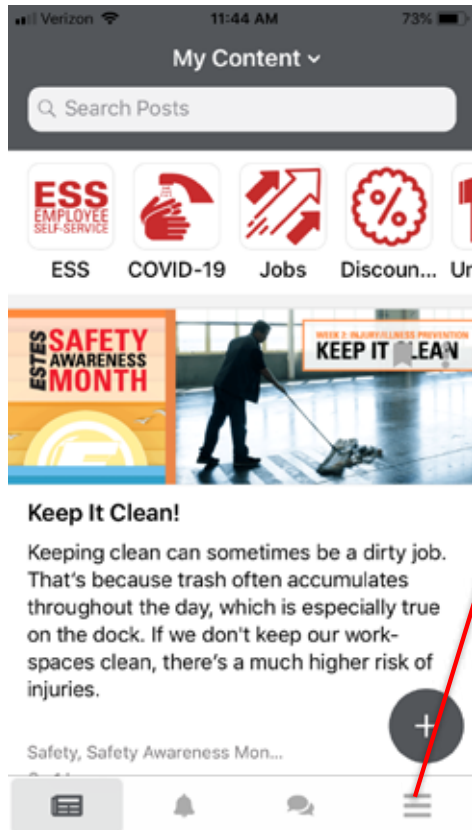
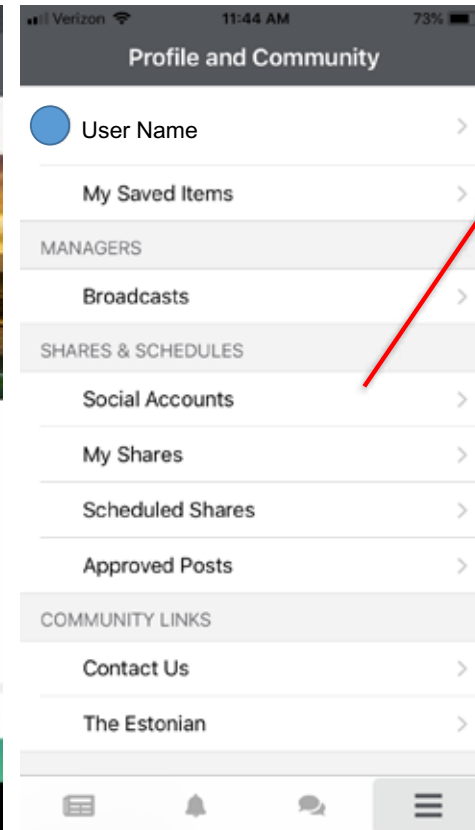


### MOBILE APP INSTRUCTIONS

Connecting Social Accounts in Estes4Me  
(Mobile App)



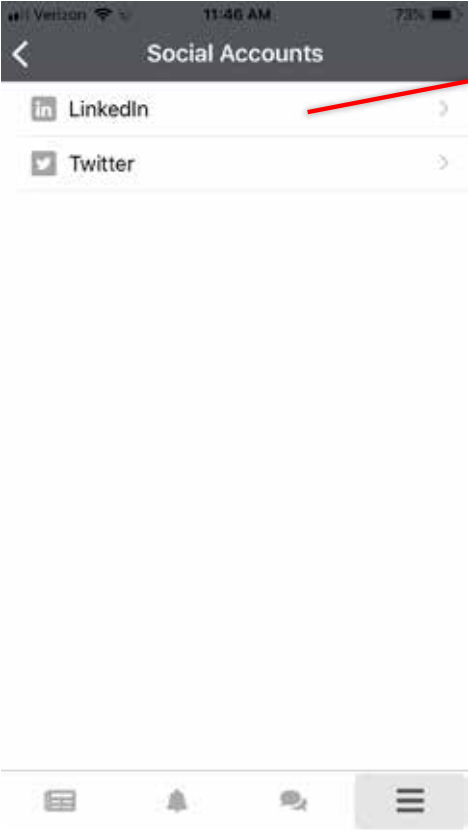
1  
Click on the three horizontal bars at the bottom right corner of the screen (iPhone) or top left of the screen (Android) to open the menu.



