



PARTNERING UP

FOR SIMPLER SOCIAL MEDIA



TIPS TO GET THE MOST OUT OF RALLIO

The partnership between Royal Caribbean® and Rallio means social media mastery is only a few clicks away. And here are a few easy tips to make sure you're getting the most out of this free game-changing service!



SPREAD THE WORD

Rallio has got you covered on your social channels. But outside your pages is up to you! Self-promote with purpose and include your handles on all marketing materials. Watch how quickly your following increases!



CHECK THE SMALL THINGS

Triple check the information you enter in your Rallio account is correct before it's published, such as spelling and grammar in your account bio and captions.



CUSTOMIZE SCHEDULE IF NEEDED

Rallio and Royal Caribbean take care of setting up your post schedule. But if you want to adjust it to suit specific needs, take advantage of your customization and control settings.



ENGAGE YOUR AUDIENCE

When your followers or subscribers leave comments on your Rallio posts, respond and keep the conversation going. It increases the likelihood they'll share your post!



SET GOALS & MONITOR

Take advantage of the metrics reports to measure engagement with your posts to see which ones work best. Set reasonable goals to reach new milestones.



HAVE FUN

This is the road to success without any of the stress. And Royal Caribbean is here to help you navigate it every step of the way.

..... NOT REGISTERED FOR RALLIO YET?

Access Rallio at CruisingPower.com today.

CruisingPower.com > [Sales & Marketing](#) > [Social Media](#)

