



SOCIAL MEDIA TOOLKIT



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HI THERE!

Welcome to the Title Nine Social Media Toolkit. Throughout the following 11 pages, you will find tips, tricks, pointers, guides, instruction and all the other tools you could ever need to efficiently and successfully run your Title Nine location social media accounts.

Social media is an invaluable tool that can help broaden our customer base and bring more smiling people into stores!

Now, with these tools come responsibility. Make sure to always think twice before posting. Ask yourself the following questions:

- 1. IS THIS POST ON BRAND?**
- 2. IS THIS POST APPROPRIATE?**
- 3. IS THIS POST ENGAGING?**

If you can check those three things off your list, then you're ready to post and expand the T9 brand to as many strong, motivated women as you can.

And don't forget, have fun with your posts! If you're enjoying making your posts, then your followers are enjoying them too.

Thanks for being a part of T9!





TIPS & TRICKS FOR Instagram



HOW-TO BIO:

Title Nine – Location – Phone Number
Something fun & unique to location

Add titlenine.com to the “website” area when you are editing

EXAMPLE:

Title Nine – Lincoln Park 1024 W. Armitage – 773.935.5116
Adventure ready, everyday athletic wear for women to explore Chicago!
www.titlenine.com



RULE OF THUMB

- Post a maximum of 1-3 times per day.
- Stick to Title Nine’s core themes.
- Never post back-to-back.
- Don’t post anything personal.
 - Don’t be shy – mention & tag users as much as you can!

TAG, THEY'RE IN IT!



EMOJIS are awesome! Emoji use increases engagement and allows you to showcase the T9 brand. So, if you are taking advantage of emojis, make sure to stay on brand!

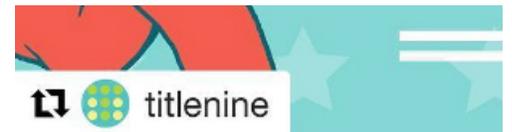
THE DO'S & DON'TS

- ✓ Use hashtags.
- ✗ Use your name or first person
- ✓ Write a caption that adds context
- ✗ Post blurry photos.
- ✓ Be consistent, post often.
- ✗ Post photos consecutively.
- ✓ Spread posts out when posting.
- ✗ Post irrelevant content.
- ✓ Post a variety of content
- ✓ Spell check and double check.
- ✗ Misspell
- ✓ Post videos.
- ✓ Comment back, engage!
- ✗ Mix personal with business
- ✓ Use emojis
- ✓ Use Instagram Story

TAGGING is a great tool to take advantage of. If you tag someone, they will not only get a notification, but your photo will be under the “photos of user” portion of their profile.



Adding your **LOCATION** is great because it not only tells your followers where the picture was taken, but it provides another path for the user to find your account – aka potential for new followers!



REPOSTing is an easy way to create content without much effort. Just get the Repost App in the App Store and follow the directions.

DON'T FORGET! FOLLOW @TITLENINE AND OTHER T9 LOCATION ACCOUNTS

#T9BEHINDTHESCENES

#NYT9



Instagram



FAQ

Q: Do I have to use the phone app to view pictures in my feed, like or comment on posts or explore hashtags?

A: While the app is a very accessible option, it is not the only option. You can log in to your T9 store location Instagram account online and view, like and comment on posts. You can't, however, post on the account from the online format. To post, you must be on the mobile device app.

Q: Can I post about what's going on at my location on my personal Instagram account?

A: It's of course always okay (and encouraged!) to share and/or speak about Title Nine from your personal point of view on your own social media accounts - sharing why you love this new bathing suit, or excitement over the return of a favorite pant, for example - but please be mindful not to speak as or on behalf of Title Nine from your personal profiles. As long as you're not leaking information that isn't public, you should be good to go! Feel free to mark the location or tag the store in your personal POV posts as well.

Q: What should I do if someone comments something inappropriate on one of my posts?

A: If someone posts something inappropriate, you can report and delete the comment. To do this, go to the "view all comments" portion of your post. This should bring up every comment in a scrolling format. You can also get to this point by just clicking on the comment button. Find the comment that you want to get rid of and swipe it to the left. An arrow icon, an exclamation point icon and a trash can will appear. Click the exclamation point to report as "Spam or Scam" or "Abusive Content." You can also just delete the comment by clicking on the trash icon.

Q: How do I "like" a comment that someone has made on my post?