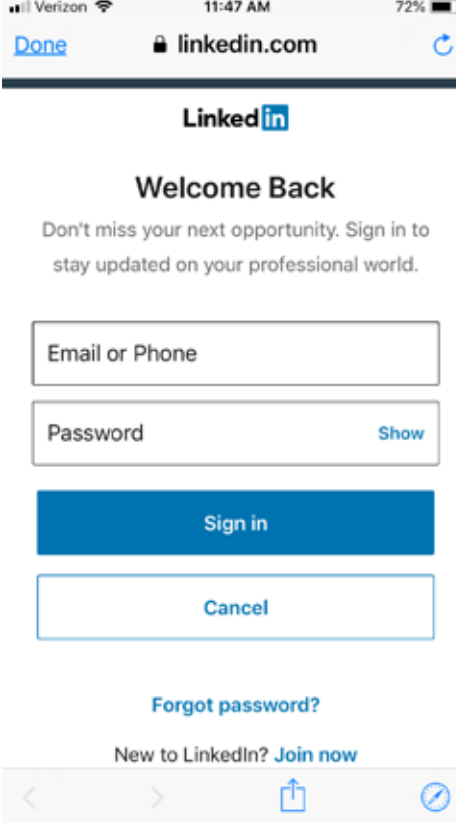
2  
Click on Social Accounts

## MOBILE APP INSTRUCTIONS - CONTINUED

**3** Select the Social channel of choice

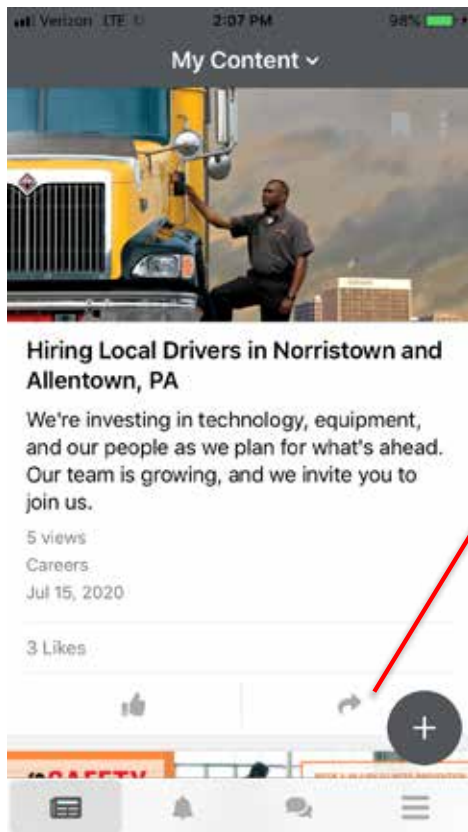


**4** Enter your account credentials and click Sign in (LinkedIn) or Authorize app (Twitter).



## MOBILE APP INSTRUCTIONS - CONTINUED

### Sharing Content From Estes4Me Using the Mobile App

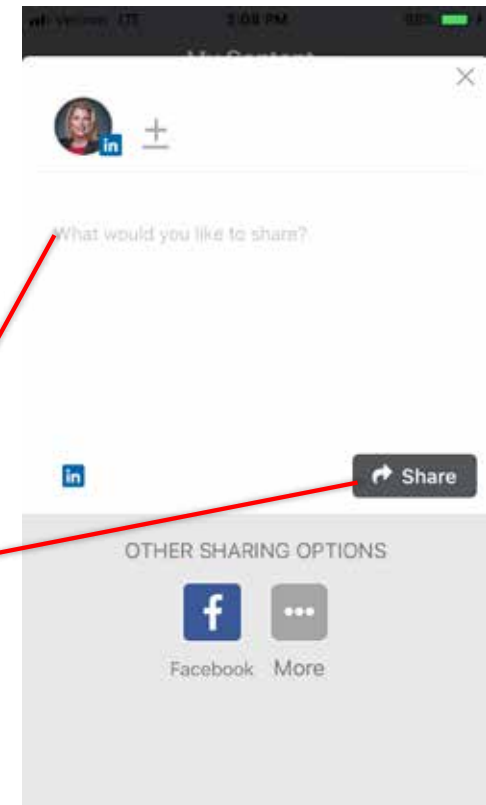


1 Sharable content contains an arrow at the bottom of the postcard. Click the arrow to share the story.



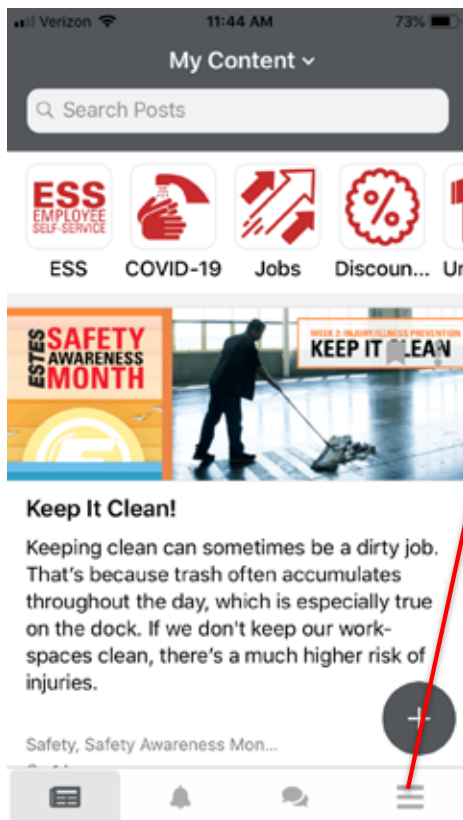
