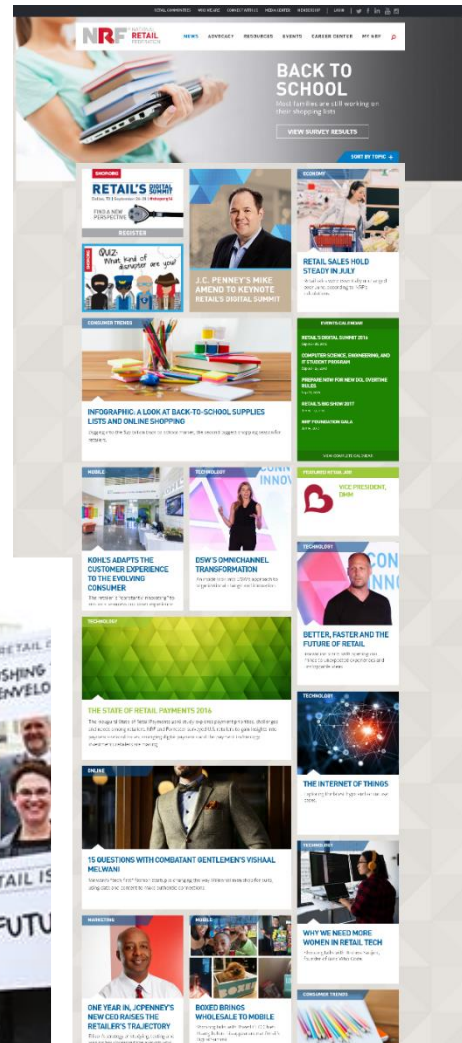




LEVERAGING LINKEDIN FOR ADVOCACY

Public Affairs Council, 8/24/2016

A black mug with the NRF logo and the text "THE VOICE OF RETAIL" on it, sitting on a table. The mug is black with the NRF logo in gold. Below the logo, the text "THE VOICE OF RETAIL" is printed in white. The mug is sitting on a light-colored surface, and a tea bag is visible in the background.

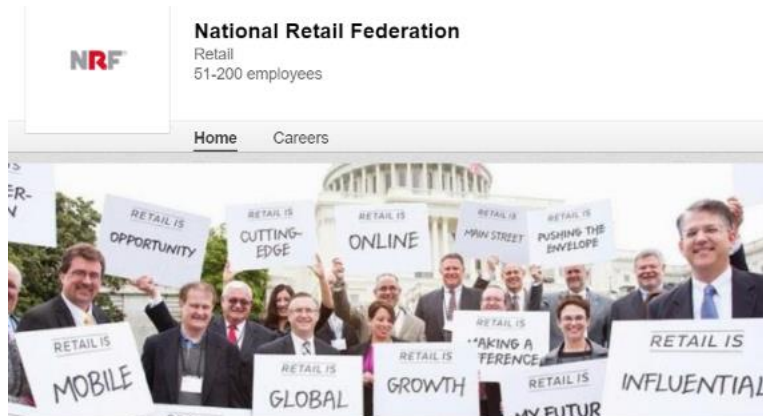


Brief Bio

- ▣ Tony Fontana, Manager, Communications
- ▣ Joined NRF in 2012
- ▣ Day-to-day social media monitoring, execution and long-term digital strategy
- ▣ [linkedin.com/in/tony-fontana](https://www.linkedin.com/in/tony-fontana)
- ▣ @tony_fontana



NRF on LinkedIn



NRF is the world's largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants and Internet retailers from the United States and more than 45 countries. Retail is the nation's largest private sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.5 trillion to annual GDP, retail is a daily barometer for the nation's economy. NRF's This is Retail campaign highlights the industry's opportunities for life-long careers, how retailers strengthen communities, and the critical role that retail plays in driving innovation. www.nrf.com.