A: If you want to like a comment, all you have to do is click on your comments. From that point, there is a small white outlined heart on the right-hand side of the comment. Simply click on the white heart and it will fill with red—now you've liked it.

Q: I want to share my Instagram post on Facebook, how do I do that?

A: When you are creating a new post, there is a Facebook, Twitter and Tumblr sharing option in the middle of the screen. Another easy way to share posts after posting, is by going to the actual post and clicking on the three dots on the upper right hand of the screen. From there, click on the "Share" button and choose/login to the platform.



Instagram

GLOSSARY



BIO is the area on your own page beneath your profile picture. Your bio includes your store name, “Title Nine Palo Alto,” for example, as well as the website (titlenine.com) and the more descriptive bio. See the Tips and Tricks for Instagram on page 2 for an example of how to write your bio. See “website” for information, as well.

BOOMERANG is an option through Instagram Story or through regular posting. Boomerang creates looping videos from photos and is a fun way to diversify your content. To do a Boomerang on Instagram Story, go to create a new story and slide to the “Boomerang” option. Tell your subject to move around, aim the camera towards your subject, hold down the circle button and voila, you have a Boomerang! To post a Boomerang for a regular post, go to normally post a photo and there are three small grey buttons on the right side of your screen. The far left grey button that looks like an infinity sign is the boomerang button. Note: to use Boomerang, you must download the application at the App Store.

COMMENTS are below every photo or video that a user posts. You can interact with your customers through comments and look at comments to see how your followers are reacting to your posts.

EMOJIS are your friend. You know those little symbols that every Iphone and Android have on their keypad? Yeah, those are emojis and they dramatically drive engagement. So, use them! For example, according to Social Media Today, emojis result in 25.4 percent more engagement on Twitter. However, use emojis wisely. Like anything, be thorough and considerate when choosing an emoji. Use the generic yellow skin-toned emoji if you are ever using a person and there shouldn't be any reason for you to use a knife emoji. Get creative, but don't go overboard.

HASHTAGS are everything. Use #trending hashtags, use #MyT9, create you own hashtags, whatever! Hashtags are a great way to get more followers, but make sure to only post hashtags relevant to your post. If you don't want to clutter your caption with a bunch of hashtags, you can always post and then comment all your hashtags. It will attract more users, but it won't be too many hashtags for you followers to handle.

HOOTSUITE is a platform to manage your social media account. It allows to you schedule posts (aka pick a photo, write a caption and choose a posting date/time) in a few easy steps. The application is free on your phone for up to three social network accounts. ***Not free on desktop***

INSTAGRAM STORY is another way to connect to your followers. This feature of Instagram is similar to Snapchat. You can post short videos, live videos and photos and use fun filters. This is a great way to showcase new inventory and give your followers a #T9BehindtheScenes look into what goes on at the store. These photos and videos will only be viewable for 24 hours. To post an Instagram Story, you can either click on the camera symbol in the upper left of your home page, or click on your profile picture underneath where it says “stories” on the home page. You will have the following options: live, normal, boomerang, rewind and hands-free. After you take the photo or video, you have the option to add text, change the color and size of the text, add location, hashtags, the temperature and tons of other, fun symbols. Get creative! See “Live Videos” or “Boomerang” for more information.

LIVE VIDEOS are available through Instagram Story. Feel free to use this option, but be careful, because live videos cannot be edited.



Instagram

GLOSSARY



LOCATION is great because it not only tells your followers where the picture was taken, but it provides another path for users to find your account. Users can search different locations and see all the pictures from a certain location, creating potential for new followers.

MENTION is a way to alert other Instagram users about your post. For example, if you are posting a #MyTg post from a customer, you should mention them in your caption. This will give them an Instagram notification. Make sure to tag the user as well whenever you mention them. See “Tagging” for more information.

MULTIPLE PHOTOS is an option that is available when posting. When you are looking through your photo library during posting, there are three small grey buttons on the right side of your screen. The far right button looks like two squares on top of each other—that is the button to post multiple photos. Click that button and then choose your photos. The order that you click them in will be the order they appear in the post. You can post up to ten photos at once.

REPOSTING is an easy way to create content without much effort. Did the Tg HQ post an awesome photo that you just can't get enough of? Great, repost it for your followers to see. This can be done through the Repost App. It can be downloaded on any Apple or Android device.

