

Go Where the Customers Are!

Presented by Jennifer Cox, President & Co-Founder, NNEP
at the One Stop Expo, March 29, 2019



"What is my intention for this class?" To show you how to use Facebook, Instagram and YouTube effectively in 20 minutes a day to bring in business.

What's important? Give you a workable plan

What matters? Spend only 20 minutes a day that will bring results

I have one hour to talk with you about ways to effectively use Social Media for your business, in particular, Facebook, Instagram and YouTube. Here's the thing, if I had a week with you, I could help you understand, develop and deploy one heckuva social media marketing plan on any ONE of those platforms. But we only have 60 minutes to work through 3 platforms today...I am right there with you - the idea of using social media for your business can be more than a bit overwhelming!

So, here is what I decided to do -

First, I am going to assume that you all know how to read, so I am not going to stand up here and spout off all sorts of statistics about social media. I have included some of that info below, but I am going to skip it as we move through the handout, you can catch those details later on your own time.

Next, I am going to assume that if you want to get serious about using social media to help your business, that you will do some poking around on the internet for more information. To that end, at the end of the handout, I have included a bunch of websites that I think will help you get started. Some are general resources and some are specific to a given platform.

Then, I am going to move through what I think are the key things that you need to know in order to be effective on social media, addressing the who, what, where, when and how much aspects. I will provide industry-specific and relevant examples to help you put the overwhelming subject of social media for your business in context. I've also noted strategies and key points that will help you become a social media NINJA.

Hopefully, by the end of these 60+ minutes, you may feel more inclined to try it and also feel that you have a jumping off point that makes it easy for you to get started. If you sign in on the tablet that is going around, I will email you a full copy of this session. Go ahead

and take notes, but know that I have your back. I will send you all this info (and probably more) next week.

Finally, I am NOT a social media expert. I am an embroidery expert and an apparel decoration expert who has a life-long fascination with marketing and sales. As the president and co-founder of the National Network of Embroidery Professionals, I have worked with thousands of business owners for more than 20 years to help them build successful businesses of every conceivable design, from a part-time person at home to a huge production facility running more than 600 embroidery heads, 24/7. My contact info is below. I would love to hear from you about your business, your challenges and your victories!

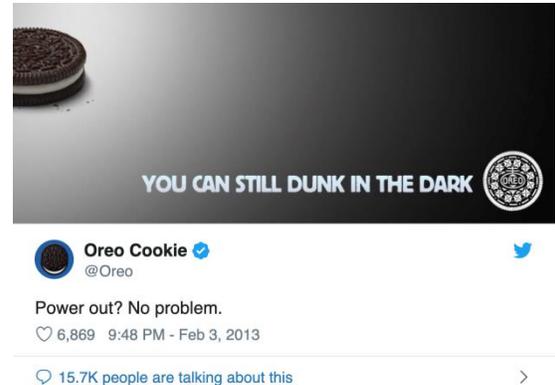
Let's get started...

WHAT is Social Media?

so·cial me·di·a | sōSHəl 'mēdēə | *noun* | websites and applications that enable users to create and share content or to participate in social networking.

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- Social Media Channels aka Platforms aka Social Networks (as of July 2018):
 - #1 Facebook, 2,270 million users
 - #2 YouTube, 1,900 million users
 - #4 Facebook Messenger, 1,300 million users
 - #6 Instagram, 1,000 million users [Factoid: Facebook purchased Instagram for \$1 billion on April 9, 2012. It is now estimated to be worth \$100 billion.]
 - #11 Twitter, 336 million users
 - #15 LinkedIn, 294 million users
 - #17 Snapchat, 255 million users
 - #19 Pinterest, 200 million users
- **Social Media is now an integral part of our culture**, it is not going away. It is embedded as a primary communication method for anyone under the age of 65 - and many that are older than that. Because it is now so embedded, it presents an **OPPORTUNITY!** But you can't make a sale to people who **don't know who you are yet**. **Just like you can't rely only on foot traffic to your brick-and-mortar store, if you operate online, you can't rely solely on people finding your website.** Social media is a way to let the most people get to know you and your business, so that they can come to you, your store or your website.

