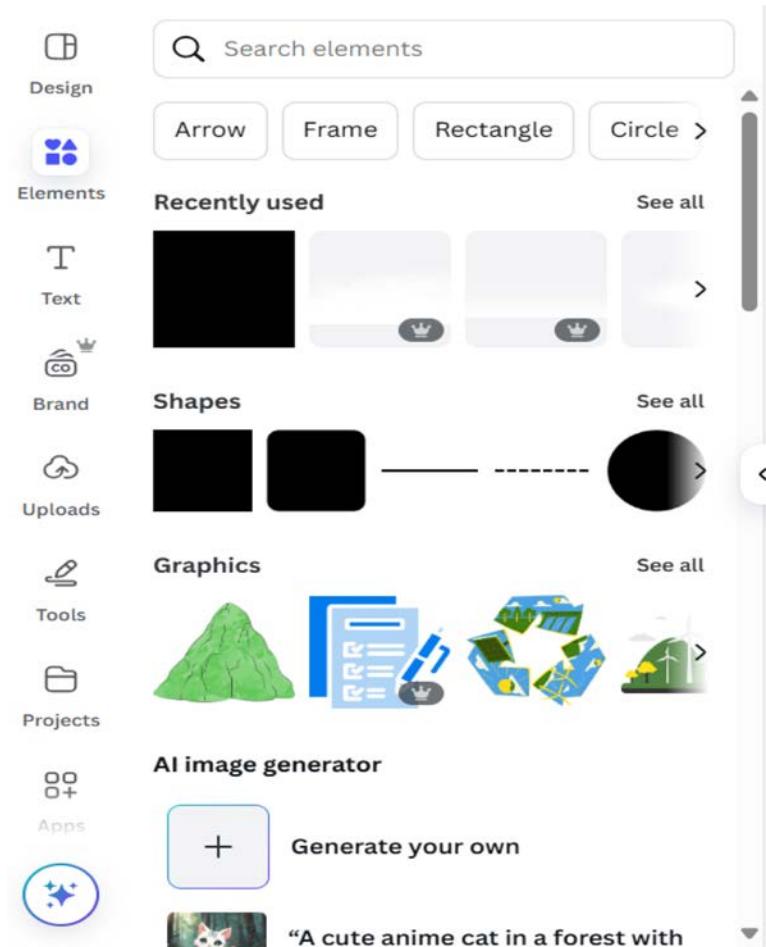
ABC Co's **energy-efficient lighting solutions** deliver brilliant performance while lowering utility bills and reducing environmental impact.

From offices to multifamily housing to industrial spaces, our solutions help you save energy without compromising on quality or comfort.

💡 Upgrade today. Save tomorrow. 🌎

#EnergyEfficiency #LightingSolutions  
#Sustainability #SmartSavings

# 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

1 comment

Like Comment

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

Dalessandro's  
Show translation  
Like • 2 | Reply

peco

LinkedIn Training & Best Practices

 **Brett Riley, CEM** • 2nd  
Senior Energy Efficiency Program Manager at PECO  
1w • 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...  
bizjournals.com

 **Karine Shamlian** and 27 others

2 comments

Like Comment Repost Send

Confidential Information – For Internal Use Only

A large, abstract graphic in the background features three overlapping, rounded, wavy shapes in shades of blue and teal, positioned on the right side of the slide.

# 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

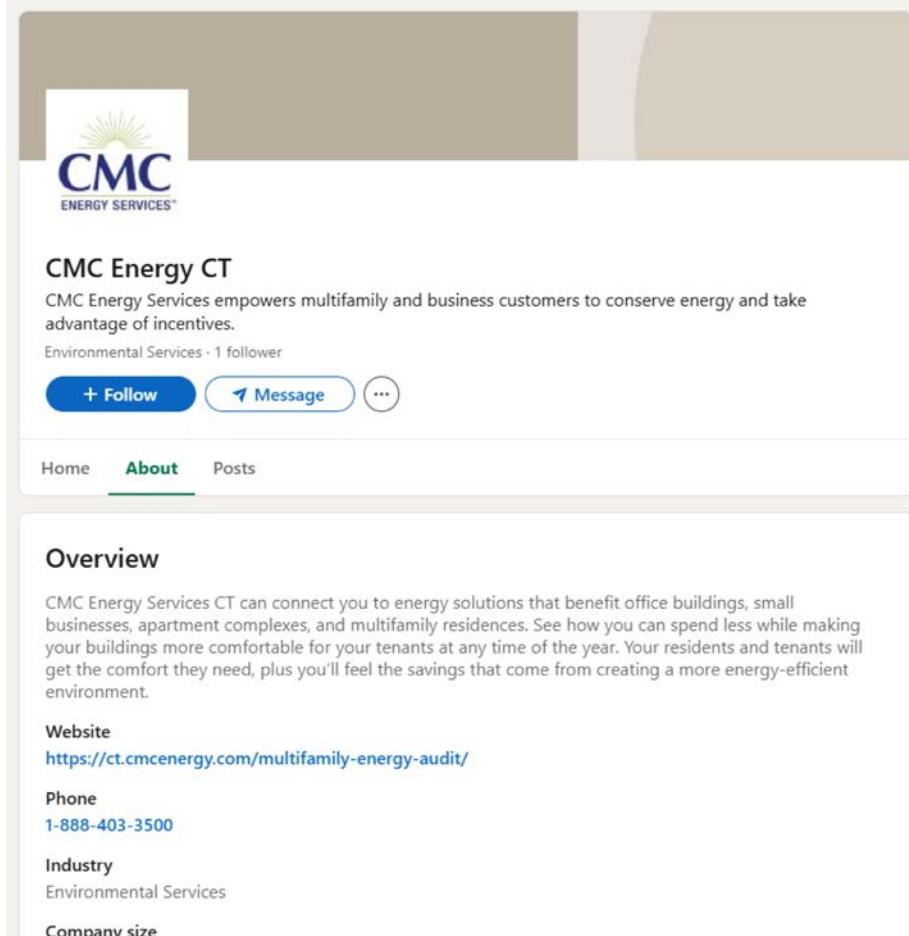
# Showcase pages

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!



