

TIPS FOR USING SOCIAL MEDIA DURING NATIONAL PAYROLL WEEK 2023

We want National Payroll Week 2023 to be our largest yet and we hope you will join us in celebrating the week by setting social media alight with payroll updates!

Here are a few hints and tips about how you can ensure we're shining a light on our fantastic industry.

LinkedIn

#NPW23 #ChoosePayroll #KeepUKPaid

CELEBRATE

Show your support for NPW by posting an update with your team and what you're up to in your workplace or remotely.

SHARE

Look out for our NPW posts and those from your industry colleagues, to share and celebrate payroll as a community.

GROW

This is a great opportunity to grow and learn from your payroll network - maybe via our LI group or free webinars running all week!

Facebook

#NPW23 #ChoosePayroll #KeepUKPaid

POST

Post to share your celebratory updates with us and all your connections - we may share your posts too!

COMMENT

Comment, like and share National Payroll Week posts to get noticed and show your support across the industry.

BE SOCIAL

Use the campaign hashtags within your posts to get involved.
#ChoosePayroll #NPW23

Instagram

#NPW23 #ChoosePayroll #KeepUKPaid

ENGAGE

Post your pictures, reels and stories via your profile tagging @CIPP.

ADD VALUE

Create highlights by saving your stories so your followers can view them as many times as they like!

BE VISUAL

Share pictures through stories and share with followers.