- **My goal is to help you** become a social media **NINJA**. When you spend time promoting your business on Facebook, Instagram or YouTube, I want you to get maximum results with minimum investment of your time, effort and expense.
- **NINJA NOTE:** Once you post it on Social Media, you can no longer control it, and you no longer own it. There is NO taking it back or deleting it completely.
- **NINJA NOTE:** Social media is NOT about **“BUY MY STUFF...”** Make your posts about stuff that is interesting, useful, quirky, helpful, fun or even funny **TO THE OTHER PERSON!**
- **One of the most buzz-worthy moments of the 2013 Super Bowl wasn't even a play in the game or a TV commercial — it had NOTHING to do with the game! It was a tweet from Oreo during the blackout when the power went out in the Superdome. Oreo seized on the opportunity and tweeted this during the thirty-four minute downtime:**
- **This is an epic example of social media in action, as you can tell by the 15,700 people that were suddenly talking about Oreo Cookie! And THAT is the overall goal - to get people thinking and talking about you and your products!**
- Each social media system has its own vibe, personality, style and way in which it is used. Decide which one is a fit for your business, so you can make the most of your social marketing plan, time and budget.
 - Facebook: **anything works on Facebook**, reaches more **40+** adults
 - Instagram: all about good looking **visuals**, stronger adoption in **younger** generations
 - YouTube: **vidoes, videos, videos** - how to's, behind the scenes, customer interviews
- Social media vocabulary:
 - **POST** = anything that someone puts on their social media account. Posts can also be called content.
 - **ENGAGEMENT** = when someone else likes, comments on, replies to or shares your post.
 - To **“TAG”** someone = to identify them in a specific post or picture.
 - **HASHTAG** = to add a specific term after the # symbol which can then be used to search for any and all comments about this same topic (more on this below). [Factoid: #Fortnite was the fastest growing hashtag in 2018.]
 - **HANDLE** or **user** = account name or user name.



- **FEED** = the continuous stream of content that appears in any user's account.
- **MEME** = a picture or short video with words added directly on it which expresses an idea, action or emotion.
- **VIRAL** = a post that has attracted the attention of many internet users, and it is being talked about and/or shared again and again, well beyond the reach of a typical post. The Oreo tweet is an example of a post that went viral!
- **UGC** = user generated content, stuff that your customers create and post. This is very desirable, as people THEY are connected to will also see the information about your business!
- **CTA** = call to action, the link or button you want the user to click to do something, such as follow you, subscribe, like the post or page, or read more.

WHO is on Social Media?

- **Pretty much everyone, from your youngest kids and grandkids to your oldest parents and grandparents! If they have access to the Internet, own a smart phone or live in a household with someone that owns a smart phone, it is likely that they use social media.**
- 3.48 billion People now use social media, an increase of 9% from last year. **45%** Of the world's total population uses social networks.
- 366 million new people started using social media in the past year. That's more than a million new people joining social media EVERY SINGLE DAY.
- Digital consumers spend nearly **2.5** hours on social networks and social messaging every day.
- **69%** of U.S. adults use at least one social media site.
- The average American Internet user has **7.1** social media accounts
- YOU should be the one creating your social media content, or at least directing it. It needs to reflect you, your personality, and your vibe. You can turn over the doing it to someone else, but the voice needs to be yours, and it needs to be authentic.

