

Platform/Subject	Links	Captions
Facebook		
Monday: External	https://www.socialmediatoday.com/news/linkedin-launches-new-report-evolving-professional-trends-infographic/731660/	In the next five years, AI will transform 50% of job-related skills. Work is rapidly evolving, and companies are racing to stay ahead of these shifting professional trends.
Wednesday: Client Spotlight	https://bit.ly/3UO71Va	North Shore Community College had the goal of re-energizing their relationship with its community. To reinvigorate the brand and raise their profile we created a series of messages that spoke directly to students. Using uplifting language and featuring their own students we directly targeted their intended audience.
Friday: Brand	https://rdwgroup.com/about-us/	At RDW Group, we're more than just partners—we're part of your team. From visionary strategy to standout creative and media innovation, we're here to bring your brand to life, authentically and powerfully.
Twitter		
Monday: Brand	https://rdwgroup.com/about-us/	We're here to understand your vision, ask the right questions, and work alongside you. With sharp strategy and creative media planning, we're committed to unlocking your brand's true potential

Tuesday: Client Work Spotlight	https://rdwgroup.com/work/cooperative-bank-of-cape-cod-deposit-campaign/	For over 100 years, The Cooperative Bank of Cape Cod has been a cornerstone of its community. By spotlighting its support for local businesses, we brought the bank's rich history to life across campaigns, celebrating its impact on local success.
Tuesday: External	https://www.highereddiver.com/news/ai-life-skills-colleges-workers/709640/	How can higher ed prepare students to thrive in an AI-driven world? By focusing on the human skills AI can't replicate, institutions can shape students into resilient, emotionally intelligent global citizens—qualities the world needs in future leaders.
Wednesday: External	https://martech.org/how-to-use-post-campaign-data-to-make-your-marketing-better/	The post-campaign phase is crucial for understanding results. Without learning from past efforts—improvement is impossible. Becoming a data-driven decision making organization requires commitment, read more on how it is critical for ensuring long-term success: The post-campaign phase is key to gaining insights and driving improvement. Building a data-driven organization takes commitment—learn why it's essential for long-term success.
Thursday: Brand	https://rdwgroup.com/contact/	Our team's goal is simple: listen, collaborate, and elevate. With strategic insight and innovative media planning, we're here to help your brand reach new heights.

Friday: Ifactory Highlight	https://www.ifactory.com/services/	At iFactory, we know there's no one-size-fits-all solution. Let's create a custom digital experience tailored just for you. Explore our proven methods in web development, from audits to personal growth and beyond.
Friday: External	https://martech.org/how-tiktok-is-transforming-brand-advertising/	TikTok has moved beyond viral dances—it's reshaping brand-consumer connections. With ad revenue projected to reach \$43.96 billion by 2026, the platform is a powerful tool for driving sales and building lasting connections.
LinkedIn		
Tuesday: External	https://martech.org/maximizing-your-b2b-paid-media-roi-with-alternative-platforms/	With diverse audiences and new platforms, expanding your media strategy is key to reaching decision-makers. Leveraging tools like Reddit, YouTube, and TikTok can refine your B2B approach, boosting engagement and achieving business goals.
Instagram		
Monday: Client Work	https://bit.ly/3UO71Va	To reignite its connection with the community, North Shore Community College launched a vibrant new campaign to elevate its brand and increase visibility. By highlighting real student stories and using inspiring language, we crafted messages that speak directly to the heart of the student experience, capturing the spirit and aspirations of NSCC's diverse

		community.
Wednesday: Blog Post	https://rdwgroup.com/blog/public-health-communications-vulnerable-and-underserved-communities/	Public health messaging is sensitive, crucial, and often complex. Tap the link in our bio to learn four key strategies for reaching vulnerable and underserved communities in your next campaign.
Friday: Branded Post	https://rdwgroup.com/about-us/	RDW Group is all about turning ideas into impact. With a blend of strategic insight, creative power, and media savvy, we transform your vision into a brand that stands out and connects. From concept to completion, RDW Group is by your side. We shape your vision with strategic insight and dynamic creativity, building a brand experience that's as original and inspiring as you are.