

# OKTOPOST USER GUIDE

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FEBRUARY 2020

OKTOPOST  
CAPS

## SOCIAL MEDIA SHARING: OKTOPOST

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Oktopost is a social media sharing tool.

Capco's Digital Marketing team uses the tool to create content for Capco's LinkedIn, Twitter, and Facebook channels, and then employees can go onto the tool to share that content.

Why is Oktopost important for employees to use?

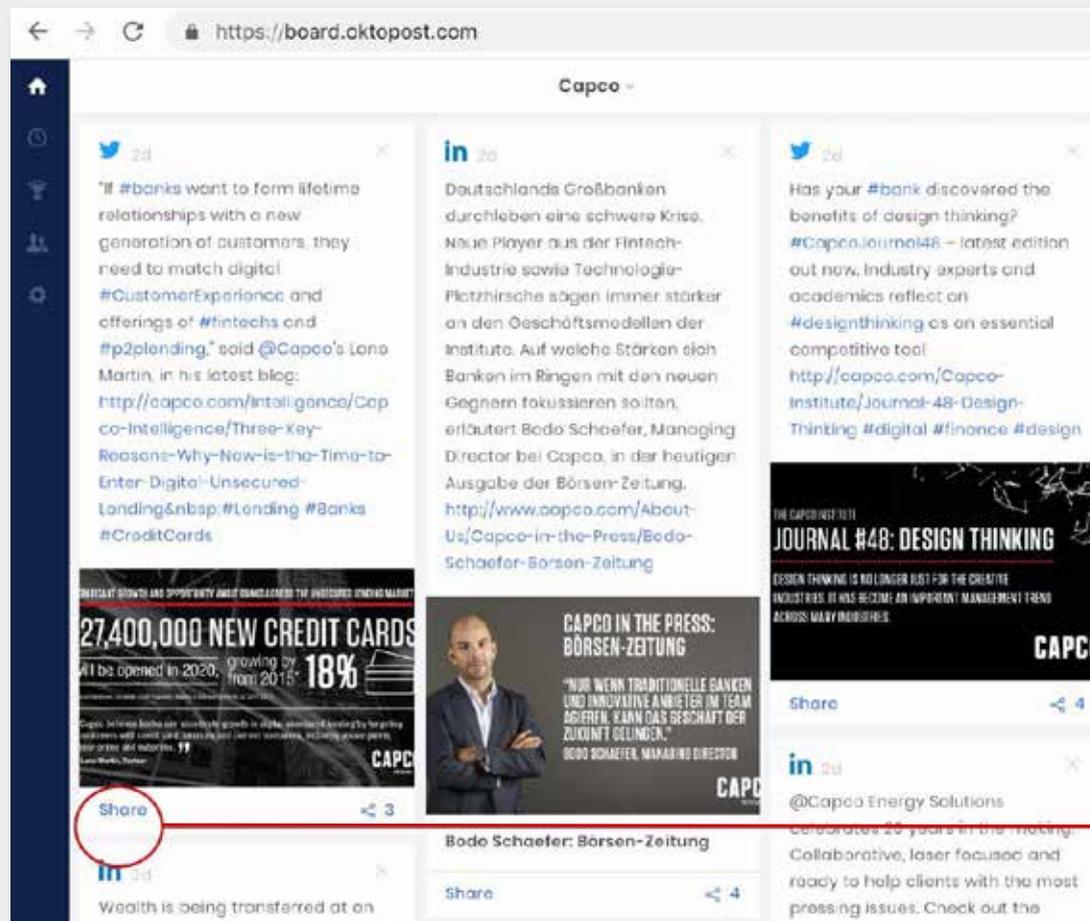
- When employees share content on their own social media channels, that content is seen by many more people.
- People are more willing to engage with and interact with content that is shared by a friend or someone in their social media network than from a company
- In 2017, when Capco ran paid recruitment ads on social media, 3.93% of all website visitors from paid ads performed a career search
- During that same period, 51.70% of all visitors from our employees' social accounts performed a career search

**Employee social media accounts outperform Capco's corporate social media channels:**

Our Oktopost advocates drive more engagement and traffic to Capco.com than our corporate channels.