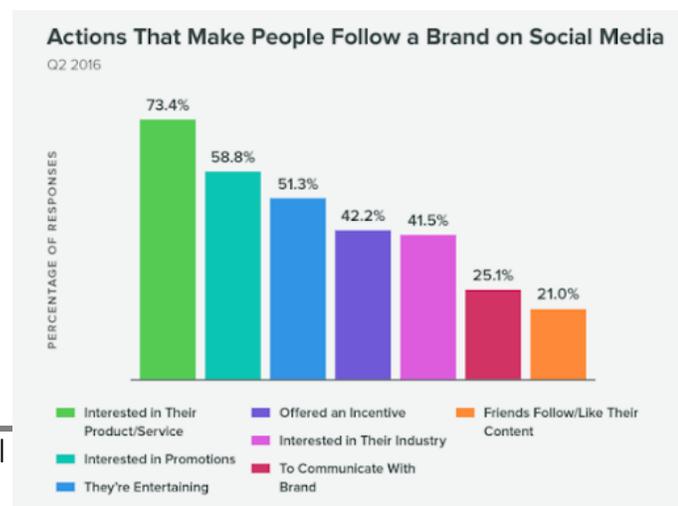
WHY get on Social Media?

- More than **40%** of digital consumers use social networks to research new brands or products.
- YouTube is the most popular video platform on the Internet, the second most visited website in the world, and the second most popular search engine in the world, second only to Google, which is who owns YouTube!
- Go where the customers are – **68%** of U.S. adults use Facebook, most of them daily.

- After messaging a brand on Facebook, 66% of people feel more confident about the brand, and 55% feel more personally connected to the brand.
- 80% of Instagram users follow at least **ONE BUSINESS** on Instagram, and more than 200 million people visit at least one business profile **EVERY DAY** .
- A **THIRD** of the most viewed Instagram stories are from businesses.
- 60% of Instagram users claim they've discovered at least one new product on the platform.
- **NINJA NOTE:** Social media makes it possible for you to become digital friends with an unlimited number of people. This is HUGE, because people do business with people they know. Social media makes it easy to become someone they “know,” even if you've never met and never will meet in person! **(Someone always posting humor, someone always posting drama, someone posting for prayer requests, someone posting political stuff... DON'T YOU FEEL LIKE YOU “KNOW” THEM???)**
- Join these conversations online or leave these conversations wide open for your competition.
- Contribute solutions - if you see someone post something about an upcoming event or milestone in their business, reach out and offer to stop by with a few suggestions. When one of your friends shares that someone in their family just had a baby or is getting married, message them that you would be honored to make them a custom gift to celebrate the occasion.
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WHAT should I put on Social Media?

- The number one reason people follow brands is because they're interested in that brand's products and services. That reason ranks higher than **PROMOTIONS** and **INCENTIVES**. **So while it's not a bad idea to give people an incentive to follow your profile with an exclusive discount or another offer like that, research shows that more people follow a brand out of interest alone.** That means it's definitely OK to show your products. In fact, 65% of the top performing posts on Instagram featured a product.
- **NINJA NOTE:** Don't oversell! 58% of users think it's annoying when brands post **too many** promotions. So, showcase your products, but do **so SPARINGLY**.
- Keep your posts “in context” for the platform. How many men prowl the boards



of **PINTEREST** for power drill DIYs? What are the chances that **INSTAGRAM** users are thinking about retirement? Could **LINKED IN** members be lured by video game ads? **WELL, MAYBE!**

