

GLAD 2026

LinkedIn Social Media Guidelines

These guidelines ensure all LinkedIn content posted in connection with Global Lifting Awareness Day is consistent, professional, and effective. They apply to posts from LEEA Members, as well as content shared or reshared by members, ambassadors, and partner organisations.

1. Purpose & Objectives

Every LinkedIn post for GLAD 2026 should serve one or more of the following objectives:

- Raise awareness of lifting equipment safety across the industry and beyond.
- Encourage professionals in procurement to 'Ask another question'.
- Drive engagement to the official GLAD page (<https://globalliftingawarenessday.com/>).
- Encourage non-members to engage with LEEA, GLAD events, and resources.
- Support the amplification of GLAD content.

2. Target Audience

Posts should be written with the following audiences in mind. Content does not need to address all audiences at once, consider which group a specific post is aimed at and tailor accordingly.

Tier	Audience
Primary	HSE managers and professionals involved in procurement.
Secondary	Senior leaders and decision-makers at companies within the lifting industry.
Tertiary	LEEA members, industry peers, and trade press.
Aspiration	Non-industry audiences reached through resharing and the LinkedIn algorithm.

3. Voice & Tone

GLAD 2026 content should feel authoritative but accessible. We are industry experts speaking plainly, not regulators issuing warnings. The tone should be:

- Confident and knowledgeable.
- Clear and jargon-free.
- Positive and solutions-focused - we are here to help, not to criticise.

- Human and direct - write for people, not for organisations.

Think: a trusted industry expert explaining something important over coffee. Not a press release. Not a lecture.

4. Post Structure

4.1 Opening line

The first line is the most important. It determines whether someone stops scrolling. It should:

- Lead with a compelling fact, question, or short statement.
- Be no longer than one sentence.
- **Only use statistics we can stand behind.** If we have published it (for example, in the GLAD 2026 survey findings), cite it. If it is illustrative rather than evidenced, phrase it as a question, not a fact.

Strong opening examples

- You don't need to be a lifting expert to buy the right equipment. You just need to ask the right questions.
- Most lifting equipment failures don't start on site. They start in a procurement process.
- 67% of buyers have accepted documentation that later proved inadequate. Here's why that matters.
- GLAD 2026 is here. And this year, we're asking a harder question.

Hook first. Context second. Call to action last.

4.2 Body

The body should expand on the opening with 2–4 short paragraphs or a brief list. Keep it scannable:

- Use line breaks between paragraphs - dense blocks of text are ignored on LinkedIn.
- Aim for 100–250 words total for most posts; longer only for thought-leadership pieces.
- If using a list, keep each item to one line where possible.
- Avoid excessive emojis. One or two to add visual rhythm is fine; more looks unprofessional.

4.3 Call to action

Every post should end with a clear, specific call to action (CTA). Choose one - not two or three:

CTA type	What it does
Link to resource	Direct readers to the official GLAD 2026 page (https://globalliftingawarenessday.com/).
Tag or share	Ask readers to tag a colleague, reshare the post, or comment with their experience.

CTA type	What it does
Follow-up question	Pose a question that invites comments and drives algorithmic reach.

5. Formatting Specifications

Ideal post length	90–200 words. Maximum 300 words for thought leadership.
Hashtags	3–5 per post. Always include #GLAD2026.
Emojis	Optional. Maximum 3 per post. Use to add rhythm, not decoration.
Tagging	Tag relevant organisations or individuals only when genuinely relevant, not as a reach tactic.
Images	Always include a visual. Posts without images receive significantly lower reach on LinkedIn. Squared images have been provided, which have been optimised for LinkedIn.
Video	Use the official GLAD video
Links	Where possible, put links in the body of the post.

6. Visual Guidelines

All images and graphics should be consistent with GLAD 2026 brand assets. If in doubt, use approved templates rather than creating your own.

Specification	Requirement
Image Dimensions	1080 × 1080px square images.
Brand colours	Use the approved LEEA 2026 palette. Do not use off-brand colours or gradients.
Logos	The GLAD 2026 logo must appear on all branded graphics. The LEEA logo is optional on member posts.
Alt text	Add a short image description (alt text) to every image so posts are accessible and reach further.

7. Approved Hashtags

Use the approved hashtags below. Do not use all of them in every post, select those most relevant to the content. The on-image call to action and the hashtag #AskAnotherQuestion are deliberately the same; please keep them consistent rather than rewording.

Usage	Hashtags
Always include	#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

8. Do's & Don'ts

✓ DO	✗ DON'T
Write in plain English — avoid technical jargon.	Don't spam or repeat the same content.
Lead with the reader's problem or question.	Don't use more than 5 hashtags.
Use real examples, stats, or quotes where available.	Don't alter approved images.
Include one clear call to action per post.	Don't use generic stock imagery.
Proofread before posting — especially tagging and hashtags.	Don't post the same content without adapting it.
Respond to comments within 24 hours.	Don't tag people or organisations without a genuine reason.
Reshare and engage with member posts about GLAD 2026.	Don't use ALL CAPS for emphasis.
Credit sources for any statistics or quotes used.	Don't ignore negative or critical comments — respond professionally.

9. Example Posts

These examples illustrate the tone, structure, and formatting expected for GLAD 2026 content. Copy, adapt, and pair each with an approved campaign image.

Example 1: Awareness post

You don't need to be a lifting expert to buy the right equipment. You just need to ask the right questions.

Not all lifting equipment is created equal. When buying decisions are made on incomplete or ambiguous product descriptions, people can be put at risk - because there's no clarity on what the equipment is rated for, or how long it can safely stay in service.

