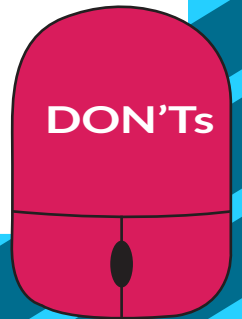
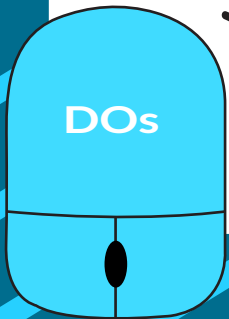


# DOs & DON'Ts


of Managing Agency Social Media



 **DO**  
Post often.

 **DON'T**  
Forget to proofread every post.

 **DO**  
Share useful info, events, & accomplishments.

 **DON'T**  
Write too much. Keep it simple.

 **DO**  
Promote internal events, & accomplishments.

 **DON'T**  
Share everything you read. Check sources!

 **DO**  
Present your program with CEO branding.

 **DON'T**  
Post CEO marketing material without CEO's logo.

 **DO**  
Use photos/videos when applicable.



**Questions?**  
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