Specialties

Advocacy, Communities & Networking, Education & Research

Website

<http://www.nrf.com>

Industry

Retail

Type

Non Profit

Headquarters

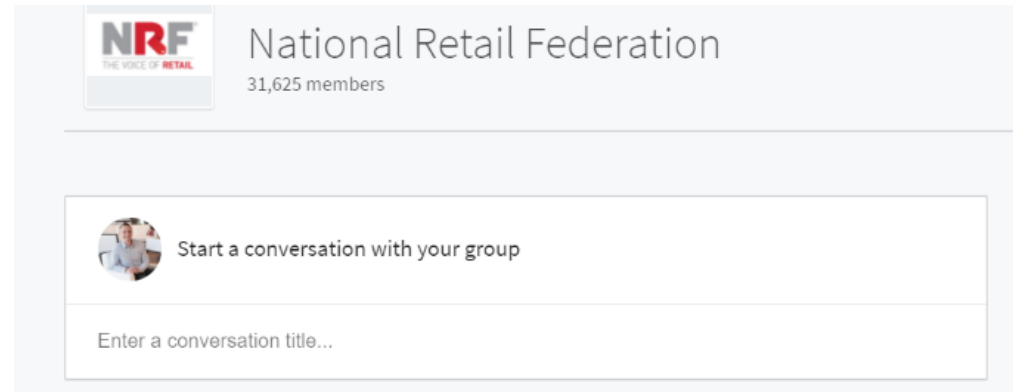
1101 New York Ave., #1200
Washington, DC 20005 United States

Company Size

51-200 employees

Founded

1911

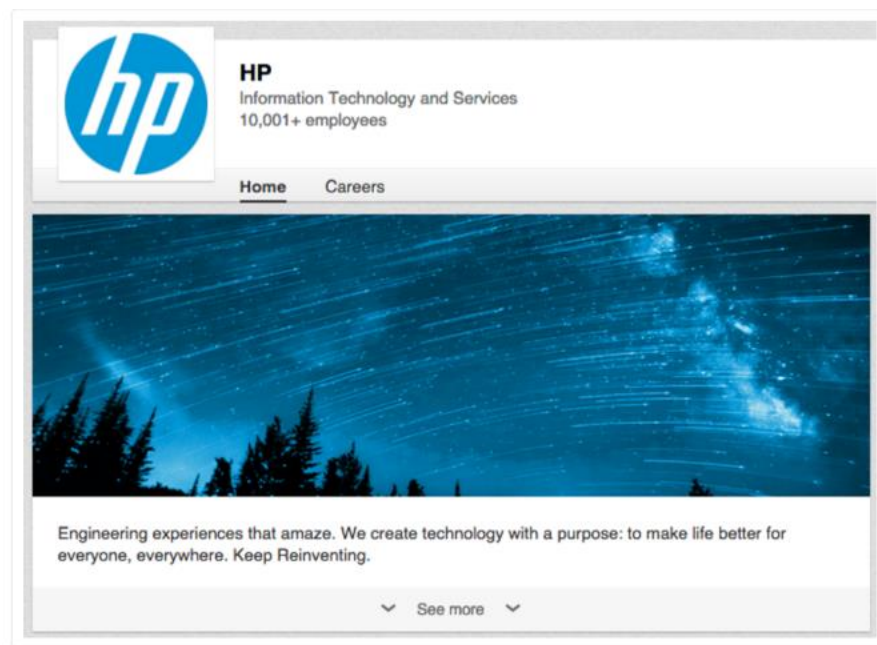


[linkedin.com/company/national-retail-federation](https://www.linkedin.com/company/national-retail-federation)

Tips for Groups and Company Pages

- Groups are best for:
 - Building relationships
 - Connecting members and community building
 - Leverage: Weekly Announcements

- Company Pages are best for:
 - Sharing engaging content
 - Showcasing member value
 - Leverage: Sponsored Updates



Broadening NRF's Reach

Sponsored
Updates

▣ Patent
Reform



Broadening NRF's Reach

Sponsored Updates

▣ Overtime



National Retail Federation shared: Following • 12mth

The Department of Labor's proposal to drastically change federal overtime rules is a bad deal for retailers and retail employees. Take action and add your comment before the September 4th deadline to help stop them.