# HOW DOES OKTOPOST WORK



All content shared on Capco's social media channels are placed into Oktopost.

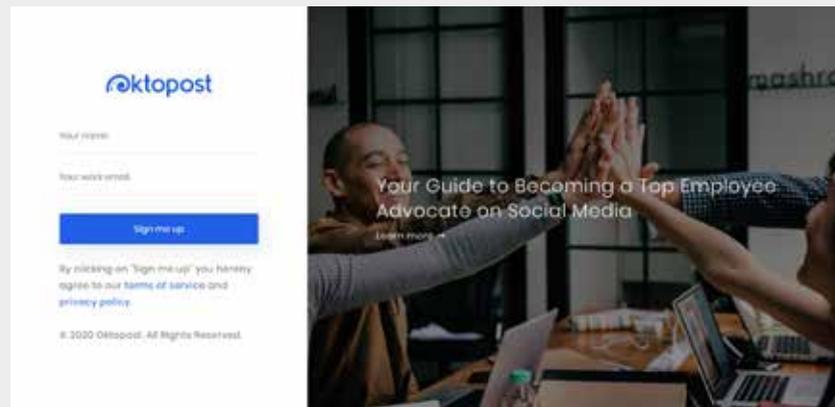
Employees can then click a button to share that content on their own social media channels.



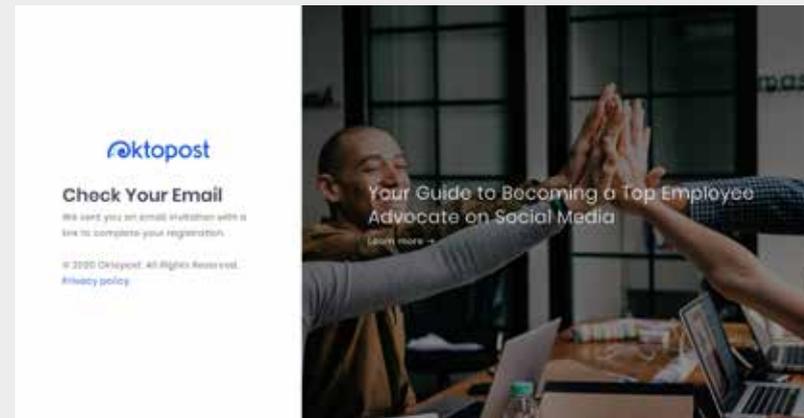
Users are encouraged to edit the proposed content in order to add individual personality or opinion. Editing the content will make it relevant for your individual networks.

# HOW TO SIGN UP AND USE OKTOPOST

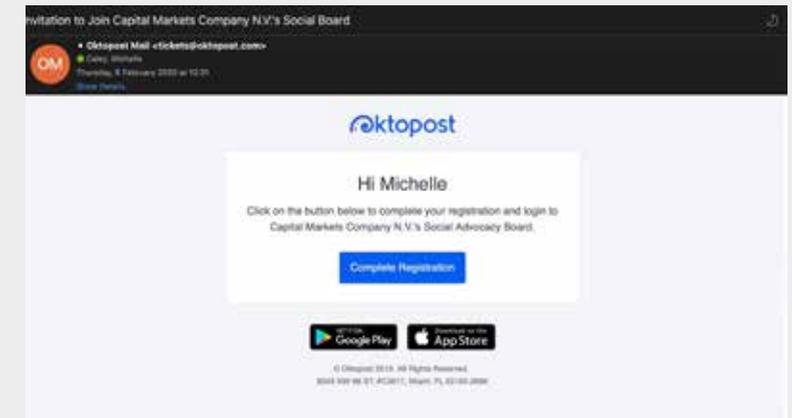
**Step 1:** Go to [WWW.CAPCO.COM/OKTOPOST](http://WWW.CAPCO.COM/OKTOPOST) sign up for Oktopost and register your details, using your Capco work email address.