TAGGING can be a great way for users to find your account. When you tag someone, that image will be posted on his or her own profile under photos of “user.” Tagging is different than mentioning someone, because mentioning (@user) solely let's the user know that you are talking about them. Tagging them allows users to find our account through another outlet. However, that doesn't mean that you shouldn't mention other users. Go for it! The more mentions and tags, the merrier.

SAVED PHOTOS is an option when browsing through Instagram that allows you to save the photo to your personal account. Under each photo on your feed, the lower right-hand corner, there is a button that looks like a little banner. If you click this button, the post will be viewable in your saved photos on your user page—there is another banner symbol on the right-hand side below your bio. This is useful to save photos from other Tg locations to look at later, for example.

DIRECT MESSAGE (DM) is located in the upper right corner of the home page—it looks like a mini paper airplane symbol. There are not too many reasons that you should need to DM on Instagram, but it is useful if you are doing a giveaway and you need to connect with your winner, or if a customer messages you about something.

WEBSITE -- When you are editing your profile, there is a specific line to add titlenine.com website in. Make sure to check and make sure the link works! To check, just go to the Instagram account from another device and click on the link.

*****IF YOU THINK THAT THERE IS A SUBJECT OR CONCEPT THAT WE HAVEN'T COVERED, LET US KNOW! EMAIL JRUSSELL@TITLENINE.COM.*****

facebook

BUSINESS MANAGER

STEP BY STEP WALK-THROUGH

The following is a step by step walk-through on how to login and run your Title Nine location Facebook Business Manager account. A video demonstrating these same steps can be found on the Google Drive.

1. Email jrussell@titlenine.com and let her know that you need to be added to the Facebook Business Manager for your store. NOTE: the email that you give her must be the email that you use to login to Facebook. Yes, you must have a Facebook to have access to Facebook Business Manager, but your information and personal account will have absolutely no part in it. It is only for verification purposes.
2. Once you get the email from Jessica, click on the “Get Started” button.
3. It will ask you to put in your name, put in the name that you would like to be referred to as.
4. Now you’re at the main Facebook Business Manager page. Notice how the top toolbar is a darker grey color, rather than the normal Facebook blue. This is an indicator that you are on Facebook Business Manager, instead of your own personal account. NOTE: you do not need to worry about Facebook Ads, whatsoever. Click on your Title Nine location store under the “Pages” section.
5. Now that you’re at your store location home page, you can make a post. Below the cover photo, next to a small icon of the Title Nine profile picture, it states, “Write something...” Click on this to begin your post.
6. You can add text, photos, emojis, etc. to your post.
7. If you want to immediately post, then click on the blue and white, “Publish” icon towards the right. If you don’t want to post that second, you can either schedule the post or save the post as a draft. To do this, click on the down arrow to the right of the “Publish” icon. It should drop down with the following options: schedule, backdate and save draft. If you click on schedule, you can pick a date and time to post it. Saving as a draft is good to build up a pool of posts that you can post later on. NOTE: you shouldn’t need to use the backdate button.
8. Now that you know how to post, you can check the Facebook Business Manager information about your store and make sure that it is correct. Scroll down the “About” section. It shows your store address, phone number, website and the hours. To see all this information in a larger format, click on the “See All” button in the upper right corner of the section. To see all of the listed hours, hover over the hours section and then click the edit button. Review the hours and make sure they are correct. If any of the information listed is incorrect, then fix it. If it’s all right, then great!
9. Click the “Home” button on the left side of the screen to return to your main store page.

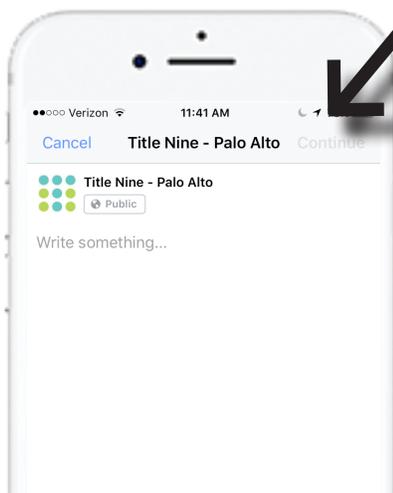
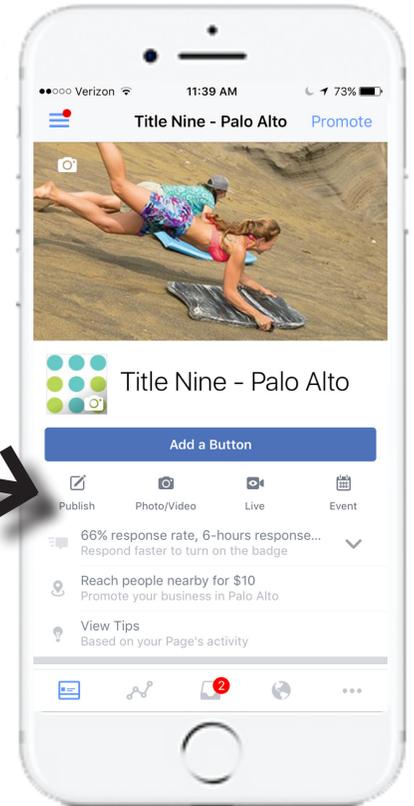
That’s it for this Facebook Business Manager walk-through. Now you are all pros and ready to take on the Facebook Business Manager world! You can view a video that outlines these steps if you have any confusion. The link is on the Google Drive. Happy posting!

