

BDM BEST PRACTICE

Social Media

DO

GET PAID FOR REVIEWS

Share positive reviews to earn extra cash (Trustpilot, LinkedIn and Google). Talk to your line manager for details.

RE-POST TO WIN

We take time to make our content, so you can re-post it easily. If you like a UTP post, share it too. It's a quick win for you.

STEAL OUR PICTURES

We don't mind if you take our images as long as it supports the brand. Save the image you want and use it in your own post.

BE USEFUL

Find relevant webpages to link to in your posts. It makes the post useful for your network. Our website is your friend.

CONNECT

Make sure you tag or mention UTP when you post. That can be @ or # but let our network – and UTP – know you're posting.

DON'T

RUN YOUR OWN MARKETING

We have a marketing department, thanks. If you have a suggestion, let your line manager know.

LOWER QUALITY

Our products deserve the best quality images. Please don't create your own. Use the images UTP posts.

MESS WITH THE BRAND

UTP and Barclaycard have worked hard on developing their brands. Unapproved mentions/placements, or changing the logos damages those brands.

POST WITHOUT PURPOSE

Create posts that have a message. If that's sharing a good news story or promoting a product's features and benefits. Make it count to get great reactions.

GO LONE RANGER

As a BDM you represent UTP and its brand. This means professionally upholding the company's choices in how it markets itself.