<https://lnkd.in/bZVfWg>



Take Action on Overtime
nrf.com • Tell DOL to reconsider their overtime rule

Like • Comment • 11 5



National Retail Federation shared: Following • 2mth

The Department of Labor has issued its final version of new federal regulations that would dramatically increase the number of workers who must be paid overtime. Here are the key elements that you need to know now.

<https://lnkd.in/enkY4t9>

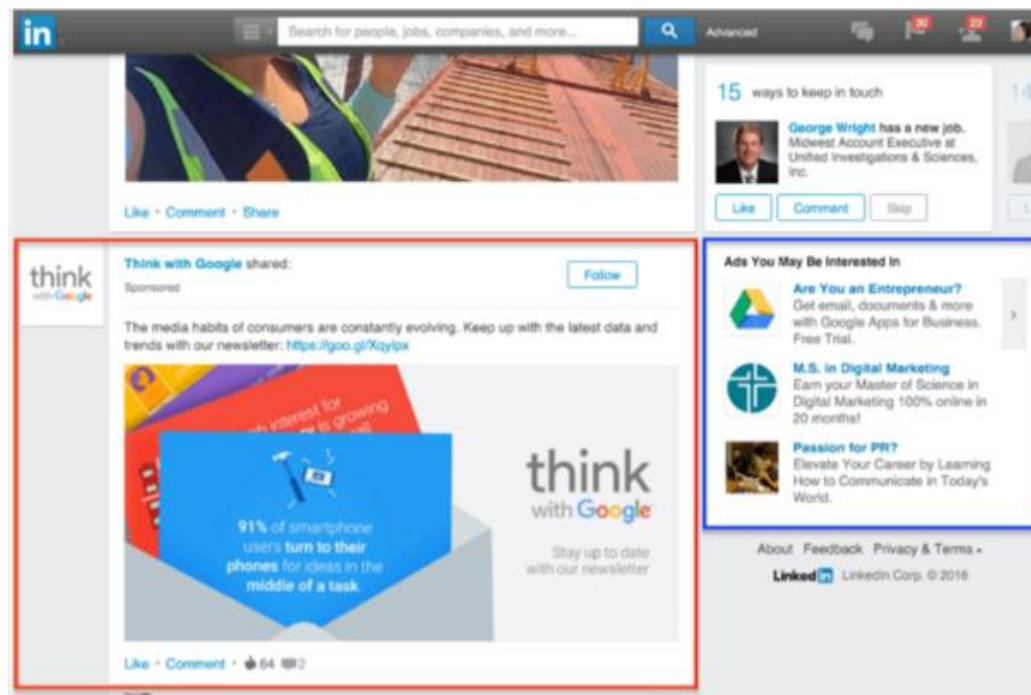


7 Things to Know about the New Overtime Regulations
slideshare.net • The Department of Labor issued its final rule making changes to the overtime exemptions under t...

Like • Comment • 13

No Budget? No Problem

- Create a Company Page (for free!)
 - Requirements:
[linkedin.com/help/linkedin/answer/1594](https://www.linkedin.com/help/linkedin/answer/1594)
- Group Announcements
- Get Started with Self-Service Ads
 - Sponsored Updates
 - Text



Broadening NRF's Reach

InMails

▣ Policy

▣ Careers

Verizon LTE 4:42 PM 91%

< SVP, Government Relati...

Sponsored
Wanted: Retail Champions

Dear Tony Fontana,

Are you a small business retailer who is also a community leader? Do you go above and beyond to advocate for retail? Or do you know someone who does? [Nominate yourself or someone else here!](#)

The National Retail Federation wants to celebrate America's Retail Champions — local retailers who embody the fighting spirit of American small business. We need your help to identify deserving small retail business owners who not only represent the industry well but also work hard to make a real difference in their communities.

NRF is sponsoring 50 complimentary trips to DC (including travel and hotel accommodations) to attend the Retail Advocates Summit and accepted nominees will have a unique opportunity to share their retail story face-to-face with policy makers. Nominations are due by April 1.