- **NINJA NOTE:** Establish your brand’s “look” on Instagram by creating a sense of visual consistency for all your posts. **Visual consistency is important because it makes your brand’s images instantly recognizable in a sea of other content. This increases the chance that people will engage (e.g., like or comment) with your posts.** Your goal is to get Instagram users to stop **SCROLLING** once they see your image. The more instantly recognizable your photos are the better. Use the same **FILTER** on every image, no exceptions.
- PICTURES and VIDEOS attract more attention. Think in terms of “**VISUAL SOUNDBITES.**”
- Image size matters. Use the correct images sizes for the different platforms to ensure that they will display the way you want them to. You don’t want to lop off the face of a customer by accident!
- Photos typically get 36% more engagement on average than videos on Instagram. Instagram users are predominantly mobile users, and they aren’t likely to stick around for more than **10-15** seconds.
- Use your own photos and videos. Do NOT use aka **lift** aka **steal** images from other people’s posts, ever, period! **Take your photos or use photos from websites that provide business-use royalty-free images. You CAN share someone else’s post, but you cannot take their image and create your own post.**
- **NINJA NOTE:** Watermark your photos before you post them using an app such as iWatermark.
- The content that performs best on Instagram:
 - Lighter images perform better than darker ones
 - More background or white space is preferred
 - Images with bluer dominant colors performed over red dominant colors, and images with a single dominant color did better than those with multiple dominant colors
 - Images that feature contrasting textures tend to generate more likes
- Photos of products alone don’t perform as well as photos with **FACES**. Photos with faces generate 38% more likes than posts without a face. Posts with faces get 32% more comments. The more people engage with your posts, the greater your chance of driving conversions that will ultimately help your small business grow.

- Write great captions. **When it comes to engagement, captions are arguably as important as the image or video they compliment.** A great caption will add context, show off your brand’s personality, entertain the audience, and compel people to take action. Like any good copy, the best captions are clear and concise, easy to read. The best captions, in fact, don’t make the reader think at all. **They’re effortless to get and we understand them instantly.**
- **Achieving this comes down to knowing your audience and your brand voice. The former will ensure that your content is interesting, memorable. The latter will ensure that your content is consistent, recognizable.**
- Use good copywriting tactics, place the most important words at the beginning of the caption; use small words and short sentences and techniques, always take time to edit after you write; post relevant, thought-provoking questions; proofread, proofread, proofread!
- Our machines are SEXY - people LOVE to see them in action! Play into human nature and post photos and short videos of jobs being created frequently.
- Be **RELEVANT!** Talking about golf shirts in Michigan in January does not make sense.
- **NINJA NOTE:** COMTENT - content that has commerce (business) as an underlying objective, it is a better way to create “buy my stuff” posts. Help your customers and potential customers achieve their goals with info you provide:
 - The number of times a cap with a logo is seen around town
 - Did you know that out of 100 people, about 28 of those folks will wear a size large? The next time you need to order some shirts for a group, let me know. I can tell you how many of each size to order!
 - Post a link to a video showing a secret, fast way to fold t-shirts that even kids can do
 - Link to a list of post ideas at the end of this handout
- Show what you do in a creative or unusual way. Focus on the solutions you provide, not just the products you sell. On Instagram and YouTube, it’s essential to add value to your customers and look good. Never underestimate the fact that your most important asset on these social media networks is visual content. Instead of showing a picture of the family reunion shirts in a pile, ask that customer to share a picture taken at the reunion. A photo of a personalized blanket as a wedding or baby gift has much less impact than a photo of the recipient opening the gift, and a caption about how they will be making memories snuggling together.
- **While we do create and sell products, our business is also service-oriented. Showcase** the process behind the scenes. Show a photo or short video (thirty

seconds to one min max, shot with cell phone) of the machine running, the UPS driver unloading a pile of boxes for this week's jobs, or the UPS driver loading up an order to deliver it to a customer, create garment care information videos, something that represents your company culture such as photos of the dog you bring to work, share tips and how to's.

