



New Role Announcement

Here is a step-by-step guide to help you update your LinkedIn as you move into your next chapter in the New Story Network!





Steps to Update Your New Role Announcement

Onboarding Employees Welcome to the New Story Team!
We are thrilled to have you be part of our mission - you're the key to changing the lives of children and young adults.

Step 1: Download Your School Content

Step 2: Update Your Profile Page

Step 3: Share With Your Network!

Step 4: Change Your Announcement Image

Step 5: Update Your Banner

Step 6: Review Your Profile

Step 1: Download Your Content



These will be needed in the next few steps

Find the link to your school and download the following:

- **Banner Image**
- **“Announcement” Image**
- **School Value Statement**

School Links:

- [Aaron School](#)
- [Applied Behavioral Services](#)
- [Green Tree Schools & Services](#)
- [Greenwich Education Group](#)
- [Links Academy](#)
- [Meliora Academy](#)
- [New Story](#)
- [New Story Schools](#)
- [Rebecca School](#)
- [River Rock Academy](#)
- [Rivermont Schools](#)
- [Sage Alliance Schools](#)
- [The Learning Spectrum](#)
- [The Pinnacle School](#)
- [The Spire School](#)
- [Thrive Alliance Group](#)
- [Woodhouse Academy](#)

Step 2: Update Your Profile Page



Navigate to your profile page by clicking “Me” at the top right

Scroll down to your “Experience” Section

- Click the (+)
- Click “add position”
- Notify Network (top right)- ensure it is “on”

Title: Your Approved and Official Job Title

Employment Type: Full-time or Part-Time

Company: Find the school network you are working for.

- Ensure you select the correct option in the drop-down menu-*the logo will appear next to the name*
- Select School

Start Date: Add the month you began your first official day

Click On Notify Network

The screenshot shows the 'Add experience' form with the following fields and callouts:

- 1** points to the 'Title*' input field containing 'Ex: Retail Sales Manager'.
- 2** points to the 'Employment type' dropdown menu showing 'Please select'.
- 3** points to the 'Company or organization*' input field containing 'Ex: Microsoft'.
- 4** points to the 'Start date*' section, which includes a 'Month' dropdown and a 'Year' dropdown.

At the top right of the form, the 'Notify network' toggle switch is highlighted with a yellow circle and labeled 'Click On Notify Network'. The toggle is currently turned 'On'.

Step 2: Update Your Profile Page *(continued)*

Location: Choose the city your school is in, or the next closest one

Location Type: Please select the appropriate selection

Description:

- Add your school's respective value statement
- List 3-4 Job responsibilities after your value statement

Profile Headline: This can be your official title and include "at" your school

- i.e., Assistant Principal at Rivermont Schools or Special Education Teacher at Aaron School

Click "Save"



Optional:

- Where did you find this job
- Skills: what you will use day-to-day

1

2

3

4

The screenshot shows the LinkedIn profile update form with the following fields and callouts:

- 1** points to the **Location** text input field containing "School Campus Location".
- 2** points to the **Location type** dropdown menu showing "Please select". Below it is the instruction "Pick a location type (ex: remote)".
- 3** points to the **Description** text area containing "School Value Statement" and "3-4 Job Responsibilities". Below the text area is a "Rewrite with AI" button with a star icon and a "PREMIUM" label.
- 4** points to the **Profile headline** text input field containing "Job Title at School". Below it is the instruction "Appears below your name at the top of the profile".

Additional form elements include a "Where did you find this job?" dropdown menu with "Please select" and the instruction "This information will be used to improve LinkedIn's job search experience." Below the description field, there is a note "Unlock AI assistance with 20 words" and a character count "0/2,000". A "Learn more" link is also present.

