

Using LinkedIn to Help IBTTA Achieve Its Goals

Did you know that your activity on LinkedIn can help IBTTA achieve its goals?

LinkedIn is all about the professional, so it's the most appropriate social media platform for sharing information from IBTTA, be it a Tolling Points blog post or an announcement about an upcoming conference.

Sharing IBTTA information on LinkedIn also helps you to build a presence and network on this powerful platform – which can help you with your career.

Here are some simple things that IBTTA employees, members, event speakers, exhibitors and sponsors can do to help IBTTA on LinkedIn.

1 - Update your LinkedIn profile and show employment, membership or other association with IBTTA.

2 - Please join in and engage in IBTTA's Campaign for the Tolling Industry LinkedIn GROUP

3 - Join other associated groups on LinkedIn such as:

- Electronic Toll Collection Pros
- Electronic Tolling and Road Usage Charging
- Alliance for Tolling Interoperability
- AASHTO
- Better Roads
- Infrastructure Investor Network
- Linkin Transportation Professionals
- Telematics
- Intelligent Transport Systems
- Intelligent Transport Society

4 - SIMPLE ways to engage on LinkedIn that HELP IBTTA achieve its goals:

- Like or comment on group posts
- Share an article you think the group would find useful
- Once you've been engaging for a while in the above manner, share an IBTTA blog post or promotion about an upcoming conference.