

# CRYSTAL MEDIA *social sharing guide*

Crystal Media knows how challenging it can be to come up with something to post on social media. That's why they created the Social Sharing Guide, to help brainstorm ideas and make posting to social media easier. You can even use these ideas for your email campaigns! *Enjoy!*



## SALES

Information about sales & upcoming or ongoing promotions.



## ONLY HERE

Share what makes your store unique.



## CUSTOMER FAQ'S

Share what your customers are asking about, and all the answers!



## INFORMATION ABOUT EVENTS

Share details on upcoming in-store events and promotions, your audience wants all the details, bonus points if you share it in a video!



## ANNOUNCEMENTS

New store locations, new hires, change in hours, etc.



## LIVE VIDEO

Go on camera and live stream, showcasing new product arrivals, event invites, special deals, product information and more. Don't be shy, your audience will love to see you!



## SHIPMENTS

New product arrivals, top sellers (pictures or video preferred).



## HAPPY CUSTOMERS

Share pictures, letters, notes, stories of happy and loyal customers!



## AREA NEWS

What's going on in your local town?



## RECOGNITION

Were you featured in the local press? Did you win an award? Have you been recognized as a community leader?



## IN-STORE STORIES

Share behind the scenes of what is happening in your store with you and your team that customers can relate to.



## NEW

Did you pick a new product line or have a new display? Is there a new business nearby that you would like to recognize, partner with?



## GIFT/SHOPPING GUIDES

Pull together a list of top sellers, popular items or season's must-haves.