2 Choose from previously connected social accounts, or share to Facebook. Here, the share window is defaulting to the only connected account for the member, which is LinkedIn.

Type what you would like to say if suggested text is not provided, and then click the **Share** button.



## MOBILE APP INSTRUCTIONS - CONTINUED

Disconnect or Add Another Social Account



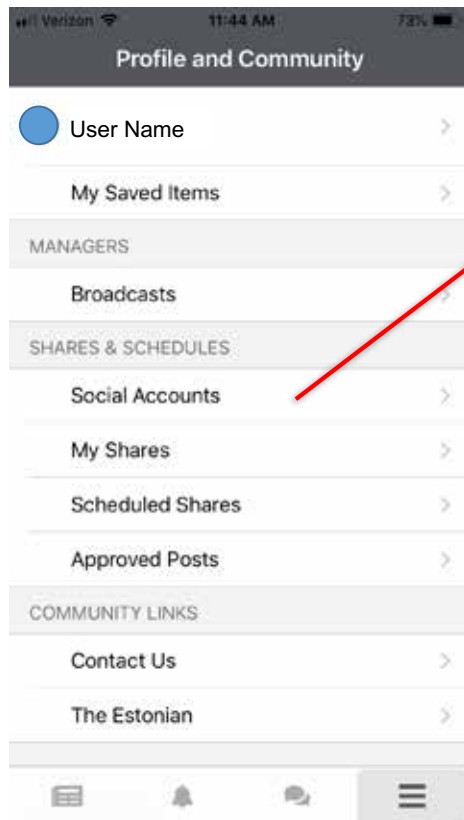
1

Click on the three horizontal bars at the bottom right corner of the screen (iPhone) or top left of the screen (Android) to open the menu.