- Add appropriate hashtags. Best practice is to use between three to eight hashtags.
- **NINJA NOTE:** Curate content. When you come across other people's posts that are interesting, relevant, or appropriate, share them. Be picky, CURATE what you share, rather than just pass along any old thing!
- @mention others! Instagram is one of the strongest social media channels for highlighting and sharing customer success stories.
- Social media was designed as text-based platforms for desktop use. They have been pivoting to mobile-only platforms that allow users to capture in-the-moment experiences (live feeds) instantly. Stories last for 24 hours, which makes them more experimental and fun. They are created and consumed on the fly, and all you need is a creative eye and a smartphone. They don't require high production value, because that's what gives them the more realistic and intimate feel – a social media trend that needs minimal skill. Stories are set to outpace feeds in 2019 on Instagram and Snapchat, the two platforms used heavily by the 30 and under crowd.
- The first 15 seconds of your video are crucial for grabbing attention: this fact is so well-established that YouTube has a whole tutorial on it! Here's a quick rundown of the best tips:
 - Pique curiosity by opening with a teaser
 - Appeal to TV-watchers with a standard opening theme
 - Prompt engagement by asking a question
 - Set expectations by opening with a summary
- End screens are essential for expanding your viewership. Add calls-to-action to visit other videos or playlists on your channel, subscribe, or direct viewers to your website. It does not need to be fancy, but it should be consistent.

WHERE should I post on Social Media?

- Each social media network comes in a different shape and size, with its own content strategy and user base, so there's no one size fits all solution. Understand each social media channel's demographics—the different audiences that each platform has the potential to reach. Fine-tune your marketing strategy and reach the right

people with the right message. You don't want to waste your time creating and putting content on a platform if your targeted customers are not on there.

- **NINJA NOTE:** Find out what platforms your current customers use
 - Survey or contest
 - Ask them when taking their orders or delivering orders
 - Post pictures of you or staff wearing your logo'd stuff, and send it to me
 - Take a picture of them when they pick up or receive an order and post it yourself. Ask them how to make sure their friends and family will see it - they will usually tell you their user name, or how you can tag them, or what hashtag to use.
 - Invite people to connect with you on your social media channels.
- **NINJA NOTE:** Create the most effective profile on the platform you are going to use. Your profile matters! What is working well changes over time. Search "create ideal business profile {platform}" or "optimize business profile {platform}."
- Email your customers and invite them to follow, like or subscribe to your social media channel.
- Research your competition. **Odds are, your competitors are already using social media—and that means you can learn from what they are doing.** Where are they, what are they posting, when are they posting, and how often? Another NINJA hack - read their social media profiles!

WHEN should I post on Social Media?

- What time of day: Follow your customers' accounts online and see when they are posting. You want your posts to appear when your customers will have the highest potential to see them. When you use an automated scheduler, they remove the guesswork by posting when you have the great impact.

HOW OFTEN should I post on Social Media?

- **The hard truth about social media marketing is it's going to take an ongoing commitment of time and a decent amount of leg work to build up an actively engaged audience and to keep feeding them new content once you have their attention. That being said, there is no need to get overwhelmed just yet. There are ways to get going in Social Media without losing your mind.**
- Facebook: 1 post per day; Instagram: 1-2 posts per day; YouTube: 1 post per week
- Quality over quantity - Simply "going through the motions" on social media won't necessarily lead to results, so creating social media posts randomly and haphazardly is a waste of your time. Quality, in-depth content beats mediocre, high-volume

mediocre content any day of the week. If you'll only be able to publish three high-quality posts per week, it's better to do that than posting 15 lackluster, spammy garbage posts.

- YouTube is like a TV show. **Post at the same time every week, every other week or once a month. It's important to create a schedule and stick to it.** YouTube can become as habit forming as favorite TV shows when you post quality videos consistently.
- **NINJA NOTE:** Repurpose content across Social Media platforms. Do a Facebook live and walk through an order from start to finish, explaining all the steps from getting the order to handing the order to the customer. People love these “peek behind the curtain” type stories! Transcribe the audio into text, and clean it up into a blog post to be published on your website or break it down as examples on your FAQ page. Next, take the best images in the live post and send out a series of posts to Instagram with the quoted text and link back to the post. Finally, you could even create an infographic with the steps and post the infographic to Pinterest and your blog as another post. ALL of this content could come from that one video!
- Do a quick video Interview using your smart phone with a satisfied customer, even just 1-2 minutes. Break down the conversation into posts and a testimonial.

