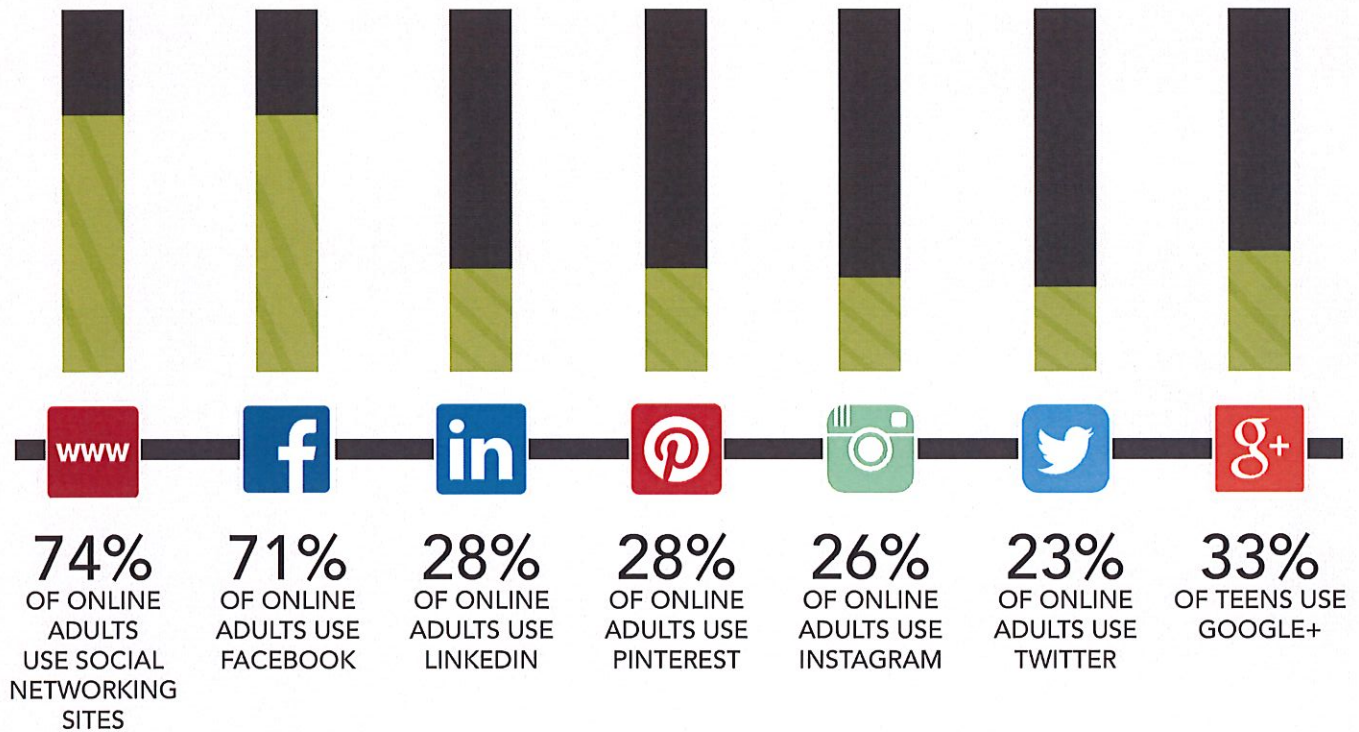


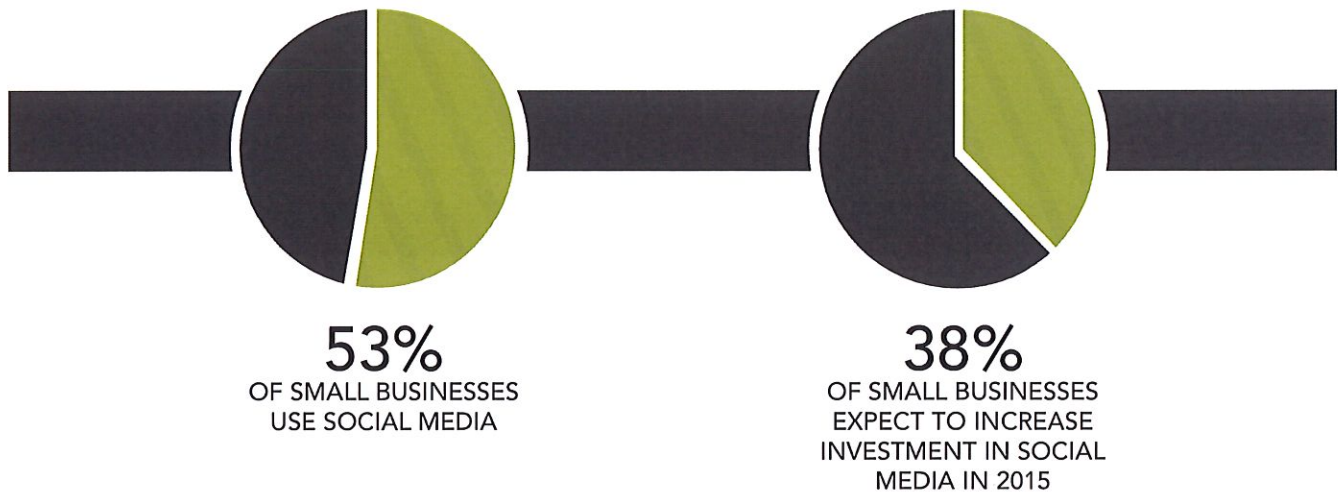
SOCIAL MEDIA FACT SHEET

WHY SOCIAL MEDIA IS WORTH YOUR TIME

HOW YOUR CUSTOMERS USE SOCIAL MEDIA



THE SOCIAL MEDIA TIPPING POINT

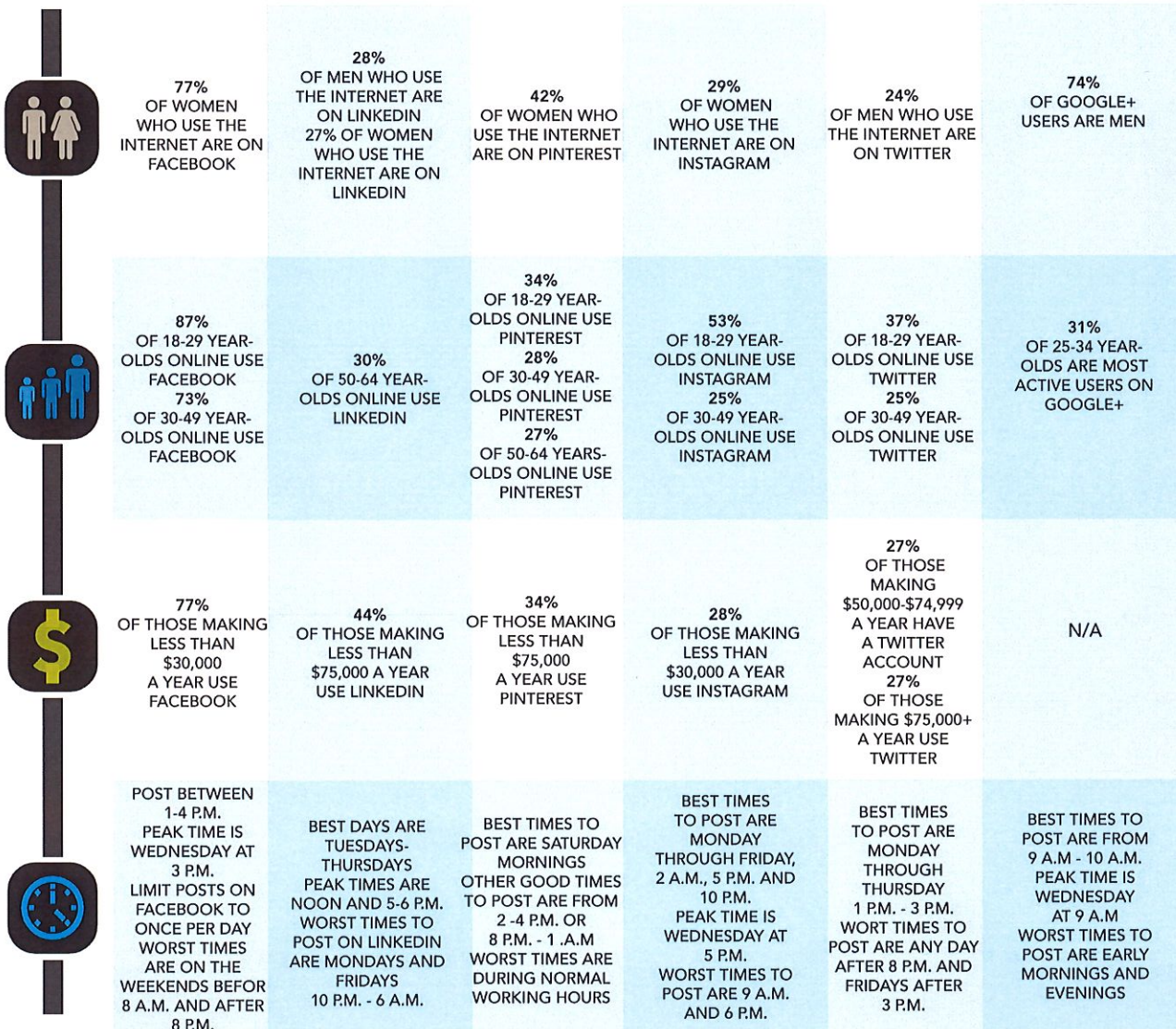


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WHAT SOCIAL MEDIA CHANNEL DO YOUR CUSTOMERS PREFER?



WHAT SHOULD YOU POST?



PHOTOS GENERATE 54% MORE LIKES AND 104% MORE COMMENTS



TWEETS WITH IMAGES GET A 55% INCREASE IN LEADS, 36% INCREASE IN CLICKS, AND 41% INCREASE IN RETWEETS



BEST TOPICS TO POST FOR EACH DAY OF THE WEEK:

MONDAY = FITNESS TUESDAY = TECHNOLOGY WEDNESDAY = INSPIRATIONAL QUOTES THURSDAY = FASHION
FRIDAY = HUMOR (ESPECIALLY GIFS) SATURDAY= TRAVEL SUNDAY = FOODS AND CRAFTS