

Online Reputation & Community Management

RBFCU | Digital Engagement, Brand Voice & Response Writing | 2026

Project Overview

During my marketing internship with RBFCU, I developed short-form responses for online community and reputation-management interactions across digital platforms. The work required concise, friendly responses that maintained an approachable brand voice while adapting to different types of audience engagement.

My Contributions

Response Writing - Drafted concise replies for digital audience interactions.

Brand Voice - Maintained a warm, upbeat and community-focused tone.

Community Engagement - Responded to congratulations, questions, event reactions and community-focused comments.

Message Variation - Developed alternate response options to avoid repetitive brand interactions.

Selected Anonymized Writing Samples

Interaction Type	Selected Response	Skill
Celebrating community members	What an incredible group of young leaders! Congratulations, everyone!	Positive engagement
Event engagement	These photos are awesome! Thanks for capturing such a fun day!	Community interaction
Partnership messaging	Strong partnerships really do make all the difference.	Brand relationship messaging
Community support	Supporting our communities is what it's all about.	Community-focused brand voice
Audience question	Great question! You can view membership eligibility on our website.	Helpful customer communication
Forward-looking engagement	Thanks for having us! Looking forward to what's ahead!	Relationship building
Volunteer appreciation	We appreciate everything our volunteers do!	Recognition and appreciation
Student/community support	Wishing all the students a great school year ahead!	Community engagement

Privacy & Portfolio Presentation

The examples above are presented without reviewer, customer, employee or account-identifying information. The original working documents are not reproduced. URLs, internal context and identifying details that are unnecessary to demonstrate the writing have been omitted.

Skills Demonstrated

Online Reputation Management - Writing responses intended to support positive brand interactions.

Community Management - Engaging audiences in a conversational, platform-appropriate voice.

Brand Voice - Keeping responses friendly and recognizable while varying phrasing.

Concise Copywriting - Communicating clearly in very short digital responses.

Audience Awareness - Adjusting tone based on the type of interaction.

Portfolio note: These are selected, anonymized response-writing samples developed during my RBFCU marketing internship. Individual platform publication is not asserted for each sample because the working documents do not identify the final publication location for every response.