



## Social Media Brand Ambassador Sample Posts

They key is to speak in terms of your own experience with the association and not on behalf of the association. Sample posts could include, but are not limited to:

- Just booked my ticket to #ARMA2016 in #SanAntonio! Can't wait. #infogov #recordsmanagement #legal
- On my way to the @ARMA\_LibertyBell chapter meeting. Looking forward to networking with my colleagues!
- I had a great discussion with @TeraLadner on the value of getting the #IGP. I'm going to apply in the fall!
- Congrats and welcome to the new #IGPs! Well done! @ARMA\_INT
- I love that the @ARMA\_INT bookstore is giving away RIM Job Descriptions this month. Placing an order to get mine.
- So proud to serve on the @ARMA\_INT Board of Directors. Great things are happening!
- If anyone is looking for great #infogov resources, you should check out the @ARMA\_INT bookstore.
- I'm heading to the @ARMA\_INT European Conference in Brussels. Who's with me?
- Great speaker on legal holds today at the @ARMANYC chapter meeting. Well worth the time to attend.
- Check out this article on {Topic/Link} from the March/April Issue of IMM magazine.
- I've renewed my @ARMA\_INT membership for another year. XX years and counting!
- The IGP Study Guide (link) was the most helpful resource I used when studying for the #IGP.

Statements that should be avoided:

@ARMA\_INT believes that...

@ARMA\_INT says....

@ARMA\_INT feels...

On behalf of @ARMA\_INT...