

S O C C I A L

M E D I A



Content v. Creation

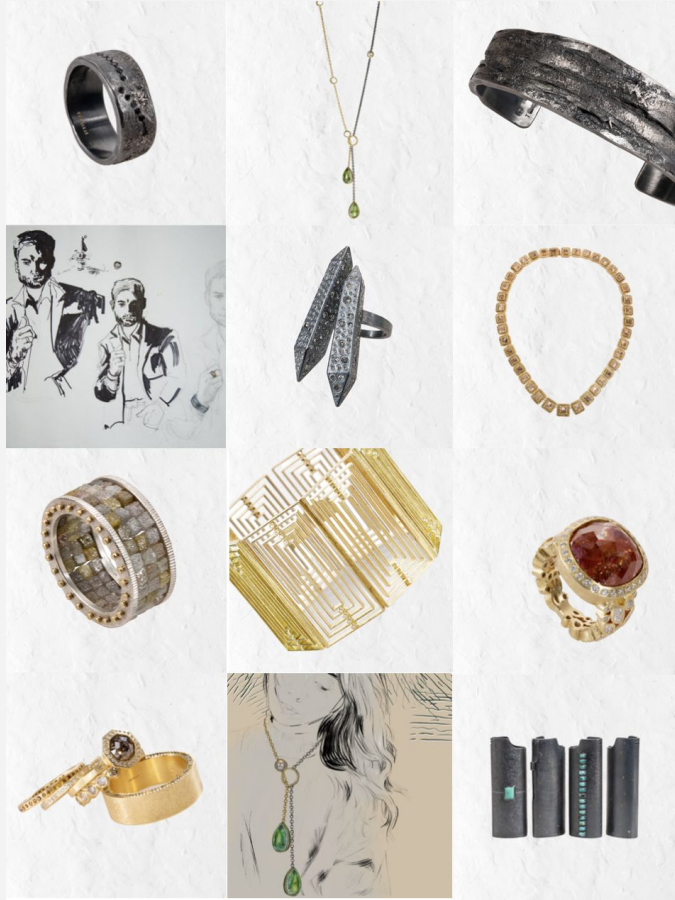









Marketer v. Maker



Content as Commodity



INSTAGRAM JANUARY

DATE	PHOTO 1	PHOTO 2 in IG carousel	CATEGORY	COPY
January 25				
January 26				
January 27			Artistry	<p>Geometric Ring Beautiful from every angle</p> <p>Naturally shaped sterling silver statement ring with 4.90ctw silver brilliant cut diamonds.</p> <p>toddreed.com 303/442.6280 2015 Pearl Street, Boulder, CO 80302</p>
January 28				
January 29			Artistry	<p>Design fine jewelry into your everyday life</p> <p>Ollie Gumucio-Davis, artist.</p> <p>Swipe right to see the organic men's band in 22k yellow gold and sterling silver with patina.</p> <p>toddreed.com 303/442.6280 2015 Pearl Street, Boulder, CO 80302</p>
January 30				
January 31			Artistry	<p>Organic Cuff Natural textures designed to emulate natural formations</p> <p>Palladium and sterling silver with patina.</p> <p>toddreed.com 303/442.6280 2015 Pearl Street, Boulder, CO 80302</p>

*Give Yourself
Client Treatment*



Data Talks





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Ryan-Ashley

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Published	Post	Type	Targeting	Reach	Engagement	Promote
01/27/2020 11:00 AM	Here is a big Thank You to all the organizers of the 23rd Annual			931	148 16	Boost Post
01/24/2020 6:34 PM	This week's #FridayIntroduction is for John, our National Wholesale			834	16 14	Boost Post
01/23/2020 5:50 PM	TR There's lots happening in the near future! Check out our recent			707	12 7	Boost Post
01/20/2020 6:00 PM	.IN EVE! Come see us at the 23rd Annual Boulder Wedding Showcase,			132	1 2	
01/17/2020 6:36 PM	Our exclusive partnership with GB Culinary creates a seamless and			1.5K	79 106	Boost Post
01/17/2020 10:48 AM	2019 Todd Reed Holiday Party Photos by Kelsey Huffer of Boulder			36	5 1	Boost Post
01/15/2020 11:17 AM	We have historically used our gallery for private events, but we			1K	29 17	Boost Post
01/10/2020 3:30 PM	Melissa has been an incredible asset for the past 7 years. She has			1.5K	42 45	Boost Post
01/08/2020 11:09 AM	Jewelry, art objects, natural fragrance... come experience the			929	8 17	Boost Post

Posting for
the Platform

Facebook = Community

Instagram = Product hero and lifestyle shots

Twitter = News + Opinion

LinkedIn = Professional Development

Refine then Measure

- 1.** Up your photo game
- 2.** Plan/curate/schedule your content
- 3.** Post FOR the platform
- 4.** Wait
- 5.** Measure
- 6.** React

Thank You
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