

From: [Neil Jordan](#)
Subject: REA Facebook - attracting an audience
Date: 19 July 2017 09:32:19
Attachments: [170521 nj RE Front page.jpg](#)
[170719 nj facebook pic of screen saver.jpg](#)

Ladies and Gentlemen,

I wanted to show you the power of the REA Facebook page in reaching out to an audience. I created 'The Sappers' image below as a screen saver for my PC but decide also to post it on the REA Facebook page as a talking point. That was on 21 May 2017 and today it has reached 12,369 people, spawned 82 shares and created 373 likes; and it was just a photo, no text!

If your branch wants to send a message to our Facebook audience you should send the notice to me at controller@rhqre.co.uk but remember to include an *interesting, eye catching* photo. Photos of your branch annual dinner or social function should not be considered interesting or eye catching. The photo does not need to be related to your branch or your members but it must have an Engineer theme. Should you not have visited the REA Facebook page – just follow the link below.

I have attached a copy of 'The Sappers' image for your use as appropriate; why not use it as a screen saver?

Regards

Neil



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