#Our new job

Thanks for your interest in #OurNewJob! The more people who spread this message, the better off we'll be in the fight against COVID-19. Here are some ways you can do your bit.

1/ Upload a new profile picture

- Take a selfie, wearing a mask, standing against a plain background. Make sure there is some space below your chin.
- Add that image and the .png file (available to download on this link) into PowerPoint or Keynote.
- Add the transparent #OurNewJob frame to your image.
- Save, or just take a screen shot of your new profile pic, then upload to LinkedIn, making sure the #OurNewJob frame is centred so it looks like this:



2 / Update your experience

- Go to your LinkedIn profile.
- Scroll down to 'Experience' and add a role by clicking the +

Experience





Add a new position - writing "Mask Wearer / (insert your current job title)". Make

• sure that you add your current company (in this case, Ogilvy Australia) to update your experience within your existing role.



 Ensure 'Update my headline' and 'Share with network' are both selected.

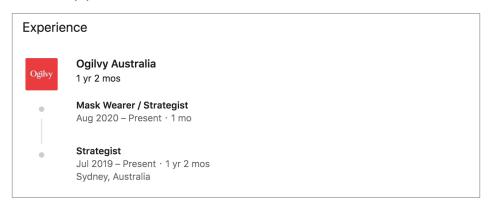




Share with network

If enabled, your network may be informed of job changes, education changes, and work anniversaries. Learn how these are shared and when

• Save and this will notify your followers. Once done, it should look like this:



3 / Post a status in support

Simply click 'Start a post' at the top of LinkedIn's home page, then copy and paste the below text.

I've got a new job. It's wearing a mask.

Sure, it's not the hardest job in the world, but it's the most important one I'll ever have.

I know it's not anybody's dream job. It might not be a comfortable fit. And sure, there's no pay – but it'll pay off in the long run.

My new job is wearing a mask. But it's not just my job. It's yours, too.

#OurNewJob

Download the profile picture frame here: ogilvy.com.au/ournewjob

4 / Share this link!

This link has everything a friend, colleague or company needs to jump in and do their bit, so spread it far and wide! ogilvy.com.au/ournewjob