

Take advantage of all things social with DesignOnHPMkt!



[Facebook.com/DesignOnHighPointMarket](https://www.facebook.com/DesignOnHighPointMarket) | #DesignOnHPMkt #HPMKT

- ◆ Facebook is a great tool to engage in conversation with industry peers
- ◆ While photos are visually appealing and a natural fit for Facebook content, be sure to use video (including Facebook Live) to interact with you friends, fans & followers



[@DesignOnHPMkt](https://www.instagram.com/DesignOnHPMkt) | #DesignOnHPMkt #HPMKT

- ◆ Instagram is a photo and video sharing platform; be sure to post daily to keep your brand top-of-mind for buyers
- ◆ Connect with your customers on a more personal level to create a strong connection. Give them an “inside look” into your brand by posting images of new products before they are released, share behind-the-scenes photos from a furniture shoot, or show the staff to generate customer affinity for your brand.



[Pinterest.com/DesignOnHPMkt](https://www.pinterest.com/DesignOnHPMkt) | #DesignOnHPMkt #HPMKT

- ◆ Pinterest is a great place to house curated product boards. For maximum exposure, increase interactions and comment on and/or re-pin other people’s pins. Be sure to tag @DesignOnHPMkt!
- ◆ When creating boards, don’t forget to include keywords in the title so that your images are easy to find through the search function. Using detail in your Pin’s description also contributes to this.

[@DesignOnHPMkt](https://www.twitter.com/DesignOnHPMkt) | #DesignOnHPMkt #HPMKT



- ◆ Twitter is the most copy-driven social media outlet
- ◆ Don’t forget that your message must be crafted in 140 characters or less (including URLs and attached images). Be sure to shorten your URLs using a website (such as ow.ly) to leave room for hashtags!
- ◆ Since Twitter is much more conversational than other social outlets, posting etiquette doesn’t bar posting multiple times in a day (or even an hour!)

We hope to see you on social media! Don’t forget to tag us @DesignOnHPMkt and use our hashtag #DesignOnHPMkt along with HPMAs hashtag #HPMKT to interact with us on the various channels listed above.

If you have a product/collection launch or a celebrity appearance in your showroom, please email lluppino@imcenters.com so that we can share this information directly on our social media pages.