

LIVERPOOL®
LOS ANGELES

LIVE
BEYOND
YOUR
STORY

SOCIAL MEDIA GUIDE



Things to Keep in Mind:

- You got this! Social media is your friend and I promise you, the more you keep using it, the better you will become.
- Mistakes will happen and that is ok. When they happen, laugh it off and keep moving. (people relate to real people and real people are always making mistakes. So takeaway here is... make mistakes!)
- Have you ever taken a selfie? If the answer is yes, then you are halfway there! If you have not, take one now, and you are on your way!
- You are creating a community, in a time where it cannot be in your physical store. This will help to bring not only your customers together, but your staff too. You will be surprised how much you can learn from one another.

IT'S A STORY
ABOUT *LOVE* AND
COMPASSION



Getting started:

Do you have a Facebook or Instagram for your Store?

- Yes, you may proceed.
- No, you will see in the next few slides just how easy it can be!





Be creative,
Be silly, Be you.



Don't be concerned if your customers haven't used Instagram or Facebook. You can directly send these videos you've created through texts, email or video chat... These videos/photos have endless usage!

Everyone is looking for an outlet. Let your fashion, your store, and your social platform be someone's outlet.



Step 1: Download the Right Applications:

- -Facebook (best for posting/live videos)
- -Instagram (best for posting/videos)



How to set up Instagram

- It is easy....Really! After downloading the app, all you need is an email or Facebook page. THAT'S IT! (expert note: Facebook and Instagram are now integrated, so once you post on Instagram, one-click and it will post to Facebook too).
- Once it is up, you will write a little blurb (called your bio- which is simply what your followers can expect) & choose your profile picture.
- Need more info? For the full run down, watch this video:
 - <https://www.youtube.com/watch?v=Op-sKPePo2o>
- For our more experienced users, I found this video extremely helpful for tips on the latest and newest features of Instagram:
 - <https://www.youtube.com/watch?v=skOgqZAf978>



The run through:

Congratulations to those who have downloaded and created the account! We are getting closer. Now here comes the ideas...

- The first thing that should run through your mind is:
 - What am I trying to achieve? (I can help here... most likely showcase new product, put outfits together & sell)
- Next, how am I going to post?
 - Do you want to shoot a video?
 - Or upload a picture?
 - Try a live video?
- In the next slide, you will see:
 - I show some still/flats that you can shoot prior to posting.
 - If you want to do a video and are not comfortable shooting it live, NO PROBLEM! You can shoot it first and then post.



**TRUST THE MAGIC OF
NEW BEGINNINGS.**



**BE SO COMPLETELY YOURSELF
THAT EVERYONE ELSE FEELS
SAFE TO BE THEMSELVES TOO**



Click on photo to play video

What to post?

- Outfit of the day
 - New arrivals
 - Flats of outfits
 - Mirror (selfie) try on's
 - Take a walk outside, do some movement shots!
 - Head to toe looks (if your store carries shoes, earrings, post the entire look)
 - Hashtags and tagging brands are your friend! The more you can tag, the more eyes on the site.
 - Keep in mind, you only need yourself to make this happen.
- ...And remember be you!

Delivery? No problem!

- Offer your customers to ship direct, or instore/curbside pick up



Ready to learn more? Instagram Posts vs. Stories

What is the difference and how do I post them?