[Nominate Local Retailers Today](#)

Verizon LTE 4:42 PM 91%

< Robin Wagher, Director...

Sponsored
Earn a full-tuition scholarship

Hi Tony,

We're awarding 20 full-tuition scholarships to University of Phoenix this year, and all retail employees — in any full-time or part-time position — are eligible. You have until the end of March to submit an application and take advantage of this life-changing opportunity.

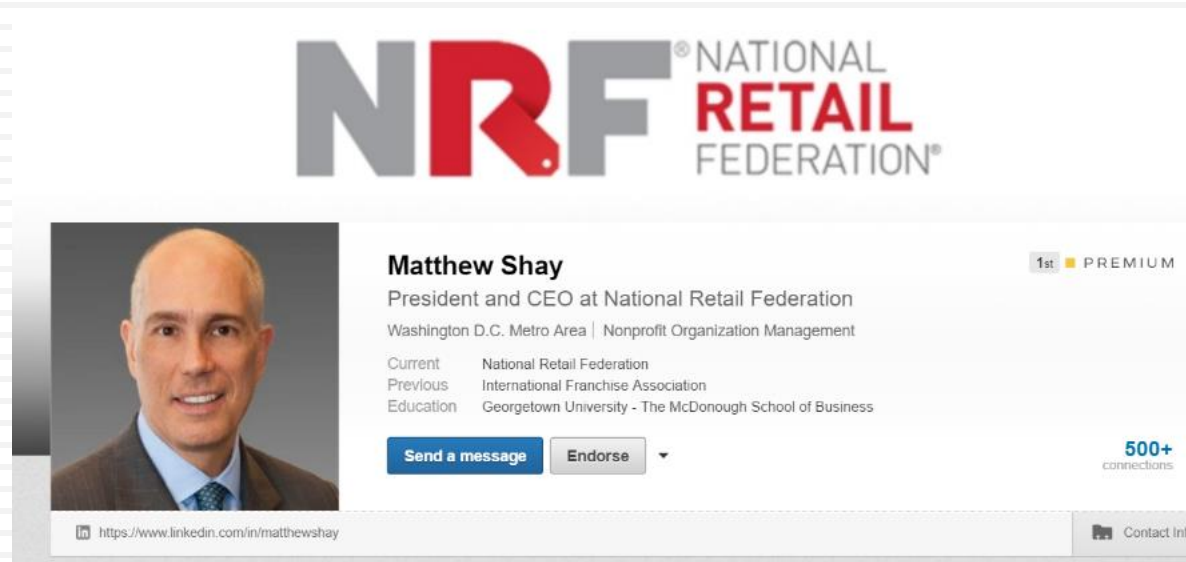
Hundreds of retail employees from companies across the United States apply to Dream BIG each year. [The stories shared by previous recipients show how they're making progress](#) toward undergraduate and master's degrees from University of Phoenix.

Do you want to advance your career through education? Start your application for the Dream BIG Scholarship today and submit by March 31.

Good luck!
Robin Wagher
Director of Scholarships
NRF Foundation


[Learn more and apply now](#)

Executive Positioning on Pulse




NRF President and CEO
Matthew Shay


Executive Positioning on Pulse


**Matthew Shay**
President and CEO at National Retail Federation


Following


Posts (6) Recent Activity (1)


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July 6, 2016
9,181 1,294 64

**A Recipe for Effective Organizational Change**
April 19, 2016
5,324 691 41

**For Retailers, Perpetual Disruption Leads to...**
February 17, 2016
6,233 147 15

**What Most Open-Office Debates Get Wrong**
November 5, 2015
3,374 64 10

**When "Back-to-School" becomes "back to**
August 20, 2015
511 41 4

**3 Reasons to Put Your Retail Experience on Your...**
June 3, 2015
7,459 162 14

“Myths of Mentorship”

“If a mentor and protégé agree on everything, the mentorship won’t be very instructive.”



