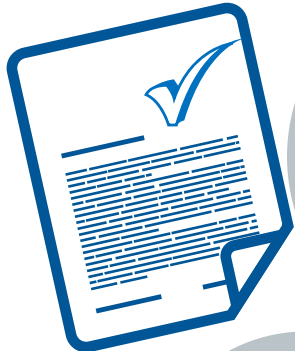
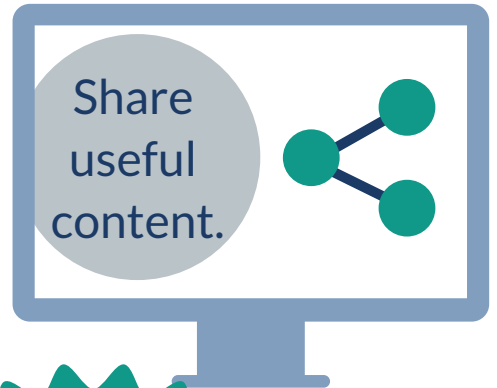


Social Media Engagement Best Practices



Understand your company's social media policy.



Share useful content.

Invest in a professional profile photo.



Be authentic.



Create a social media profile compliantly.

Show your personal side.



Listen and learn.



Engage.



No pitching.