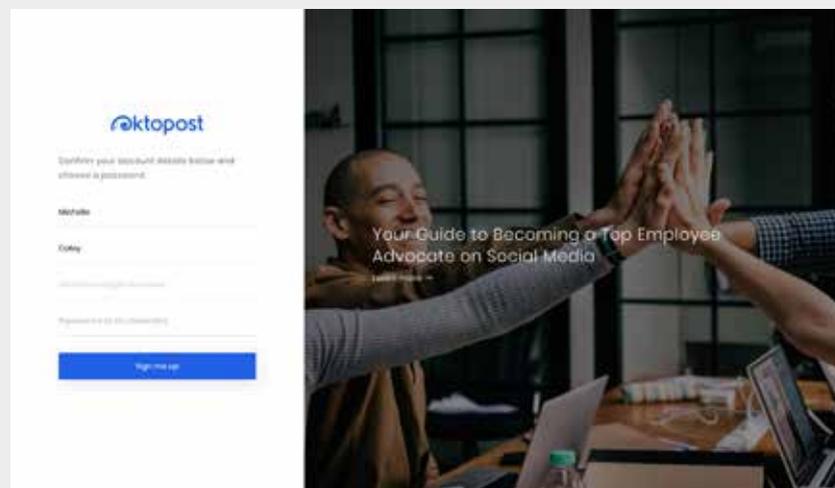
**Step 2:** Check your work email for a confirmation email from Oktopost.



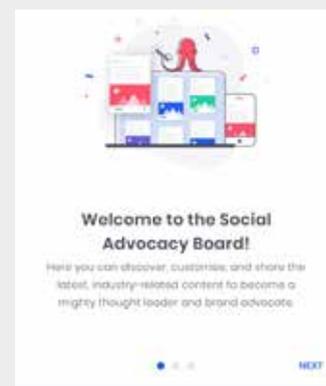
**Step 3:** Click on the link in the email to confirm your registration.



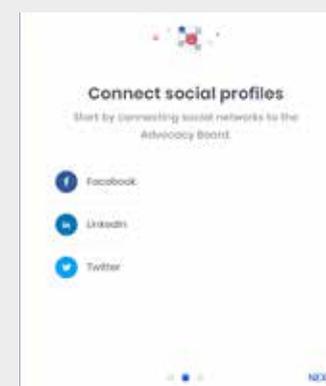
**Step 4:** Create a password to access Oktopost.



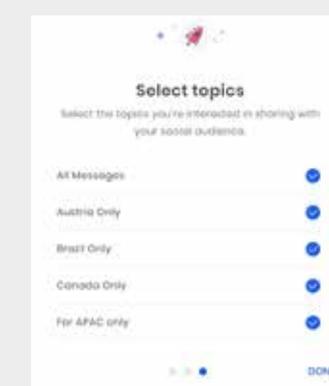
**Step 5:** You will see a welcome screen. Hit the **Next** button in the bottom right corner.



**Step 6:** Connect our social media accounts to Oktopost so that you can share content. Please note that you will need to have the user name and password of your LinkedIn, Twitter and/or Facebook accounts to do this. You can choose to connect all of your accounts, or just LinkedIn. Hit the **Next** button.



**Step 7:** Select the countries for which you want to see content. Hit **Done**.



**IMPORTANT NOTE:** Oktopost will not have access to post anything on your social channels and will not access your private data. Nothing will be shared on your accounts unless you physically log into Oktopost to share content.

# HOW TO SIGN UP AND USE OKTOPOST

**Step 8:** You will see a screen like below, with all of the social media posts that we have posted on LinkedIn, Facebook and Twitter. Review the posts and select the ones that you want to share. Hit the **Share** button on the post that you want to share.

**Step 9:** Feel free to write a brief intro to the content (this is not a required step), and then hit the **Share** button. The post will appear on your own LinkedIn, Twitter or Facebook feed in a few minutes.