HOW to manage Social Media

- Use an auto-scheduling tool. Hootsuite, Buffer, SnapRetail, Sendible, MeetEdgar, Agorapulse, CoSchedule, Quuu. Choose a free one, then block out a chunk of time at least once a week, and let the scheduling tool take care of the rest. Then you only need to respond to comments on a daily basis. **I often create at least a week or two of posts in one session. I can create and schedule a week's worth of posts in about an hour. One of the other benefits of using these scheduling tools is that they do the research to see when to share your posts to get maximum exposure, and release them at the best times.**
- Use #hashtags. This is a great way to focus your content, creating a theme that gives your audience something they instantly recognize and even look forward to. **Hashtags started on Twitter, and while they never took off on Facebook, they're a staple on Instagram.** Just by adding words after the # symbol, you can turn any word or phrase into a clickable topic.
- Use classic hashtags, like #tbt (Throwback Thursday) and create something new, something unique for your business. **When users click on that tag, they'll be taken to all the public posts tagged with that hashtag. Perhaps even more significant,**

users can now also follow hashtags that interest them. This provides them with a stream of content using the hashtags even if they don't follow the poster. It's a great way for users to find content they're interested in, and for you to expand the reach of your content.

- Research how a tag is being used before you begin using it, as it may not mean what you think it means! The kids today have some unusual and funky terms, something may not mean what you think it does!?!
- Create one hashtag specifically for your business, something that no one else is using, such as #designsonyouOH. And then add tags about the product in the post that are specific, such as #customhoodie, #customgolfshirt, #customjackets, #customhat, things like that. And then, finally, add in something about the industry that customer is in, #plumbercustomapparel, #realestategift, #custombabyshowergift, etc. Don't be too general, #hoodie is not as good as #customhoodie.
- **NINJA NOTE:** The KEY THING to remember is that effective hashtags are NOT about what you want them to be thinking - the tags need to be about WHAT THEY WOULD BE SEARCHING FOR! When you are adding tags, put yourself in their shoes. What would they type in if they were looking for that product?
- Create a master document and list all the tags you use on. Track how they do. For posts that never get any likes or shares, repost the image in a few weeks with different tags and see if people DO like and share it. **Then go back and note of the tags that did not work, and try different ones.**
- Create and use a Social Media planner or calendar, there are a bunch of free and paid ones available online.
- If you try to create posts on the fly, it is harder to stay consistent to your story or brand message, to come up with ideas and much less to even remember to create the posts, and then not get sucked down into a rabbit hole as you post something you just created -- ooooo, that is a cute **BABY GOAT**.... 4 hours later, the machines are still quiet, the coffee is cold and you finally get up to go to the bathroom!
- Every post should be designed with ONE specific goal in mind, such as to attract new leads, promote a specific product, get the user to call or email you, get them to leave a comment, get the user to upload their own image. Mix up the goals in your posts so that you are not always pushing "buy my stuff" as the message.
 - Use traditional and funky holidays, April 11 is National Pet Day; May 23 is World Turtle Day, etc.
 - Throwback Thursdays

- Develop your own schedule - Every Monday, post a video of something running on one of the machines. On Tuesdays, post something about a new logo you are doing. Wednesday is about a product you liked or worked with for the first time. Thursday is something good that happened in the business that week or thank a customer Thursday. Make Friday's posts something like a fun or funny photo of you, a staff member, a customer, a quote or even something that happened elsewhere in your life.
- **NINJA NOTE:** Check your platforms at least once DAILY. Like and reply to comments. Answer direct messages. People expect brands to respond within four hours after they reach out on social media. The average response time is ten hours. 35% of consumers say that social media is their top choice for customer care, yet 89% of social media messages are ignored by brands. Don't be that kind of business!
- Measure your efforts! Create a scorecard for your business so you can measure your efforts on social media. Pick the numbers you want to measure. Track revenue, leads, subscribers/followers, comments, shares or new sales. Write down the score weekly. Something funny happens when you focus 100% in one direction. Focus on your metrics so you can beat yourself each month. Whatever you focus on grows.