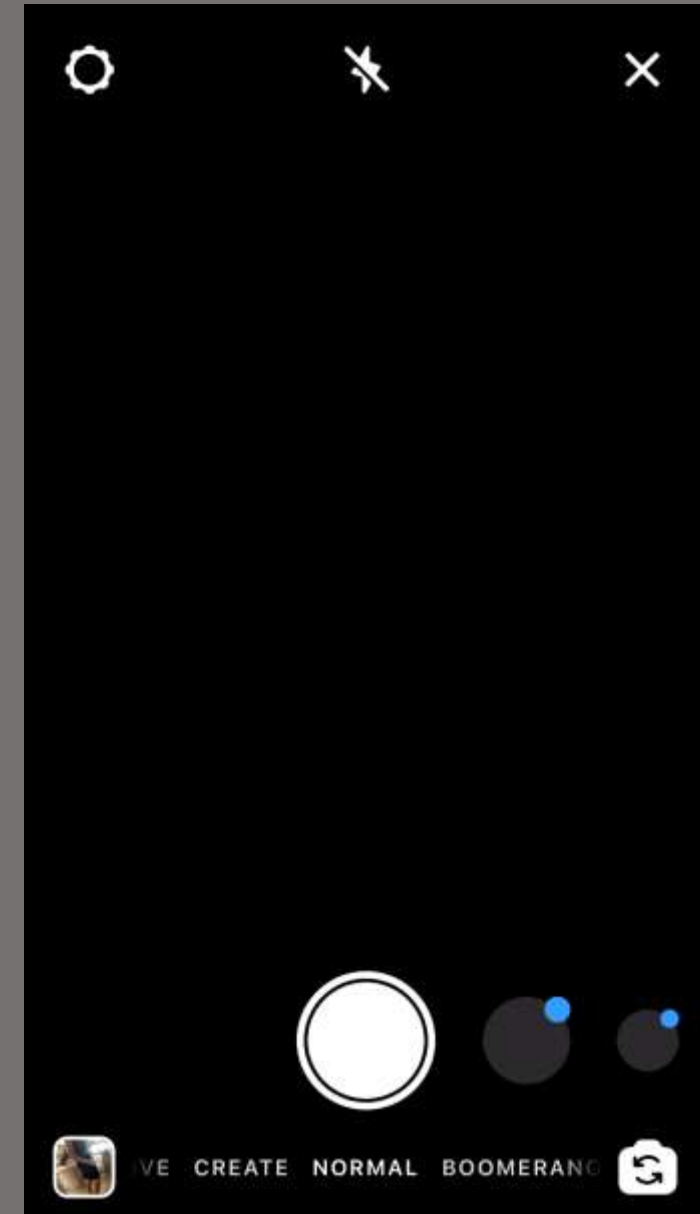
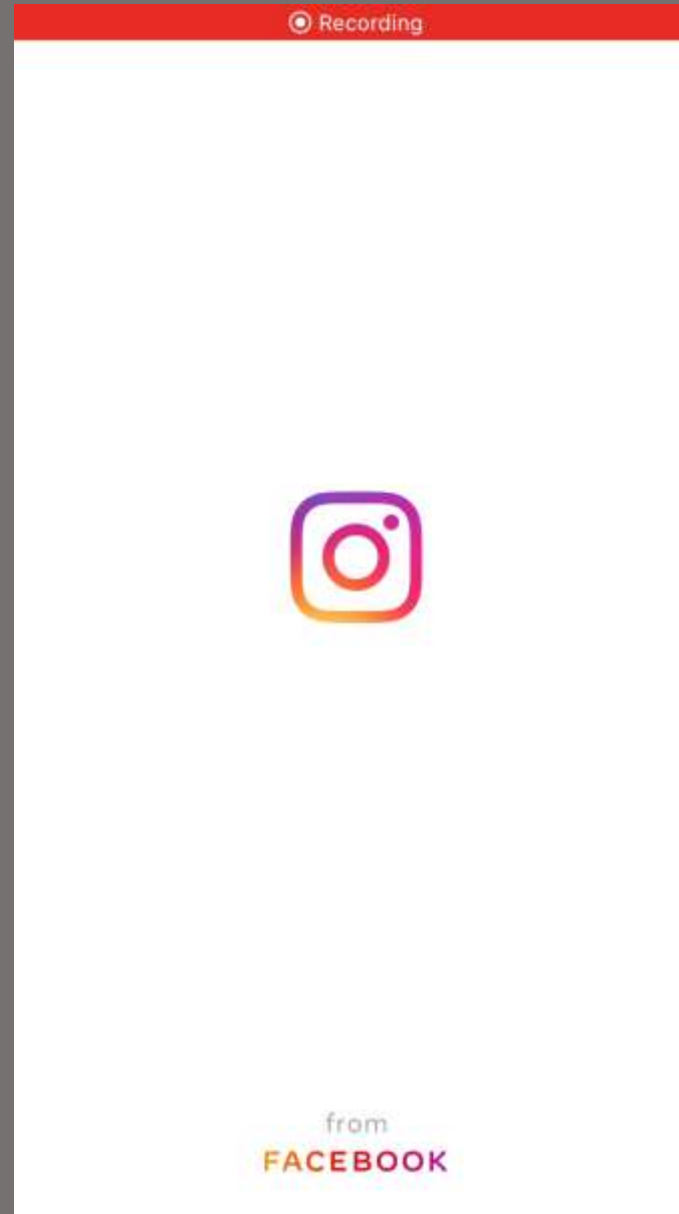
Instagram Post (previous slide)
It is on your feed... meaning it will stay on your page until you delete it.

Instagram Story(see videos on this slide, click the photo to play the video):

Only up for 24 hours.

First video I took is trying to get the right angle for a static photo & second I show the different features and take a quick video by clicking the white middle button, that's it!

Use these videos to do try on's, show the product, different sizes, on different people if possible, talk to the fit, you can create as many as you like



Pointers to Success:

- Be yourself. Your customers love coming in! Your guidance, your honesty, your help are the qualities that make your customers feel special.
- Follow your customers, other stores, bloggers and brands. See what they are posting. Do your research. Have resources.
- Remember... the customer wants convenience.
- These tools will provide an ongoing digital platform to communicate with your customers and drive business.
- We are here to help! Utilize Liverpool as a sounding board, as a safe place. WE ARE HERE TO HELP!



Love, The Liverpool Family