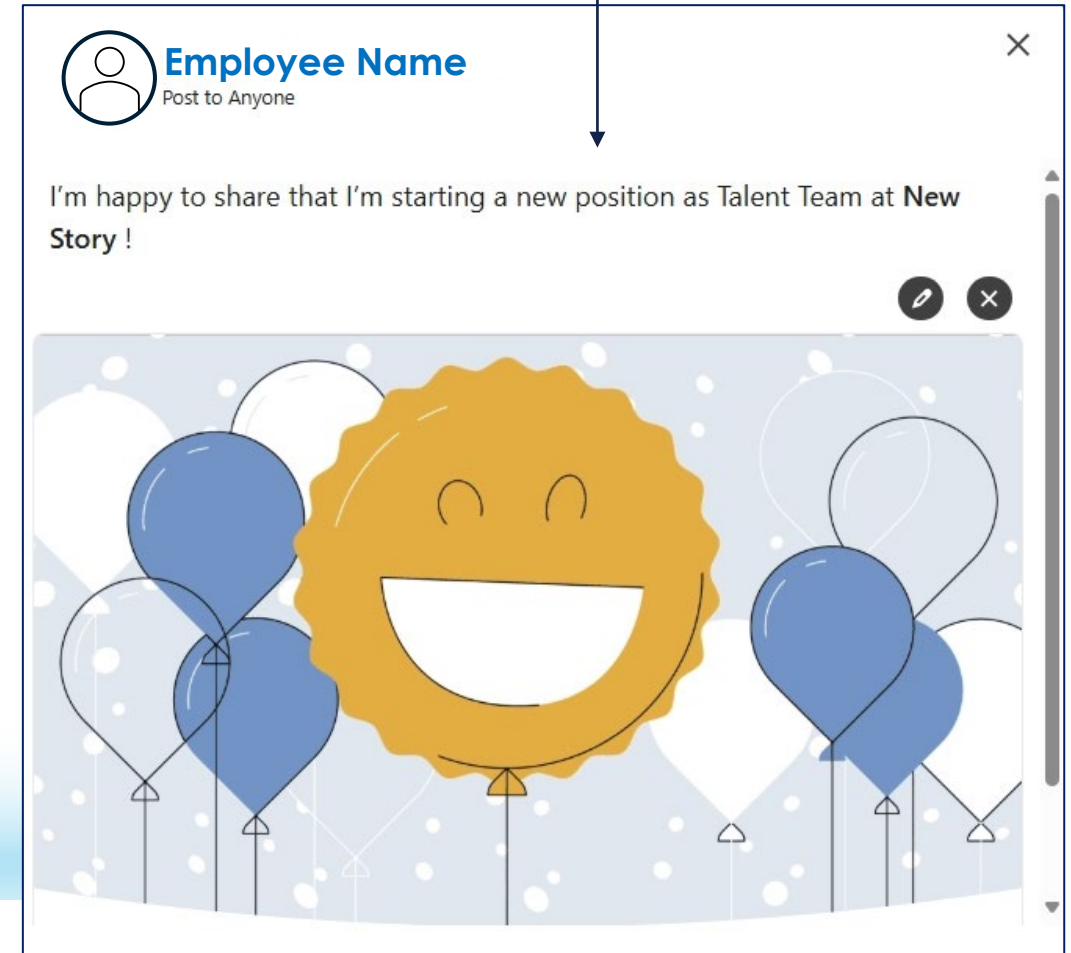
Step 3: Share With Your Network!

- Option to share your update with your network appears automatically
- Hit “**Next**” to get started!
- **Share your update:** Here are some examples you can use:
 - Excited to join @New Story [link school name] as a [Your Job Title]! Grateful for the opportunity to support students in meaningful ways and be part of a mission-driven team. #LifeatNewStory #BetterTogether
 - Today marks the start of a new chapter! I'm proud to join @New Story [link school name] as a [Your Job Title]. I'm excited to be part of a team that believes every student deserves the opportunity to grow, thrive, and succeed (+ personal note) #LifeatNewStory #BetterTogether



Tip:
Use the @ to tag your school

Your Updated Copy



Step 4: Change Your Image

Once you have typed your announcement and tagged your school, edit your announcement graphic!