HOW MUCH money should I spend on Social Media?

- **This answer will be different for every business. Initially, I would say** spend NO money on social media, just your time, until you have a feel for what works for your business. What platform(s), what kinds of posts generate engagement, and what "voice" works for you and your business? **Only after you have a handle on that should you explore spending money on paid ads on any of the platforms. Otherwise, you are just tossing money out the window.**
- TEST small (\$20) to validate before putting any real money into an ad or promoting a post!
- **NINJA NOTE:** Facebook lets you create a Lookalike Audience. You upload the email addresses of your current customers, and then Facebook creates a larger list within your geographic specifications of their users that match the metrics of your current customers. You can then create ads and Facebook will display the ads only to these more qualified users, giving you a tightly focused exposure for the minimum ad spend.

What's Next with Social Media? Facebook messenger ads and marketplace ads, chat bots

Social Media is here to stay. It is up to you to decide if you want to use it as an opportunity to connect with your community and possibly expand the impact of your business, or not. The people you know and the ones you want to do business with are probably on there already. Can you really afford to let your competition be the only one having interactions online with your community and ideal customers?

You won't see results from your social media marketing strategy overnight. It's a gradual process that you have to work at, consistently.

Track your efforts and build on it. Without taking a step back and analyzing what worked and what didn't, social media marketing becomes a guessing game. The truth is, you can read all the articles in the world about the best practices and publishing times, but you will only find out what works for your business through testing and measuring results.

Make sure to regularly measure and track your follower count, engagement and clicks, all to refine and improve your strategy. If you are not going to track any of the impact, then being on social media is about YOU, not about building your business, unfortunately.

You CAN do this, and once you get focused and have a routine, you will rapidly outpace others in your area that are not doing any of this work to be effective at social media marketing! You just want to make sure that you are using your time wisely while doing it. In just 20 minutes a day, you can add new posts, check your account to see if you need to reply to any comments, and connect with the people that reacted to your posts.

If and when you get on social media, let me know! Email me at jennifer@nnepeg.com, follow me on Twitter <https://twitter.com/nnepeg>, like me on Facebook at <https://www.facebook.com/NNEP1/>, let's connect on LinkedIn, <https://www.linkedin.com/in/jenniferrcox/>

Social Media Data, Resources, Examples

- Social Media Demographics:
 - <https://sproutsocial.com/insights/new-social-media-demographics/>
 - <https://blog.hootsuite.com/social-media-demographics/>
- Example: Urban Threads, <https://www.urbanthreads.com/>
 - Facebook: 84,927 people like, 84,661 people follow
 - Pinterest: 5.8m monthly viewers, 59,000 follow
 - Instagram: 1,373 posts, 15.2k followers, 144 following
 - YouTube: 2,104 subscribers, 161,823 views