The screenshot shows a LinkedIn Showcase page for 'CMC ENERGY SERVICES'. The page header features the company logo with 'CMC' in blue and 'ENERGY SERVICES' in smaller text below it. The main content area is titled 'CMC Energy CT' with a subdescription: 'CMC Energy Services empowers multifamily and business customers to conserve energy and take advantage of incentives.' It shows 'Environmental Services' and '1 follower'. Below this are buttons for '+ Follow', 'Message', and '...'. The navigation bar at the top includes 'Home', 'About' (which is selected and highlighted in green), and 'Posts'. The 'About' section contains an 'Overview' section with text about energy solutions for buildings, businesses, and apartments. It also lists 'Website' (a link to <https://ct.cmcenergy.com/multifamily-energy-audit/>), 'Phone' (1-888-403-3500), 'Industry' (Environmental Services), and 'Company size' (not explicitly listed but implied by the follower count).

# 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.

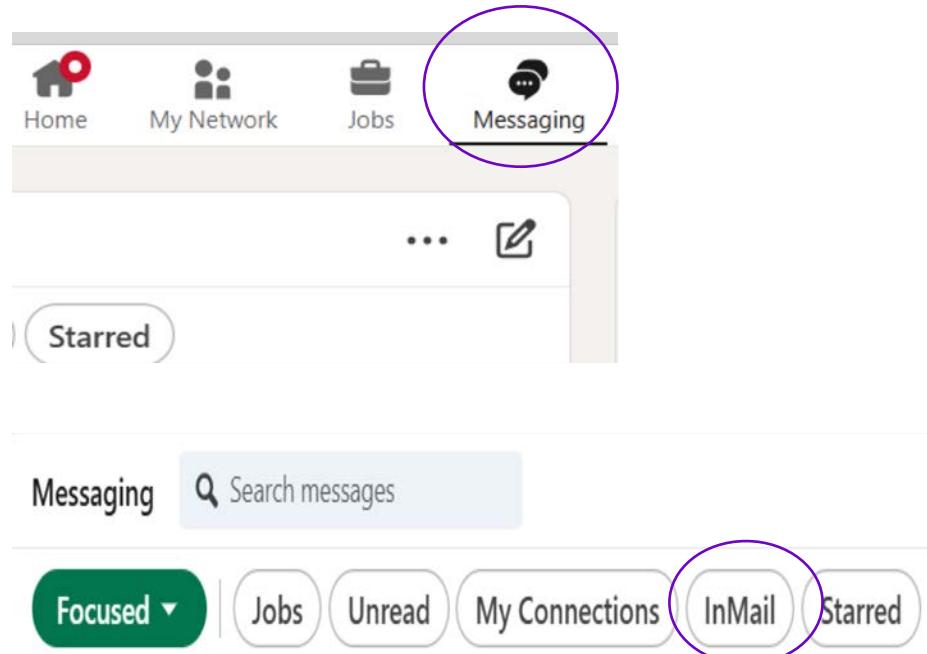
From becoming a Journeyman to receiving a Wagner grant, Tye's journey is proof of the power of community, mentorship, and connection.

#BoysToMen #MentorshipMatters #Inspiration #YouthEmpowerment

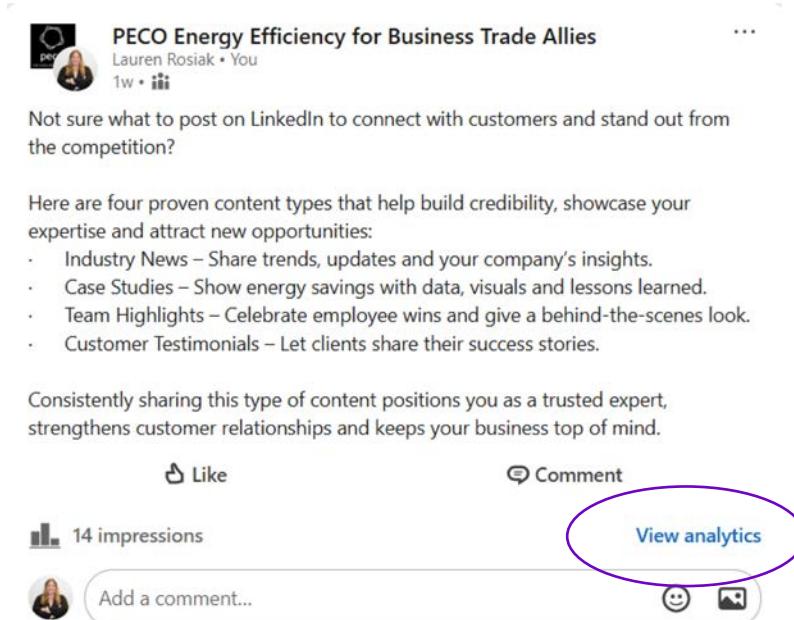


# Marketing Best Practices

## 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



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# Thank you