

# OMG

## ORDERMYGEAR

## SOCIAL MEDIA POST IDEAS AND CAPTIONS



# GENERAL SOCIAL MEDIA GUIDELINES

Social media platforms provide a unique opportunity to engage with customers and strengthen your positive image.



**Keep it Short and Sweet:** Get your message across by keeping it brief, and easily digestible with scrolling.



**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.



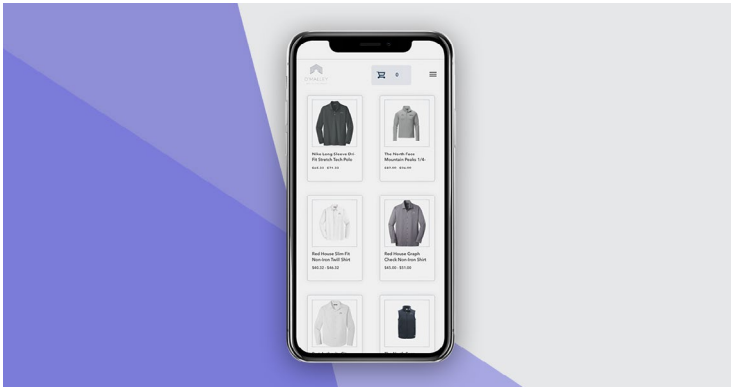
**Tag Appropriately:** Use posts to give shout outs to businesses doing a great job, repost your mentions, or tag your customers to showcase their projects.

## FACEBOOK POSTS

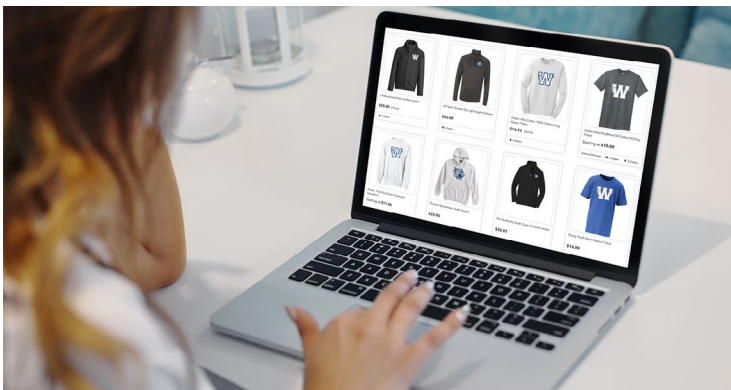
Facebook is a go-to social media platform for many, so consistently posting high-quality content can go a long way in solidifying your business in the mind of customers. Facebook is a community-focused channel and a great venue to invite people to share experiences, start a discussion, or ask a question.

*Tip: Be sure to explore the other content types on this platform like Facebook Live Videos to offer different audience experiences.*

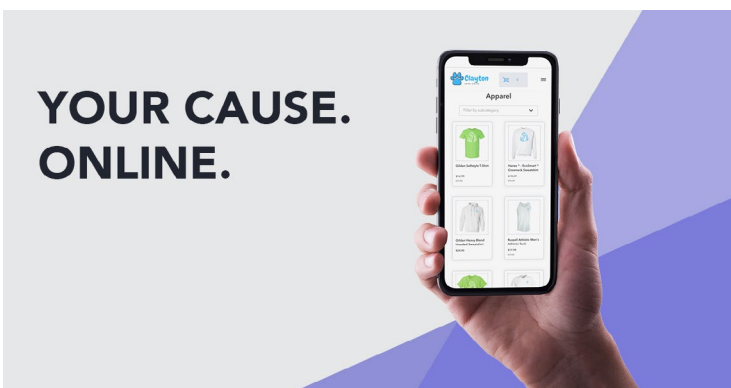
## EXAMPLES



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](#)



**YOUR CAUSE.  
ONLINE.**

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

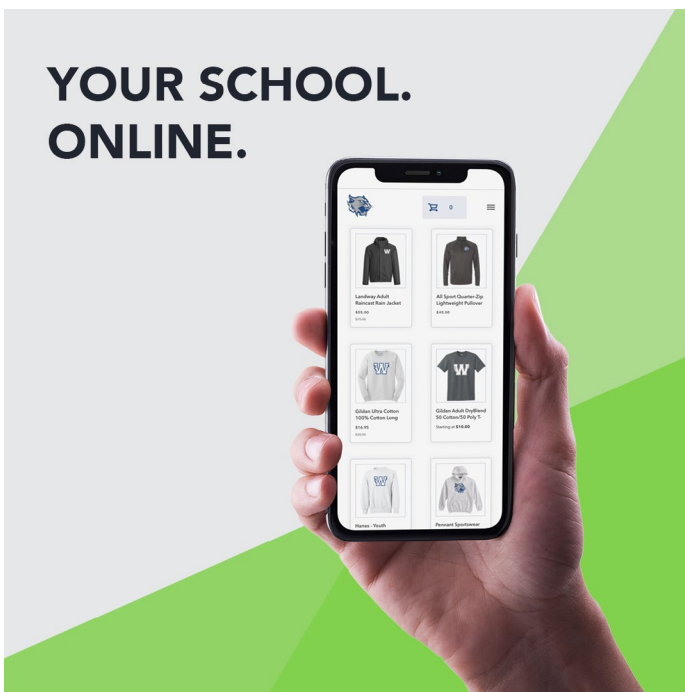


# INSTAGRAM POSTS

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.

*Tip: Instagram Stories are a great way to diversify your content on the platform. They can be used for interactive polls, reminders, and behind the scenes. Instagram Stories only last 24 hours.*

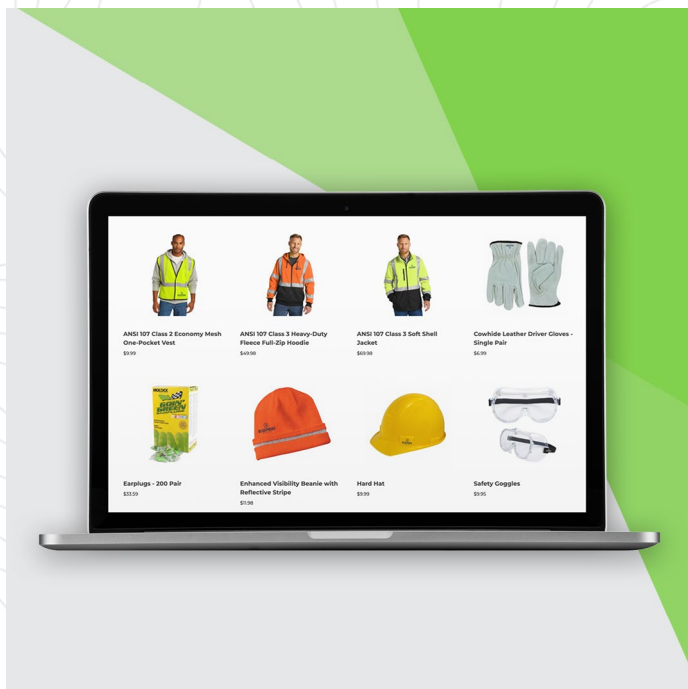
## EXAMPLES



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 #fallsports #onlinestores #teamspirit**



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



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**

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