

SOCIAL MEDIA POST IDEAS & CAPTIONS

General Social Media Guidelines

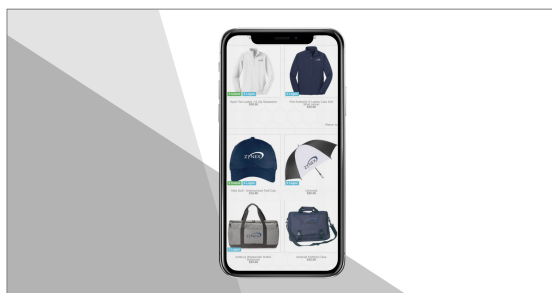
- **Keep it Short and Sweet:** When scrolling through feeds, people don't often take time to read long captions. Get your message across by keeping it brief.
- **Utilize hashtags:** Create a hashtag for your business and use it in the caption of every post. Use other relevant hashtags to make it easier for new followers to find your account.
- **Join or Follow Groups:** Many communities and industry groups have dedicated groups on social media. Join interesting and relevant groups to contribute to conversations and strengthen connections.
- **Tag Appropriately:** Use posts to give shout outs to businesses doing a great job or tag your customers to showcase their projects.
- **Find Your Voice:** Social media platforms provide a unique opportunity to engage with customers, so explore different ways to connect and strengthen your positive image.

Facebook Posts

Facebook is a go-to social media platform for many, so consistently posting high-quality content can go a long way in solidifying your business in the mind of customers. Facebook is a community-focused channel and a great venue to invite people to share experiences, start a discussion, or ask a question.

While Facebook posts are an effective way to reach people, be sure to explore the other content types the platform supports such as Facebook Live videos. Facebook Live provides an easy, yet interactive experience where you can introduce new products, introduce viewers to your Team, or showcase new creative ideas or solutions (like online pop-up stores).

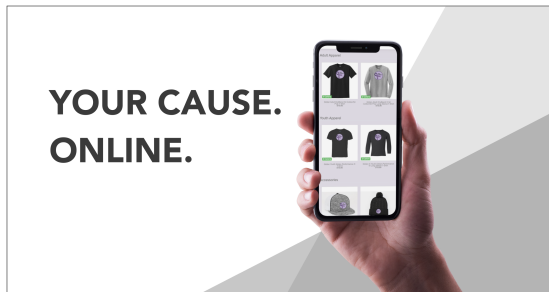
Examples



Can your employees order company swag with just the click of a button? AJPromo can make it happen. Tag your company! #onlinestores #companystores #AJPromo



Who's ready for this extended summer break to be over? Let's chat about #onlinestores as a solution for your next spirit wear order to start the new school year off strong! #AJPromo



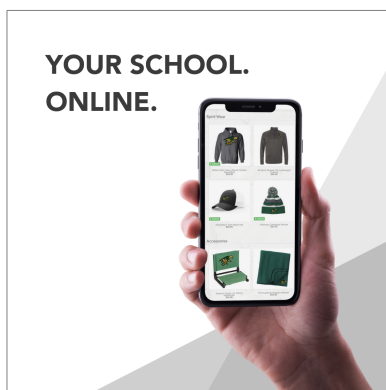
Online pop-up stores are the secret to simple and successful fundraisers. Drive your cause, reach more people, maximize fundraising. #fundraising #jointhemovement #AJPromo

Instagram Posts

Instagram is a photo-based social media platform, so posting visually appealing images can go a long way in displaying your creativity. Instagram provides a great opportunity to showcase pictures of your best projects or tell interesting stories about a solution you provided for a customer.

Instagram stories are limited-time posts that only last 24 hours. They can be a great way to feature videos, take fun follower polls, or highlight what goes on behind-the-scenes. Explore ways to utilize this feature as a unique way to interact with customers and followers.

Examples



Knock your school spirit wear out of the park! Ask us about how to launch a free online store for your team's next order. #schoolspirit #fall2020 #onlinestores #teamspirit



Tired of collecting orders and chasing down payments? Take your ordering experience online and get back to what really matters with #AJPromo



Getting your crew geared up is easier than you might think! Ask us how. #companystore #constructiongear #AJPromo

Additional Ideas

- [Insert sport] season is right around the corner. Get a custom online store stocked with the gear your team needs and the spirit wear your fans want. Getting game day ready has never been easier.
- Take the guesswork out of ordering apparel for your group with a custom online store. Ask us how to launch yours today! #companystore #screenprinting
- Outfit your team and your fans with an online store they love to shop and share. Let's team up to launch yours today!
- Keep your team on brand and ready to rep your company at your next event with a custom online store. #companystore
- Hashtags: #fundraising #screenprint #screenprinting #printshop #promotionalproducts #shoplocal #smallbusiness