- Example: Stephen Wilson Studios, <https://stephenwilsonstudio.com/>
 - Instagram: 952 posts, 10.4k followers, 1,569 following
 - Facebook: 5,216 people like, 5,237 people follow
- Example: The Pug Queen
 - Facebook: 58,451 people like, 60,099 people follow
 - Instagram: 1,631 posts, 93.3k followers, 2,797 following
- Example | Resource: Sean McCabe: <https://business.facebook.com/seanwes/>
- Resource: <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/#general>
- Glossary Resource: <https://blog.hootsuite.com/social-media-glossary-definitions/>
- Image Size Guide Resource: <https://www.brandwatch.com/blog/social-media-image-sizes-guide/>
- YouTube Resource: <https://blog.hootsuite.com/youtube-marketing/>
- YouTube for Business Marketing Resources: <https://blog.hootsuite.com/youtube-channels-business-learn/>
- Instagram Resource: <https://blog.hootsuite.com/instagram-marketing/>
- Resource: <https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>
- Calendar Resource: <http://www.nnep.com/wp-content/uploads/2019/03/sendible-social-media-calendar-2019.pdf>
- Social Media Expert: Mari Smith, <https://www.marismith.com/>
- Social Media Information: Social Media Examiner, <https://www.socialmediaexaminer.com/>
- Social Media Expert: Rachel Pedersen, <https://rachelpedersen.com/home>
- Resource/Service: Sprout Social, <https://sproutsocial.com/>,
- Resource/Service: HootSuite, <https://hootsuite.com/>
- Resource/Service: Quuu, <https://quuu.co/>
- Resource to create memes: Canva, <https://www.canva.com/>
- SEO Resource: <https://moz.com/beginners-guide-to-seo>
- Free Meme generators: <https://imgflip.com/memegenerator>, <https://makeameme.org/>, <https://www.kapwing.com/meme-maker>
- Free image sources: <https://pixabay.com/>, <https://www.socialmediatoday.com/marketing/2015-02-27/20-sites-get-free-stock-images-commercial-use>

Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

PEW RESEARCH CENTER

Social Media Posts / Content / Ideas

- Seasonal products (timing matters)
 - Late winter - talk about golf shirts,
 - early spring - graduation, baby, wedding gifts
 - late spring - talk about summer apparel
 - mid summer - school apparel
 - late summer - talk about sweatshirts, sweaters
 - late fall - talk about jackets
- Upcoming fashion color palettes (timing matters)
- Tax tips for biz owners (timing matters late winter)
- What is business casual
- How to pick the right tie
- laundry symbol explanations
- Building YOUR Brand is our Mission

- Meet Joe Logo
- What's Joe doing? (about 1 month after Joe Logo email)
- How's Joe? (about 3 months after Joe Logo email)
- Have You Seen Joe Lately? (about 5 months after Joe Logo email)
- What's Joe doing for the holidays? (early October)
- Is Joe on Vacation again? (about 7 months after Joe Logo email)
- What makes a good logo for apparel (any time)
- Behind the Scenes Peek (any time) - video potential
- No need to GUESS how many you should order! Talk about size scale (any time)
- What apparel works with your logo on it? (any time)
- What decorated apparel does for your business (any time)
- How to pick the ideal products (any time)
- How to pick your apparel decorator (any time)
- Avoid the Rat Hole (any time)
- Casual Work wear done right (any time)
- Dressing for Successful Sales (any time)
- Beginner's Guide to Company Apparel
- How to Design a Shirt for your Event
- Are Your Uniforms Boring? (late winter for bball teams, any time for work wear)
- Tips for Designing Your Logo
- 5 things to consider when ordering shirts for your business
- This shirt is never thrown away
- How to Be Fashionable with Company Apparel
- How to Use Company Apparel to Increase Your Brand
- How to Use logo'd clothing to Promote Your Business
- Create a Remarkable Uniform Program
- Best of Corporate Apparel
- Leverage the Power of Promotional Shirts at your Company event
- 5 Ways to Use Personalized Custom Shirts for your Organization
- 3 Things to Consider when ordering embroidered apparel
- Your Logo's Colors in Thread and Apparel
- 5 Ways to Spice Up Your Company's Workwear
- How to Order Company Apparel
- Whose logos are your employees/customers wearing?
- How to fold a t-shirt video <http://www.bhg.com/videos/m/73355872/how-to-fold-a-t-shirt.htm>
- How to fold a towel video <http://www.bhg.com/videos/m/73327400/how-to-fold-a-towel.htm>
- How to fold a dress shirt video <http://www.bhg.com/videos/m/73327318/how-to-fold-a-shirt.htm>
- How We Turn Your Logo into Embroidery
- Why your logo looks different on different shirts and products
- Things to consider when you order logo'd apparel
- How logos look different in ink and thread
- Shirts that work well at trade shows
- How to choose the right polo shirt
- How to order shirts for a group (size scale)