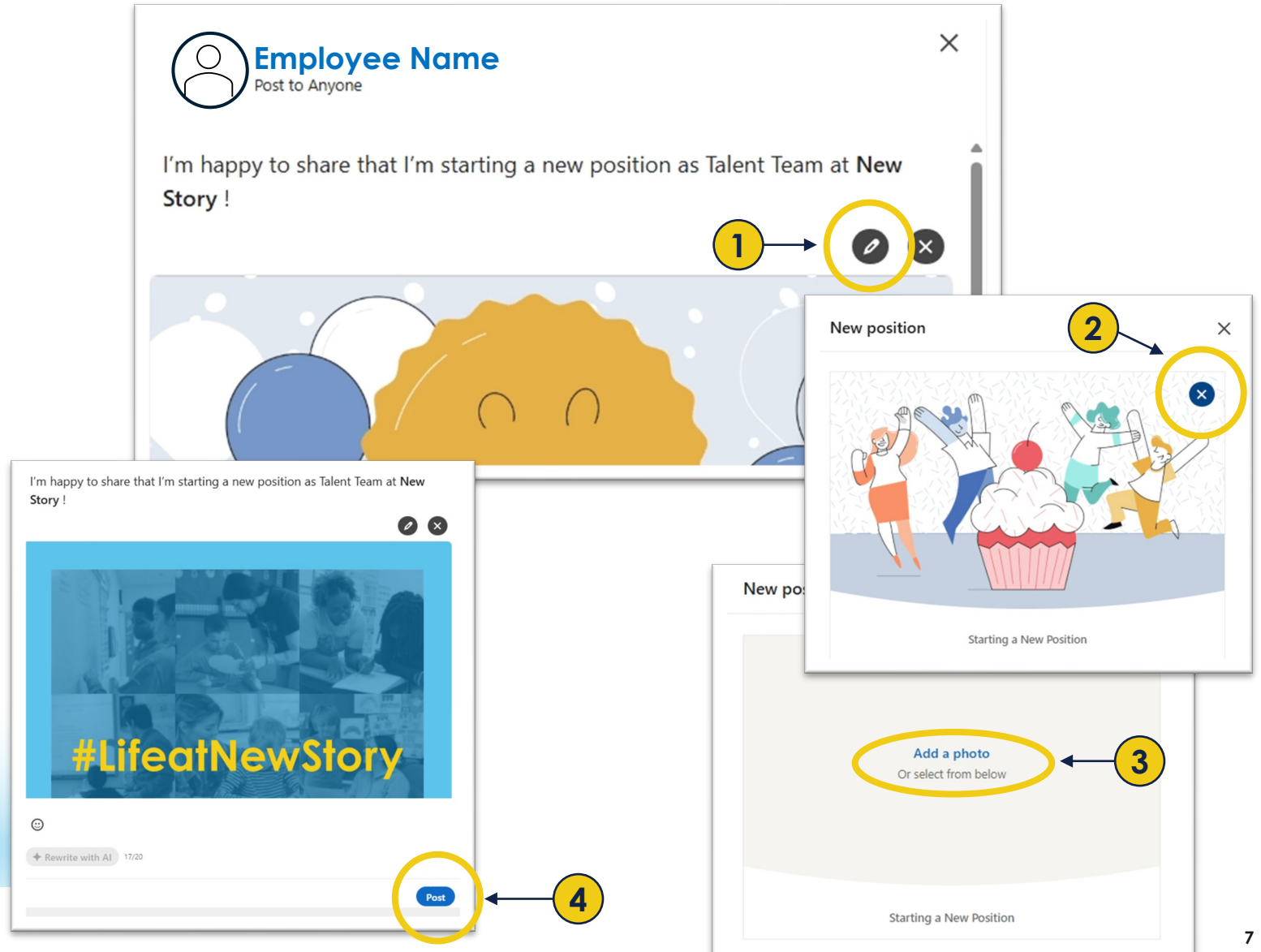
1. Select the pencil icon on the right side
2. Then, click the BLUE "x" at the top right
3. Click "Add Photo"
4. Select your school image with the "Announcement Label"

Then, hit "Next"

Hit "Post" and you're done!



You will see your new image and your announcement
Make sure everything looks good before posting!



Step 5: Update Your Banner

From your profile page, click the pencil icon to “Edit Cover Image” or “Add Cover Image” if you don’t have an image yet.

Choose “Change Photo”

Select “Upload a single Image”

