

MotorOne Social Media Checklist

It is important to remember that when you post to LinkedIn, you not only represent yourself but the whole of the MotorOne Group. By following this checklist, you ensure that your posts reflect the MotorOne brand and are effective for your network. A couple of posts recently haven't met the standards so a timely reminder for a checklist.

CHECKLIST

- Double check grammar and spelling.
 - » Here's a tip. Check the caption in a word document first to avoid typos.
- Ensure all brand names are correct
 - » e.g. No abbreviations, shortened names or spelling errors.
- Ensure, if an image is used, that all graphics as well as text is clear and easy to read.
- Only use images provided by the marketing department or taken by you in situations such as training days or demos. Poor quality imagery can be the Achilles heel of any post.
 - » Check the background,
 - » Check there's no rubbish bins in view,
 - » Where group shots are used, remember it's more about the resolution and quality of the 'framing' including being able to clearly see faces than a long shot where nobody is recognisable.
- Avoid colloquial language or 'slang'.
- If using hashtags, only use the product brand names or business names
 - » e.g. **#motoronecarcare #m4roadview**
 - » Or industry specific terms like **#ceramicsurfacecoating #aftermarketsales**
- If using emojis ensure there are no double meanings that could offend or confuse viewers. Emojis that have positive associations are always best. If in doubt, avoid using an emoji in a caption and stick to the most 'professional' approach.

FINAL NOTE: If you are unsure that your post meets all of the above points, please send to marketingsupport@motoronegroup.com and we'll check over it for you.