

SUPPORTING OUR COMMUNITY

#PREPARETOGETHER

RALA GUIDES

What not to post on social media

NEGATIVE POSTS ABOUT CUSTOMERS AND CLIENTS

If a customer has posted an angry message on social media, it can be tempting to fire back. Don't – Instead show off your amazing customer service skills to turn a dissatisfied customer into a happy one.

POSTS WHICH HAVEN'T BEEN PROOF READ

Mistakes happen, but consistent errors can appear unprofessional.

DON'T SELL, SELL SELL

Avoid posting too much promotional content, people want to see the human side of a company, they don't always want to be sold to.

VIRAL DOESN'T ALWAYS MEAN NEWSWORTHY

Viral content can be great and a way to draw your audience in, just make sure it's on brand and relevant.

UNATTRIBUTED CONTENT

Sharing content is a great way to grow your following, just make sure to give credit where credit is due.

INCONSISTENT BRANDING

Make sure what you post is consistent with the tone of voice of your business! Familiarity is key!

MISLEADING CONTENT

Don't over promise just to earn clicks! Always make sure your posts are honest.

#StayConnected

