

SUPPORTING OUR COMMUNITY

# #PREPARETOGETHER

RALA GUIDES

## Top 5 Social Media Tips

1



Take advantage of trends but make sure to plan your editorial calendar in advance.

2



Don't buy fake followers.

3



Keep innovating with new features (e.g. videos & gifs).

4

**SALE**

Don't make every post about sales.

5



Make use of trending topics.

#StayConnected