PAGES MANAGER IPHONE APPLICATION

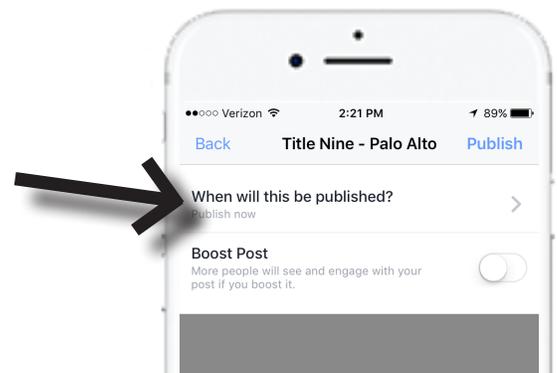
The Facebook Pages Manager App is a great tool to use for quick and accessible posting on Facebook Business Manager. Once you are given access to your store location for Facebook Business Manager, you will have access to it throughout the Pages App, as well. What's nice about the Pages App is that it has nothing to do with your personal page. If you are using the Pages App, there is no risk of posting from your personal account.

To post from the Pages App, just click on the **“Publish”** button and write up your post. Paste links, add photos from your camera roll or do a live video. It's as simple as clicking a few buttons in the Pages App!

NOTE: This app takes a large amount of storage. If you want to download it on your iPhone, you must have at least 250mb available. You must also be connected to WiFi to download it.



If you want to save the post for later, you can choose when it will be published. Just press the **“Continue”** button in the upper right corner, click **“When will this be published?”** and choose between the following: publish, schedule or save as draft.





THIRD PARTY CONTENT

Third party content is any content that comes from organizations outside of Title Nine. The purpose of sharing third party content is to engage our followers with content that they're interested in. The following is a list of websites that the T9HQ has compiled that often post relevant content. You are not limited to these websites, but this is a good place to start.

Name	Category	Website
ESPNW	Sports	http://www.espn.com.espnw/
Misadventures Magazine	Outdoors	http://misadventuresmag.com/
Outdoor Afro	Outdoors	http://outdoorafro.com/stories/
Latina Outdoors	Outdoors	http://latinooutdoors.org/blog/
Pigraill Pals	Girls	http://pigtailpalsblog.com/
Huffpost Women	Women	http://www.huffingtonpost.com/section/women
Women You Should Know	Women	http://womenshouldknow.net/
Women's Running Magazine	Sports	http://womensrunning.competitor.com/
Outside Magazine	Outdoors	https://www.outsideonline.com/search/google/women
Sheheroes	Women	http://www.sheheroes.org/blog/
Excelle Sports	Sports	http://www.excellesports.com/
Women Talk Sports	Sports	http://womentalksports.com/
Amy Poehler's Smart Girls	Girls	https://amysmartgirls.com/?gi=3f4f375db93
National Women's History Project	Women	http://www.nwhp.org/
A Mighty Girl	Girls	http://www.amightygirl.com/
Team USA	Sports	http://www.teamusa.org/
Olympics	Sports	https://www.olympic.org/
Paraolympics	Sports	http://www.paralympic.org/
FloTrack	Sports	http://www.flotrack.org/
Witsup (Women in Triathlon)	Sports	http://www.witsup.com/
U.S. Soccer	Sports	http://www.ussoccer.com/
Challenged Athletes Foundation	Sports	http://www.challengedathletes.org/
Women in the World	Women	http://nytlive.nytimes.com/womenintheworld/

facebook

FAQ



Q: When I first go to Facebook Business Manager, there is a lot about Facebook Ads. Do I need to know how to use this?

