

How to Use Social Media to Promote RTS

1

FOLLOW AND SHARE

Following RTS on social media allows you to keep up with our latest offerings and share posts that can encourage prospective customers to reach out.

- Follow RTS Financial and RTS Carrier Services on LinkedIn, Twitter and Facebook.
- Share our posts to your followers and include a call to action, like:
 - “Reach out to me today to hear how RTS can help you grow your business!”
 - “Message me to learn more!”

2

USE THE RTS AGENT LIBRARY

The [RTS Agent Library](#) is a library of marketing-approved materials for your personal use. Using branded materials can help elevate your messaging and increase engagement.

- Feel free to choose from the Facebook and LinkedIn cover art options provided.
- Share images on your story or feed to engage your followers and create opportunities for new business.

3

FOLLOW RELEVANT INDUSTRY THOUGHT LEADERS

Staying up to date on industry news will allow you to better connect with prospective clients. It will also give you more opportunities for sharable content.

- Follow and share posts from the following news sources:
 - [Transport Topics](#)
 - [FreightWaves](#)
 - [CCJ – Commercial Carrier Journal](#)
 - [CDLLife](#)
 - And any other relevant news sites

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TAG RTS

Tagging RTS allows your followers to easily access RTS on social media, opening them up to even more information about our services and offerings!

- To tag an RTS brand, type “@” followed by the brand name. As you begin typing, suggestions will auto-populate for you to select.
- Tag RTS when you post:
 - Marketing graphics
 - Information about our services
 - Your personal experience working with RTS
 - Relevant industry news

5 USE HASHTAGS

Hashtags are used to draw attention, organize and promote. Through hashtags, users can follow conversations that interest them, and your promotional posts can appear in the proper industry news feeds.



A hashtag is a keyword phrase, typed without spaces, with a pound sign (#) in front of it. You can put them anywhere in your social media posts: in the beginning, at the end or anywhere in between.

[#Trucking](#) [#FinancialTips](#) [#Factoring](#) [#FuelCard](#)

6 BE ACCESSIBLE AND RESPONSIVE

The comments section is a great place to turn followers into leads by answering questions and talking positively about RTS.

7 SOCIAL MEDIA ETIQUETTE

When you promote RTS on social media, you become a brand ambassador and should maintain a certain level of professionalism in your posts and when you engage with our brands.

- Think before you post.
- Be responsible and respectful.
- Do not disclose unpublished financial numbers.
- Be clear when you are speaking on behalf of yourself and not on behalf of RTS.
- Take care and ensure what you post to your social media account is factually accurate.

CREATING AND PUBLISHING A POST

Facebook

- From the top of your news feed or timeline, click in the Create Post box.
- Add photos, locations, stickers, how you're feeling and/or tag friends.
- Choose where you'd like to share your post by selecting News Feed, Your Story or both.
- Click Post to publish.

LinkedIn

- From the top of your news feed, click Start a post.
- Type your post in the dialogue box.
- Click Add hashtag to add relevant and popular hashtags to your post
- Add photos, videos or documents using the icon bar.
- Once finished, click Post.

Instagram

- Open the Instagram app on your mobile device.
- Click the + icon.
- Take or select a photo or video.
- Select a filter.
- Tap Next.
- Add a caption and add hashtags.
- Tap Share.

Twitter

- Type your Tweet (up to 280 characters) into the compose box at the top of your Home timeline or click the Tweet button in the navigation bar.
- Add up to 4 photos, a gif or a video.
- Add/include relevant hashtags.
- Click Tweet to post the tweet to your profile.



Remember, you are personally responsible for the comments and content you post on social media. Do not post comments or content about RTS employees, vendors or customers that are threatening, bullying, violent, obscene, intimidating, harassing or discriminatory.