**Social Post guidance**

We encourage all new partners to amplify their involvement with DCSA+. Whether posting about the initial announcement, ongoing collaboration, or milestones achieved through DCSA+, your support helps strengthen awareness of the programme and its mission.

While you should feel free to adapt communications in whatever way best fits your brand on LinkedIn, we have included some platform-specific parameters and sample language for your organisation and/or leaders to consider when drafting posts:

**Content:** Highlight why your organisation has joined DCSA+ and how you aim to contribute to the programme’s objectives.

* **Tone:** Try to include language that is collaborative, forward-looking, and aligned with DCSA+’s mission to enable digital transformation through standardisation.
* **Imagery:** Include high-quality photos that show your organisation in action, when possible, for example, signing events. If helpful, DCSA’s marketing team can supply you with suitable images should they be required.
* **Tagging:** To increase visibility and engagement, tag relevant individuals for the grand (both leaders within your organisation as well as [DCSA](https://www.linkedin.com/company/digital-container-shipping-association-dcsa/?viewAsMember=true)), along with [DCSA’s official](https://www.linkedin.com/company/digital-container-shipping-association-dcsa/?viewAsMember=true) paged using the “@” symbol [(@Digital Container Shipping Association (DCSA](https://www.linkedin.com/company/digital-container-shipping-association-dcsa/?viewAsMember=true)). Our channels are linked below.
	+ [LinkedIn](https://www.linkedin.com/company/digital-container-shipping-association-dcsa/?viewAsMember=true)
	+ [Website](https://dcsa.org/get-involved/dcsa-plus)
* Hashtags: Feel free to use relevant hashtags (e.g #DCSA #Collaboration, #Supply Chain) and remember that less is typically more: 3-5 hashtags should be sufficient

**LinkedIn**

Text Length:

* Posts can be up to 1,300 characters, roughly 200-250 words, we recommend using 150-300 characters or 20-60 words for optimal engagement.

Example 1

*We're proud to announce that we’ve joined the DCSA+ Partnership Programme, launched by the Digital Container Shipping Association (DCSA)! This exciting news is the latest step in advancing our mission.*

*As a DCSA+ partner, we're excited to work alongside global industry leaders to accelerate the adoption of digital standards in maritime shipping and drive forward meaningful change.*

*We look forward to collaborating with DCSA and fellow partners to shape the future of maritime logistics, together.*

*Read more about our partnership and what it means for the industry: [insert link to the press release or to* [*DCSA+’s landing page*](https://dcsa.org/get-involved/dcsa-plus)*]*

#DCSA #SupplyChain #Digitalisation #Sustainability #DigitalStandards

Example 2

*We're proud to announce that we’ve joined the DCSA+ Partnership Programme, launched by the Digital Container Shipping Association (DCSA)! This exciting news is the latest step in advancing our mission.*

*Our key goals as part of the programme include optimising operational processes in global shipping, enabling transparent, data-driven supply chains and promoting sustainable digital innovation.**We’re confident that our experience in [insert relevant expertise, e.g., implementing digital standards, logistics innovation, data solutions] will contribute to a more connected, efficient, and future-ready shipping industry.*

*We look forward to collaborating with DCSA and fellow partners to shape the future of maritime logistics, together.*

*Read more about our partnership and what it means for the industry: [insert link to the press release or to* [*DCSA+’s landing page*](https://dcsa.org/get-involved/dcsa-plus)*]*

#DCSA #SupplyChain #Digitalisation #Sustainability #DigitalStandards