## MOBILE APP INSTRUCTIONS - CONTINUED

Disconnect or Add Another Social Account

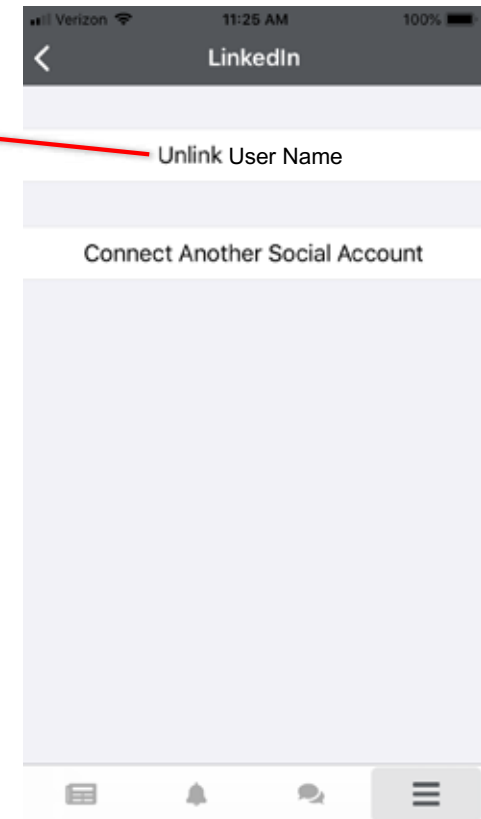


2

Click on Social Accounts

3

Click "Unlink [User Name]"

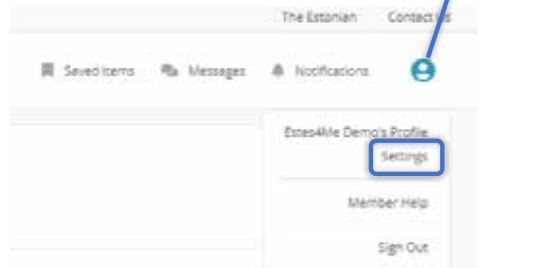


Unlink User Name

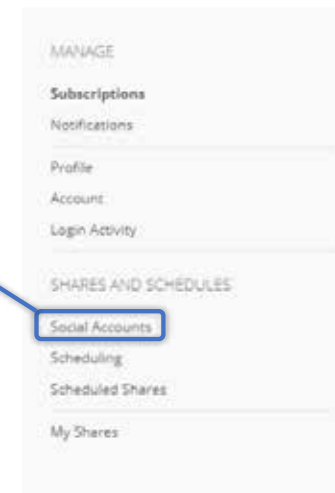
## DESKTOP INSTRUCTIONS

Connecting Social Accounts in Estes4Me  
(Existing Employees or Users)

**1** From anywhere in the platform, click on your profile picture or icon (not necessarily the color shown here), then select **Settings**



**2** On the left side of the screen under **SHARES AND SCHEDULES**, click on **Social Accounts**.



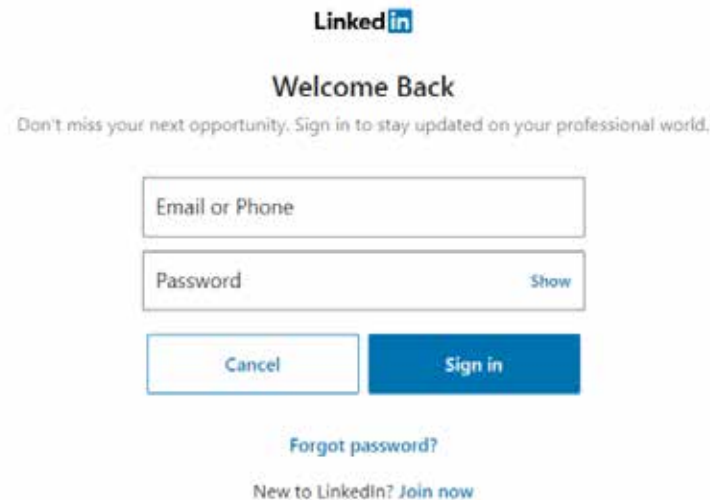
**3** The **Connect Social Account** page will appear. Select the social media account(s) you would like to connect. Options are Twitter and LinkedIn.