That's the problem GLAD 2026 is tackling. This week we're sharing practical resources to help procurement teams ask better questions and buy with confidence.

Start here: <https://globalliftingawarenessday.com/downloads>

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

Example 2: Thought-leadership post

Most lifting equipment incidents don't begin with a snapped chain or a failed weld. They begin much earlier - in the procurement process.

When procurement teams are working from vague product descriptions, with no clear load ratings, no defined service life and no guidance on application, the risk doesn't disappear. It's simply deferred - and someone on site inherits it.

That's what GLAD 2026 is here to change. This week we're publishing practical resources to help anyone buying lifting equipment ask the right questions before signing off.

To learn more, visit: <https://globalliftingawarenessday.com/downloads>

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

Example 3: Member amplification post (for members to adapt)

We're proud to be supporting GLAD 2026.

Safety and quality aren't just values we talk about, they're built into everything we do, from the equipment we supply to the documentation we provide.

This week, we're joining the conversation about what good procurement practice looks like, and why it matters.

Tag a colleague who should see this.

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

12. Ready-to-Use Captions

Short, copy-and-paste captions for members who want to post quickly. Replace any [bracketed] text, pair with an approved campaign image, and post. Two are written for buyers, two for suppliers.

Buyer-facing

Caption A

You don't need to be a lifting expert to buy the right equipment. You just need to ask the right questions.

Not all lifting equipment is created equal - and the most important decision often happens before anything is lifted, at the point of purchase.

This Global Lifting Awareness Day, we're backing a simple idea: ask another question, and buy with confidence.

See the resources: <https://globalliftingawarenessday.com/>

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

Caption B (short)

Buying lifting equipment? One more question could change the outcome.

This GLAD 2026, we're encouraging every buyer, expert or not, to ask another question before they buy.

Start here: <https://globalliftingawarenessday.com/>

#GLAD2026 #AskAnotherQuestion

Supplier-facing

Caption C

When a buyer asks, we're ready to answer.

We're proud to support Global Lifting Awareness Day 2026. Safety and quality aren't just words for us, they're in the equipment we supply and the documentation that comes with it.

This GLAD, we're backing buyers to ask another question, and making sure the right information is there when they do.

Tag a colleague who should see this.

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

Caption D (short)

Not all lifting equipment is created equal, and as a LEEA member, we make sure our customers know exactly what they're getting.

Proud to support GLAD 2026 and the call to ask another question.

Learn more: <https://globalliftingawarenessday.com/>

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

10. Campaign Statistics

Verified figures from the LEEA Procurement Survey 2026, cleared for external use. **Use percentages only.** Always credit the source as shown.

Stat	Use it to say...
67%	of buyers have accepted product documentation that later proved incomplete, ambiguous or inadequate.
14%	only 14% are “very confident” the documentation they receive lets them specify the right product.
62% / 52% / 43%	the information most often missing is about fitness for purpose: environmental suitability (62%), operating & maintenance limits (52%), intended use (43%).
24%	almost a quarter of buyers have no formal process to verify a supplier meets the required standards.
57% / 52% / 52%	buyers’ top asks: clearer standards (57%), a plain-language guide to documentation entitlement (52%), a checklist of questions to ask (52%).

Source line to include: (Source: LEEA Procurement Survey, 2026)

11. LEEA Sample Posts

Ready-to-use posts for LEEA’s own channels, built on the verified stats above. Members are welcome to adapt them. Pair each with an approved campaign image and link to the GLAD findings page.

Post 1: The headline finding

67% of buyers have accepted lifting equipment documentation that later turned out to be incomplete or inadequate.

Not because they don’t care, but because the right information often isn’t there, and there’s no simple way to ask for it.

That’s what GLAD 2026 is here to change. This Global Lifting Awareness Day, we’re helping buyers ask another question, and buy with confidence.

See the findings: <https://globalliftingawarenessday.com/>

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

(Source: LEEA Procurement Survey, 2026)

Post 2: The confidence gap

We asked procurement professionals how confident they are that the documentation they receive lets them specify the right product.

Just 14% said “very confident.”

The rest see gaps, most often on environmental suitability, operating limits, and what the equipment is actually designed for.

You don't need to be a lifting expert to close that gap. You just need to ask another question.

<https://globalliftingawarenessday.com/> #GLAD2026 #AskAnotherQuestion

(Source: LEEA Procurement Survey, 2026)

Post 3: What buyers told us would help

We asked buyers what would most help them purchase lifting equipment with confidence. Their answer was clear:

- Clearer standards on what suppliers must provide (57%)
- A plain-language guide to the documentation they're entitled to (52%)
- A checklist of questions to ask before ordering (52%)

So this GLAD 2026, that's exactly what we're putting in their hands.

Start here: <https://globalliftingawarenessday.com/>

#GLAD2026 #AskAnotherQuestion #NotAllLiftingEquipmentIsCreatedEqual

(Source: LEEA Procurement Survey, 2026)

Post 4: Bridging to the roundtables

The people buying lifting equipment are rarely the people using it. And too often, quality is invisible next to price.

Across three industry roundtables, the message was consistent: buyers need quality made as visible and understandable as cost.

GLAD 2026 is where we start. Ask another question and know your supplier can answer it.

<https://globalliftingawarenessday.com/> #GLAD2026 #AskAnotherQuestion

13. Questions & Contact

For questions about these guidelines, content ideas, or approval requests, contact Lewis.Findley@leeaint.com.