

DO'S & DON'TS

When using social media



Be engaging



Keep it brief & to the point. You have a few seconds to grab attention



Post regularly to show you're active



Use pictures/Videos & emojis, not just text



Feel free to share content from other branches, counties or the RBL



Remember what you're trying to achieve

Don't over post



Don't have only one person with access



Don't bring the RBL or your branch into disrepute



Don't write as an individual, you are a branch



Don't ignore comments and questions



Don't write an essay