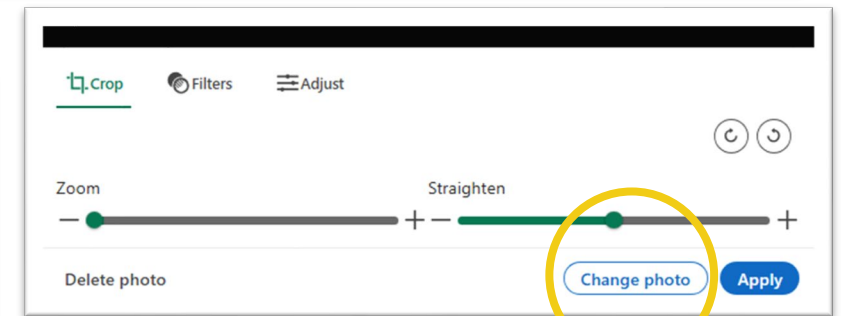
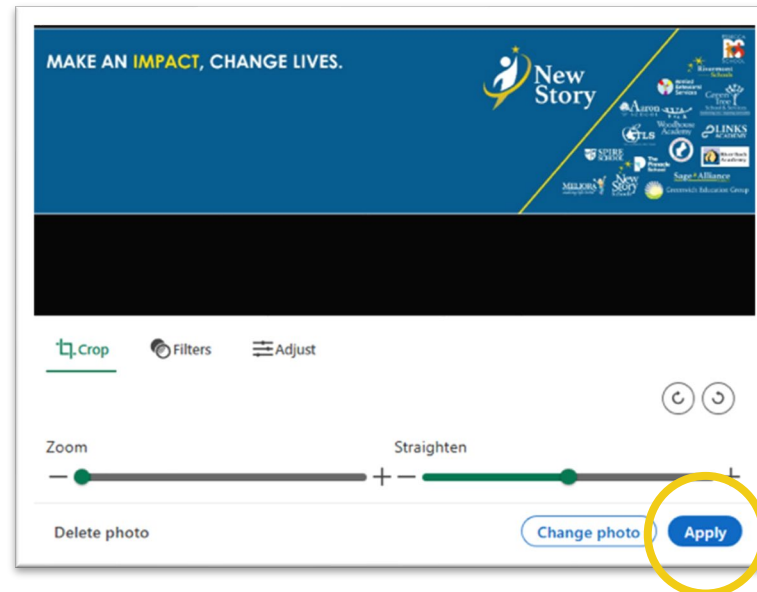
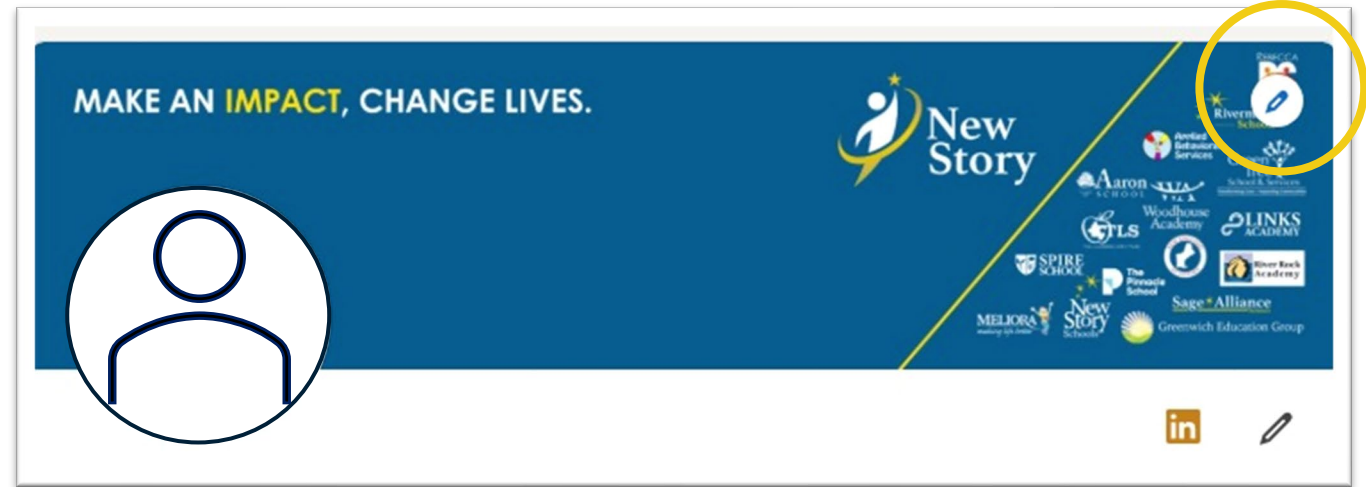
- Select the banner image for your school that you saved at the beginning

Click “save” and you’re done!

Click the “Pencil” Icon

1

Example Profile



Click “Change Photo”

3

Click “Apply” to Save

Step 6: Review Your Profile



Checklist:

- Profile photo uploaded
- Banner image added
- Headline is complete
- About section added
- Experience updated
- School/company selected correctly (logo visible)

Example Profile

The banner image features the New Story logo on the left, a circular profile photo of a woman in a pink jacket, and a blue background with yellow dots. Text on the right says "Ask me what it's like to work HERE" with a yellow arrow pointing to a "MOST LOVED WORKPLACE Certified Company 2024" badge. Below the banner are social media icons for LinkedIn and a pencil icon for editing.

About

Experienced Bilingual (German-English) Recruitment Marketing Specialist with a strong focus on Talent and Employee Branding, and a demonstrated history in the commercial real estate, education, and recruiting industry. Skilled in developing employee storytelling and content to elevate the employee voice, strengthening employer brand visibility across channels, and leading campaigns that support talent acquisition and engagement strategies.

Experienced in partnering with programmatic vendors to sponsor and optimize job distribution, leveraging application data and performance insights to improve job visibility, hiring outcomes, and overall recruitment efficiency. Known for building strong cross-functional and external partnerships while continuously identifying opportunities to enhance recruitment strategy and impact.