Connect Social Account

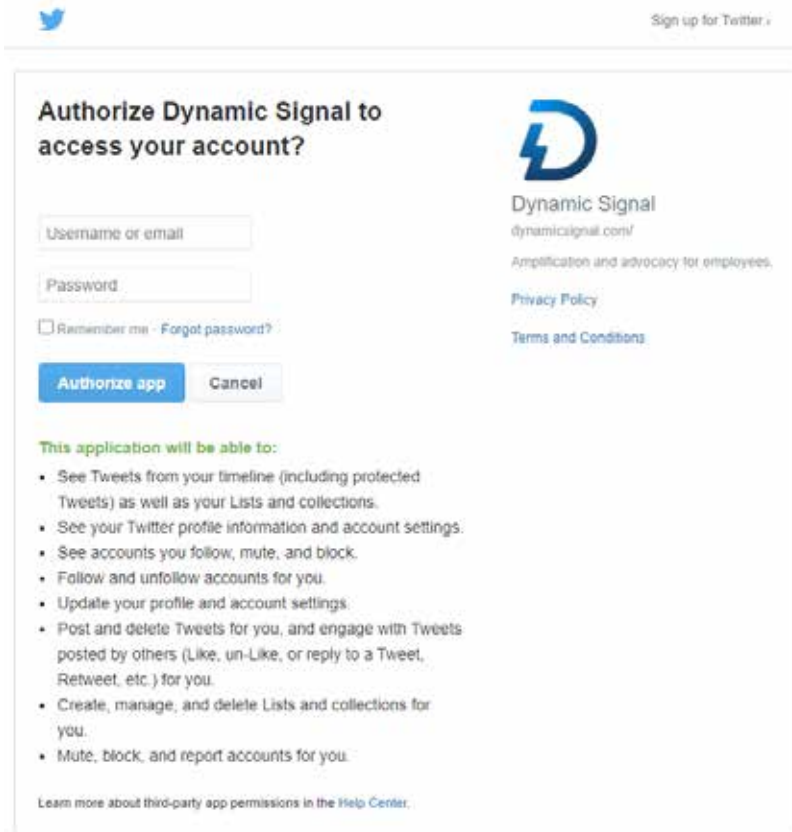


## DESKTOP INSTRUCTIONS - CONTINUED

- 4** Enter your Email/Username and Password for the account(s) you selected and click (LinkedIn) Sign in or (Twitter) Authorize app.



The screenshot shows the LinkedIn login interface. At the top, it says "Welcome Back" and "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" with a "Show" link. There are "Cancel" and "Sign in" buttons. At the bottom, there are links for "Forgot password?" and "New to LinkedIn? Join now".

