

RPAC

DO'S & DON'TS

FOR SOCIAL MEDIA



DO solicit in closed member-only groups.



DON'T solicit investments for RPAC on public-facing social media accounts.

DO encourage members to check the association website for upcoming RPAC events and information.



DON'T post details of an event or anything that encourages attendance.

DO wear your lapel pin with pride and post general, factual information about RPAC.



DON'T advertise your RPAC event on public-facing social media accounts and use terms such as donate, invest, and participate.

DO post photos after RPAC events and celebrate how much was raised for RPAC.



DON'T post/tweet information about investing in RPAC on a publicly available website.



CAUTION!

If you have any questions about sharing RPAC-related posts, please reach out to your local association for guidance. You may also review a more complete list of RPAC Social Media Advertising Guidelines [HERE](#).