The Myths of Mentorship: What actually makes them work?

Published on July 6, 2016 | Featured in: [Leadership & Management](#), [Professional Women](#), [Recruiting & Hiring](#)



Matthew Shay

President and CEO at National Retail Federation



1,294



64



385



Mentorship is one of the most sought after commodities in the business world, but also one of the most frequently misunderstood.

The research is conclusive. Study after study finds that those with a mentor [earn higher salaries](#), [are more satisfied with their careers](#) and [perform better on the job](#). But this uniform consensus oversimplifies what are often complicated, unique dynamics.

Analysis

Best performing post so far

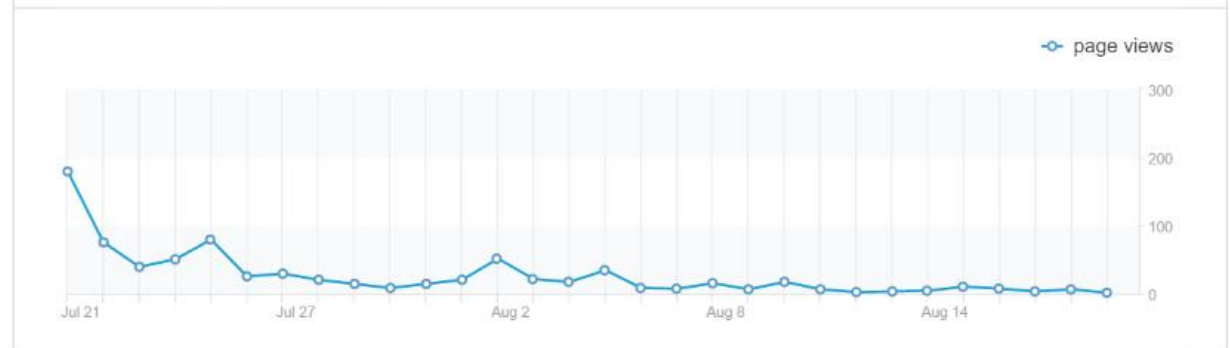
Since July 6:

9,200+ views
1,700+ engagements

See how your post is doing

9,180 1,294 64 386

770 views in the last 30 days



Demographics of your readers



Top industries

13% Information Technology a...
8% Financial Services
7% Human Resources



Top job titles

17% Salesperson
8% Consultant
8% Human Resources Speci...



Top locations

15% Greater New York City Area
10% Washington D.C. Metro A...
9% San Francisco Bay Area



Top traffic sources

84% LinkedIn.com
7% Facebook
6% LinkedIn Pulse

Lessons Learned

- Short and “snackable”
- Rich media and pull quotes
- Storytelling through visuals
- Sponsored Updates and A/B testing
- Relevant topics for members and readers alike



A Recipe for Effective Organizational Change

Published on April 19, 2016 | Featured in: [Company Culture](#), [Leadership & Management](#), [Retail & E-Commerce](#)



Matthew Shay
President and CEO at National Retail Federation



691



41



203



Develop a vision for the culture you want to create: We knew that without the proper investment, commitment and conviction, we couldn't transform NRF into the modern organization required to support a modern, dynamic retail industry. To get the right people in place and create the right work environment for them to collaborate and innovate, we made strategic investments in three areas:

1. We invested the time and money in shedding our old office space where employees were walled off and separated. "One NRF" required us all to work together. Literally. You can read the post about how moving to an open office space plan accelerated our success [here](#).
2. We invested in creating the culture we needed to succeed. We now have more all-staff meetings and "brown-bag" lunches where departments not only share ideas but also enlist the opinions and expertise of their colleagues in other departments to solve problems. We also invested in more team building and skill building through coaching and other education and development opportunities to keep us moving forward together.
3. We empowered our divisions to achieve results in new ways and encouraged risk taking by making sure people knew it was ok to fail.

If we were failing, that meant we were trying new things. And we've had some clear successes, but also some misses — from both of which we learned a great deal.

Thank You

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@tony_fontana