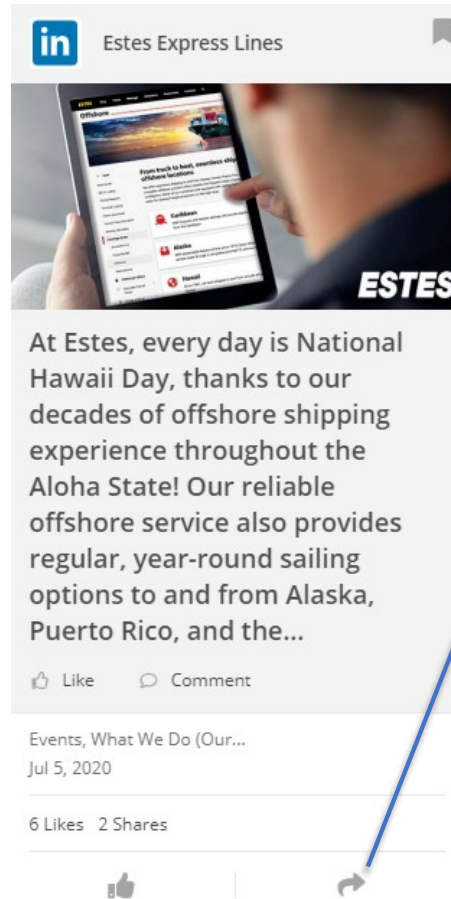


The screenshot shows a Twitter authorization dialog for the "Dynamic Signal" app. The title is "Authorize Dynamic Signal to access your account?". It includes input fields for "Username or email" and "Password", and a "Remember me - Forgot password?" checkbox. There are "Authorize app" and "Cancel" buttons. To the right, the app's logo and name "Dynamic Signal" are shown, along with its website "dynamicsignal.com/", a description "Amplification and advocacy for employees.", and links for "Privacy Policy" and "Terms and Conditions". Below the buttons, a list of permissions is provided under the heading "This application will be able to:", including access to tweets, profile information, followed accounts, profile settings, posting tweets, and managing lists. A link to the "Help Center" is at the bottom.

## DESKTOP INSTRUCTIONS - CONTINUED

Sharing Content From Estes4Me

This is a postcard

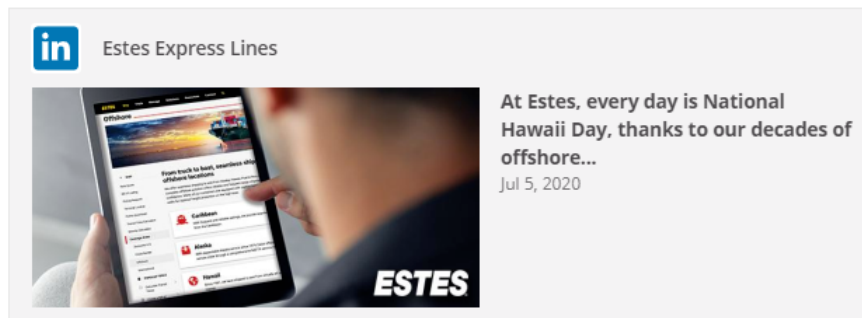


1 Sharable content contains an arrow at the bottom of the postcard. Click the arrow to share the story.

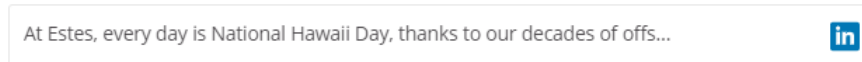
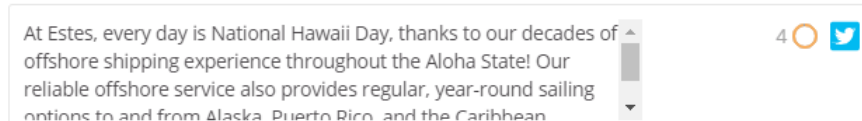


## DESKTOP INSTRUCTIONS - CONTINUED

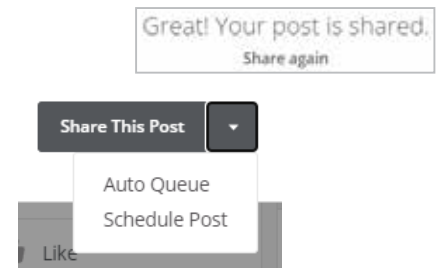
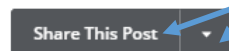
- 2** The **Share a Post** window will open. The platform defaults to sharing on all social accounts at once. To only share on one account, select the one(s) you *do not* want to share to so they fade.



- 3** Suggested copy will appear in the text field. You can edit or update this copy as needed.



- 4** Click "Share This Post" to share the content immediately. Or, select the drop-down arrow to choose *Auto Queue\** or *Schedule the Post* for later.



\* See page 7

## DESKTOP INSTRUCTIONS - CONTINUED

Curtis Carr

**Message from Curtis Carr: Thank You to Our Million-Mile Drivers**

Estes is proud to honor our drivers who have reached the milestone of 1 million or more accident-free miles.

