



DO

Share **GREAT CONTENT** which is visual, informative, relevant, and readable.



Create **MEASUREABLE GOALS** to work towards



ENGAGE with your network regularly



Build a **STRONG NETWORK**



BE CONSISTENT share content in line with your firm's message



DON'T

ONLY FOCUS ON THE NUMBERS social media is about building awareness, not just generating new leads



Be **OVERLY PROMOTIONAL**, instead add value to allow your network to discover what your firm offers



Share information that **CONTRADICTS** your firm's ethos



COPY OTHERS

BE GENERIC



Ensure your content is targeted to your clients and prospects.

Make sure to correctly credit any content from another source

