



Canned Responses

To make PRA Group even more social on social media.

The following is a list of ways for the PRA Group brand to be an engaging personality on social media.

When good news strikes or happy stories unfold in Jackson, TN—or Hampton Roads, Dallas, Hutchinson, Burlington, Danville, Ontario, South America, or Europe, PRA Group has an opportunity to participate in the conversation.

We're already active on our own timelines, but how about our presence within the news feeds of other people and pages? Sure, we respond and engage when nonprofits or employees tag us...but there's a big audience that remains untapped for us.

News sources, community leaders, entertainment venues, and parks & recreation departments are all types of accounts that post localized updates that are valued by their audiences. If PRA Group's account reacts to the post and shares thoughts in the comment section, our brand visibility will increase among an already engaged audience.

Bit by bit, and piece by piece, this could mean more impressions for our profile, content, and website, which are designed to educate users on our industry, values, and philanthropic efforts.

The process will be simple...

We previously received approvals on a pre-determined set of responses to make when our philanthropic partners mention us. For this project, we'll do the same thing.

I've written a few canned responses that we could use for when a community leader makes an accomplishment, a celebration is going on, an interesting story is told, a nonprofit is doing a good thing, an important news item is published, or a local photographer captures beautiful scenery near one of our cities.

The next step is to follow key accounts—ones in Germany, Kansas, Poland, Danville, Australia, Burlington, Brazil, and more! Then, we'll respond to their posts with the comments we draft.

Here's what that'll sound like →

“Yay! 🙌 We are celebrating with you!”

“What a great story! 📄 Keep them coming.”

“We are proud to be involved in the [area] community and love seeing news like this!”

“Congratulations on this achievement! 🏆 Based on our dealings with you, we can say it is well-deserved!”

“This looks like a great opportunity to get involved in the community. We’ll let our employees know so they can get involved!”

“As a corporate citizen of the [area], we are excited to see such growth and development in [location]! 📍”

“Thanks, [news source] for always keeping us informed! 📰”

“We can’t get enough of the views in [location] 🏙️”

• “We love looking out our office windows 🪟 to catch the views in [city]”