Safety  
Jun 25, 2020, 53 views

34 Likes 2 Shares

**Message from Curtis Carr: Thank You to Our Million-Mile Drivers**  
Estes is proud to honor our drivers who have reached the milestone of 1 million or more accident-free miles.  
Jun 25, 2020

Start typing to personalize your tweet.

Congrats to our drivers!

**Share This Post**

Congrats to our drivers! **Switch text options**

Nice work keeping rolling during these times! **Switch text options**

Some posts have no suggested introductory posting copy and some have more than one option. To see if the content has alternative sharing copy, click in the text field; the “Switch text options” tag will appear if other options are available. Click that phrase to toggle between the alternative options.

## DESKTOP INSTRUCTIONS - CONTINUED

### Auto Queue Schedule

You can automatically schedule when your posts will be shared in the Auto Queue Schedule page. Shared posts that are Auto-Queued will automatically pick the next available day/time that is set in this schedule. If the last time for a given day has already passed, it will go to the first scheduled time on the next available day.

#### Peak Engagement times on LinkedIn

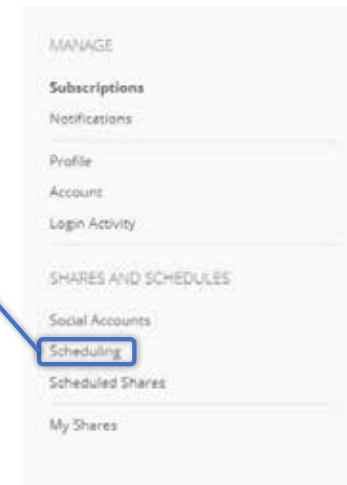
- The best times to post to LinkedIn are **Wednesday from 8–10 a.m. and noon, Thursday at 9 a.m. and 1–2 p.m., and Friday at 9 a.m.**
- The best days to post on LinkedIn are **Wednesday and Thursday.**
- The safest times to post are **Tuesday through Friday from 8 a.m.–2 p.m.**
- The least engagement per day occurs on **Sunday** and the least popular times to post are **every day from 9 p.m. to 3 a.m.**

#### Peak Engagement times on Twitter

- **Best times to post on Twitter:** Wednesday at 9 a.m. and Friday at 9 a.m.
- **Best days:** Tuesday and Wednesday are the **best** days to **post on Twitter.**
- Most consistent engagement: Monday through Friday from 8 a.m.–4 p.m.
- **Worst day:** Saturday gets the least engagement.
- Lowest engagement: Occurs every **day** from 10 p.m.–4 a.m.

Source: <https://www.impactbnd.com/blog/new-research-whats-the-best-time-to-post-on-social-media-in-2>

- 1 Return to your profile **Settings** and select **Scheduling**

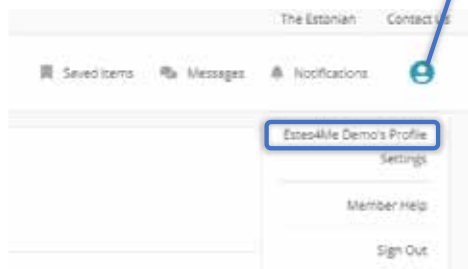


## DESKTOP INSTRUCTIONS - CONTINUED

### Checking on Your Sharing Activity

1

From anywhere in the platform, click on your profile picture or icon (not necessarily the color shown here), then select **(Your Name)'s Profile**



2

**SAMPLE PROFILE**

**Sharing Activity** appears at the bottom of your profile



**Holly Halter**

Joined on Jan 28, 2020

Email  
holly.halter@estes-express.com

Phone  
(804) 353-1900

Time Zone  
Eastern Time (America - New York)

[Edit profile](#)

### Sharing Activity

2 0 0 0  
Shares Clicks Reactions Impressions



[Add another channel](#)

## DESKTOP INSTRUCTIONS - CONTINUED

### Disconnect or Add Another Social Account

To disconnect or add another LinkedIn or Twitter account, return to the **Social Accounts** page from your Settings and select "Disconnect" or "Add"