A: Nope. You can completely ignore everything Facebook Ads related. That is all taken care of at Title Nine headquarters. All that you have to focus on is posting--the fun part!

Q: I want to add a store employee to my page to post and answer messages for me. Do they have to have a personal Facebook page?

A: In order to verify users are real people and not robots, Facebook will ask the user to verify their personal information. However, that does NOT mean that there is any crossover between work and play! It is solely for verification purposes.

Q: I'm leaving the company. What do I do about my access to Facebook Business Manager?

A: It is the store manager's responsibility to deactivate your social media access within 24 hours that you give notice that you are leaving.

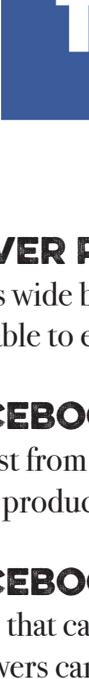


Q: We have an event coming up. Who posts about that to our Facebook page - do we do it ourselves, or will Jessica deploy that from T9HQ?

A: If it's something specific to your store with varying dates, like Fit Fest for example, assets to use will be provided to you so you can post when the timing is right for your location. If it is something with a mass roll out across all channels, such as a sale or promotion that affects retail and is happening only for a set amount of time, it will be rolled out by Jessica via queued posts.

Q: How can I differentiate whether I'm posting from the T9 location account or my own personal account?

A: There are a few ways to make sure that you're posting from your T9 location account, instead of your own personal account. First of all, the Facebook Business Manager header toolbar is a different color than normal Facebook. It is a dark greyish color, rather than the normal Facebook blue. You can also always check the url. If the url is <https://business.facebook.com>, then you're good. Lastly, to the left of the posting box it shows a profile picture. As long as the profile picture is of Title Nine's logo, then you're set.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

GLOSSARY

COVER PHOTO is the picture at the top of the Facebook page. It's larger than your profile picture, 820 pixels wide by 312 pixels tall on computers and 640 pixels wide by 360 pixels tall on smartphone. This photo is viewable to everyone and will often be changed by Jessica at T9HQ as seasons change.

FACEBOOK BUSINESS MANAGER is a Facebook platform that allows YOU, the store employees, to post from your Title Nine location store. It is an advertising platform that gives you the opportunity to promote products and events, while also connecting and engaging with customers.

FACEBOOK LIVE is an opportunity to have engaging conversations with your followers. FB live is a live video that can be instantly streamed throughout your Facebook Title Nine page. As you record the video, your followers can tune in and instantly like, comment or leave other reactions. You can instantly comment back throughout the video. If you decide to do a Facebook Live video, proceed with caution. It is LIVE, so that means whatever is said cannot be taken back or edited.

PAGES MANAGER is an app that can be downloaded in the App Store on any iPhone. It allows users to easily and efficiently post on the Facebook Title Nine location account. You can schedule, draft and create all your posts on the Facebook Pages Manager app. See page 7 for more information on the Pages Manager.

PROFILE PICTURE is the photo associated with your store Facebook page. It displays at 170x170 pixels on computers and 128x128 on smartphones. This photo should always be the Title Nine logo, so no need to ever change this.

REACTIONS are essentially a "totally redesigned like button." Reactions allow Facebook users to not only "Like" posts, but to leave one of six little responses in animated emoji form. The options are the following: like (as always), love, haha, wow, sad and angry.

THIRD PARTY CONTENT is any content from sources outside of Title Nine. This could be an article, a video or post that you find interesting and relevant. The purpose of sharing third party content is to engage our followers with content that they're interested in. Look at page 8 for a list of third party websites that often have valuable content.



T9 CORE THEMES

These are some Title Nine Core Themes. Just keep this in mind when posting on any platform, whether that's Instagram Story or a post on Facebook, remember what Title Nine stands for.

IS	IS NOT
"Our Models"	Celebrities & Spokespeople
Products	Marketing
Personal	Corporate
Outdoors	Indoors
Real	Photoshopped
Strong Women	Everybody
Multi-functional	Fashion
Athletic/Sporty	Sex
Bras	Shapewear
Messy	Apple™
Attainable/Accessible	Perfection
Unexpected	Predictable
Woman-Powered Sport	Motorized Sports
Authentic	Trendy/Disposable
Irreverent	Serious
Safety Last	Safety First