BA in Public Relations and MA in Mass Communication/Media Studies from Texas Tech University

Experience

Recruitment Marketing Manager
New Story · Full-time
Jan 2025 - Present · 1 yr 4 mos

New Story operates a network of more than 75 specialized education schools serving students with autism, behavioral challenges, and other learning differences. This network includes Aaron School, Applied Behavioral Services, Green Tree Schools and Services, Links Academy, Meliora Academy, New Story Schools, Rebecca School, River Rock Academy, Rivermont Schools, Sage Alliance Schools, The Learning Spectrum, The Pinnacle School, The Spire School, Thrive Alliance Group, and Woodhouse Academy. Across all programs, the focus is on delivering high-impact, individualized education that promotes academic, social, and emotional growth.

As the Recruitment Marketing Manager at New Story, I develop and execute strategies that position our organization as the employer of choice for educators and behavioral health professionals. I lead initiatives that strengthen our employer brand and talent attraction capabilities, ensuring alignment with organizational goals and market dynamics.

I oversee multi-channel campaigns across LinkedIn, Meta, Indeed, and CRM platforms, driving brand visibility, candidate engagement, and conversions. Leveraging job seeker behavior analytics, I continuously optimize campaign performance to reduce cost per application, enhance candidate quality, and increase funnel efficiency. I apply data-driven insights to improve job advertising, creative content, and targeting strategies.

In partnership with recruiters, school leadership, and HR, I ensure marketing initiatives are aligned with hiring priorities, regional needs, and long-term talent pipeline development. My work spans the intersection of brand strategy, performance marketing, and recruitment operations, delivering measurable impact.

📌 Branding & Identity, Brand Strategy and +2 skills

Once complete, your profile is ready to use!



You're All Set!

Everything that follows is **optional** and can be done over time. You can return to this section whenever you are ready.



Growing Your Network

Connect easily and grow your network over time

Connect with:

- Current Team Members
- Your Heads of School
- Your Regional Leadership Team
- The Recruiting Team that worked with you
- Old Teammates
- Your Fellow Alumni
- “Follow” New Story’s other schools

Helpful Links: [Click Here](#)

Reminders: Think about whom you connect with



Content Engagement

Engaging in Content – Like, Comment, Share!

- Posts from fellow connections at your school
- Exciting news and updates from New Story
- Exciting news and updates from your School
- Exciting news and updates from New Story Network Schools
- TA Hiring Efforts
- Teammate Milestones and Anniversaries

New Story
5,088 followers
2d • Edited •

AI in education is raising big questions.

Last week, [Jeanna Pignatiello](#), our Chief Education and Outcomes Officer, led a New Story leadership roundtable focused on one central question: How do school leaders make sure AI is used responsibly and supports better outcomes for students?

A few key takeaways:

- Innovation without clear frameworks creates risk.
- Tools should support strategy, not define it.
- Efficiency alone is not enough. Student outcomes are the measure that matters.

For leaders, that means being clear about what is allowed, what is expected, and what must be protected before AI use expands.

This conversation is just getting started, and it matters deeply for students, families, and educators alike. Stay connected with New Story as we continue sharing practical conversations on leading with impact.

[Erika Orbich, MS](#) and 15 others

Like Comment Repost Send

Emily Dixon • 1st
Passionate Talent Acquisition Partner | Connecting good people to G...
1w •

Happy Monday!

Spring is in full swing, 77 degrees today 40 degrees on Wednesday. Seedlings have sprouted. Baseball season is here (so my weekends and trunk are full).

That also means schools are [#hiring](#) for the next school year. For the moment I am stepping into [#Pennsylvania](#) to help support the upcoming school year with a handful of our many school, so if you are in the area and interested in hearing more about [New Story Schools](#) and the positions we have available in PA, shoot me a message!

<https://lnkd.in/gp9C8j>

New Story Schools (PA) Jobs
jobs.ashbyhq.com

[Julia Peoples](#) and 7 others

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Posting on LinkedIn

Types of Posts

- Big-Picture School Events (think, what can you learn from this?)
- Attracting Talent
- Sharing Opportunities
- Team Shoutouts (*use @name, to select the person to make sure they see it!*)
- School Shoutouts (*use @school name, to select the school*)

Helpful Links: [Start Posting on LinkedIn](#)

Reminder:

- Affiliation with the company you are tied to, an extension of New Story and our fellow schools + communities
- For more information, check New Story's [\(Social Media Guide\)](#)



Thank You!

Susanna Neidhart

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