

Customer Success Nordics

Editor-in-Chief Guide



**Customer
Success
Nordics**

One-stop shop for



..... in Nordics

Editor-in-chief Guide

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Who are we?

We are a Customer Success & Account Managers Community in Sweden | Finland | Norway | Estonia | and California.



In our collective, we focus on connecting **People and Companies**, fostering a true person-to-person (P2P) vibe. Because together we are more than one, we invite **YOU** to join us as Editor-in-Chief!

Editor-in-Chief: one week of duty on LinkedIn

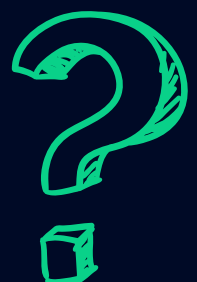
Please join us as our Editor-in-Chief on our LinkedIn page. Take one week as your duty and share some content you find valuable - for yourself and other members.

The framework

- Step 1. Get access as a Content Creator to our LinkedIn
- Step 2. Create banners for Tuesday and Friday
- Step 3. Prepare text content and hashtags
- Step 4. Publish posts on time or schedule them to be posted
- Step 5. Mark published a post in our social media calendar

When? How often?

Ideally, we post on Tuesday and Friday (2 posts in a week). The best time for posts is around 1 pm - 3 pm; these posts get the most impressions.



Topics for posts:

- People love stories, so the best engagement we usually get for posts is with an **After Event Recap** ([example](#)).
- We tried to share **articles and useful content** ([example](#)), but no positive feedback.
- **Open Roles** are always a hot topic! You can use our standard banner and share some open roles that you found on LinkedIn or Glassdoor. [Link](#) to the post.
- **Invitations to our future events** - if we have an upcoming event ([link](#) to our Luma Calendar), it would be great if you could share it with your own words on why it is worth joining. [Link](#) to the post.
- We also tried **Interviews with our Community Members** ([link](#) and [link](#)), it is semi-working. We still believe we should highlight more local talents (it is our purpose), but we see from the engagement, we have not yet found the right format. If you have any ideas on how to enhance community members like you and me, what would they be? Interview? A post about expertise? Career path of one person?

Banners and other useful links

LinkedIn: [link](#). Please ask Maria to add you as a Content Creator.

Social Media Calendar: [link](#).

Our Canva Banners:

- Introducing People - Interview [link](#), Speaker Banner [link](#)
- Introducing Companies - [link](#)
- Sharing Articles - [link](#)
- Open Roles - [link](#) and [link](#)
- Memes - [link](#)

Luma Calendar of upcoming events: [link](#)

Footer, we usually use

Join our next event in Helsinki!

- Sept 11, SDR Bootcamp

<https://www.linkedin.com/events/sdrbootcamp7361296560875356160/>

- Sept 19, Mastermind for CS Leaders

<https://www.linkedin.com/events/salesquotaforthecsteam-mastermi7364598147790102528/>

- Sept 23, CV Clinic with recruiters

<https://www.linkedin.com/events/cvclinicwithrecruiters7365078988265873408/>

- Oct 2, Community! with Supermetrics

<https://www.linkedin.com/events/communityasagrowthengineforsaas7339232237529264128/>

- Oct 23, Renewals with RELEX Solutions

<https://www.linkedin.com/events/leadingrenewalsthroughverifiedo7364190335666712576/>

- Nov 19, Mastermind for CS Leaders

<https://www.linkedin.com/events/productadoption-mastermindsessi7364629118484627457/>

Sincerely, your Editor-in-chief <Your Name>

Lucia - Mentorship Program

Noah - inspiration & advice

Aaron - California events

Alina - brand and design

Maria - Helsinki events

Houssam - After Work

#customersuccessnordics #customersuccess #helsinki #nordics

#CSM #Networking #HelsinkiTech #HelsinkiB2B

#HelsinkiInnovation #HelsinkiCS #HelsinkiCustomerSuccess

#HelsinkiMeetups

Tricks to make your content more memorable

- **Use Big Numbers** - 90% of retention rate in 2025 and big “90%” on the middle of the slide.
- **Use quotes** - for example, “*Customer Success is a Company’s DNA*”, Daphne Costa Lopez or “*Your time is limited, so don’t waste it living someone else’s life*”, Steve Jobs. People remember names.
- **Use metaphors** - for example, *Enterprise Customers are like coconuts, hard to get it, but once you are in, all juice is yours.* Our guests will remember you and the coconut!
- **5,4,3,2,1** - if you will say that you found 5 ways to fight churn, and your 5th point is to align ICP ideal customer profile with Sales; your 4th point is to schedule mandatory customer calls once in 6 months; your 3rd point.. This countdown will be memorable and will attract attention.

Every post should include - checklist

1. Good content
2. Banner with our logo
3. Footer
4. Hashtags
5. Your name!
6. Emojis
7. Link to our next event. Always!



That’s it! Thank you for being our Editor-in-Chief; it is super important for us. We are Customer Success professionals the same like you. We rock!