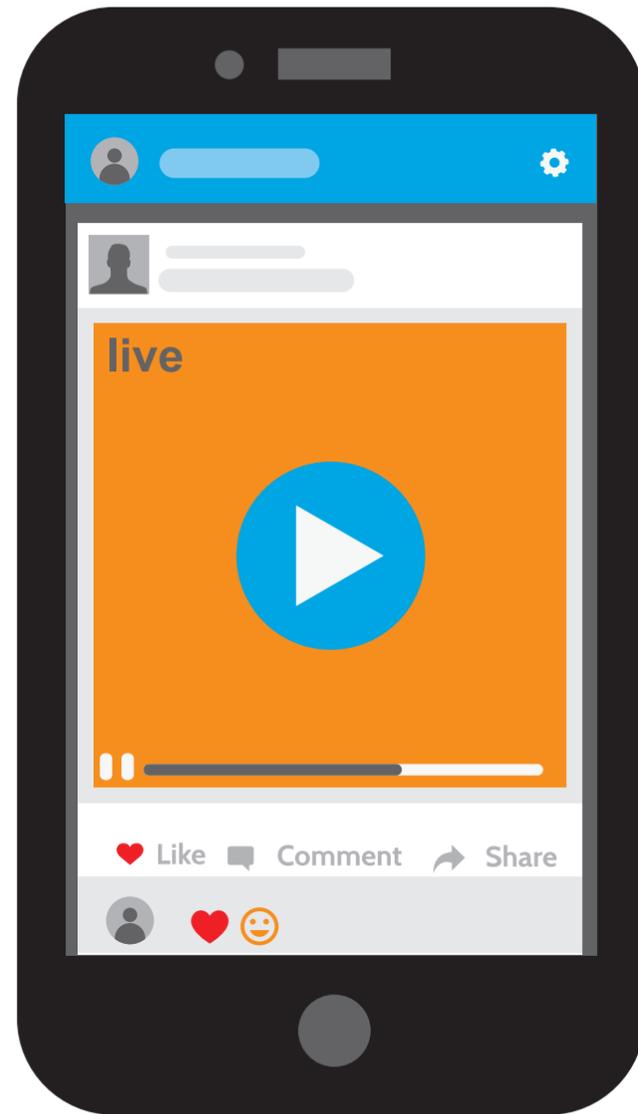


Social Media Pointers From Your Association

Now that you've found your starting point on social media from the guide on Page 94, take some time to discover how the North American Retail Hardware Association (NRHA) and *Hardware Retailing* use social media.

Check out this overview of our online haunts and the types of resources we share on each platform. Then review our suggestions on how you can engage your audience in similar ways on each platform.

Introduce yourself by connecting with us on any of these platforms, and share how you have used social media to grow sales and engage your community. We would love to know how you have encouraged followers to become customers or vice versa. 



Making the Connection

Facebook

- @hardwareretailing
- @NorthAmericanRetailHardwareAssociation

Twitter

- @hardwareretail
- @nrha_official

LinkedIn

North American Retail Hardware Association

Instagram

@nrha_official

YouTube

NRHAtv



Twitter

How We Use It

- Sharing quick overviews of news stories and operations content with links to the whole story.
- Highlighting training opportunities available through NRHA.
- Retweeting relevant information from other industry groups and news organizations.

How You Can Use It

- Discover retail connections outside the industry.
- Connect with community organizations, like local law enforcement or the city. Find out how McGuckin Hardware served as a "second responder" through Twitter during a flood in the community at TheRedT.com/socially-inclined.
- Quickly share upcoming promotions and events with local news organizations.



LinkedIn

How We Use It

- Sharing operations best practices content.
- Communicating industry research that's relevant for the entire channel.
- Building connections with retailers, manufacturers and wholesalers.
- Updating retailers on our business services partners. Visit nrha.org/business-services to learn more.

How You Can Use It

- Follow your wholesaler and vendors for information about new products.
- Engage with other retailers and independent business organizations for new ideas.
- Post job openings and updates about your operation.



Instagram

How We Use It

- Engaging instantly with followers at industry events on Stories.
- Showing inside looks at retailers' businesses on NRHA store visits.
- Sharing updates on events and networking opportunities at NRHA headquarters.

How You Can Use It

- Post several photos in an album to show a display setup from start to finish.
- Introduce familiar faces or new associates so your customers know who will be there to help them.
- Show a behind-the-scenes look at what goes into unloading deliveries or stocking shelves.
- Use Stories to highlight everything at your events.



YouTube

How We Use It

- Sharing video overviews of exclusive research.
- Highlighting student perspectives on NRHA training programs.
- Showcasing new products that could help boost your bottom line or expand a niche.
- Featuring tips from retailers on selling specific projects or categories.

How You Can Use It

- Host all of your video content in a central location, instead of across several platforms.
- Film a tour of your store and introduce associates and department managers along the way.
- Share videos of in-store events to use as promotions for the next one.