

Twitter: Join the Conversation



TWEETS FOLLOWING FOLLOWERS LIKES

Social Media Explained

Douglas Stewart Co. @DSCNews

Next Issue:



Coming Up:



Previous Issue:

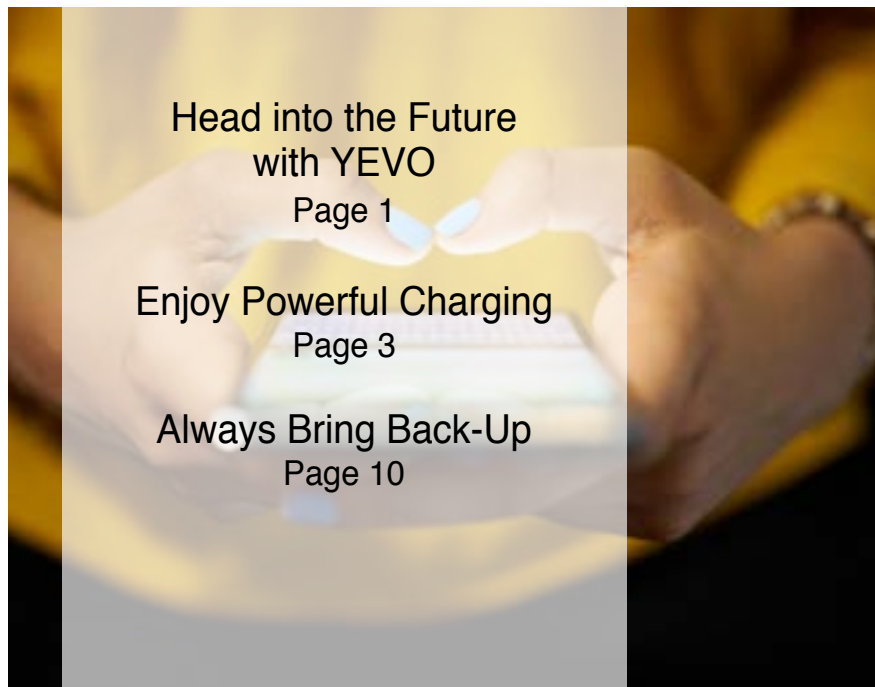


Tweets Tweets & replies Media



Douglas Stewart Co. @DSCNews • 1hr

Make a connection with your students through Twitter #TipsandTricks





Customers from Twitter spend on average \$46.29

Source: hubspot.com



52% of users say they've bought a product they first saw on Twitter.

Source: hubspot.com



EXPERIENCE AIRFLOW TECHNOLOGY

Aircom's patented airflow technology uses an air-filled hollow tube to increase air space and sound development which produces more body and delivers a "live" listening experience that your students can feel.

Aircom A3 Stereo Airflow Earbuds

Proper fit and seal is essential to maintain optimal sound and with a small, medium, or large earbud ring, the A3 fits, so whether users are dancing, running, or lifting, it stays in ear and they will experience "live" sound that they can feel. The A3 has the clic-it system with magnetic end-caps that click together and can be worn around the neck so your students are ready for whatever's next.

Color	DSC#	Vendor#	SRP	Cost
White	106732	A3 White	\$51.99	\$29.65
Yellow	106733	A3 Yellow	\$51.99	\$29.65
Black	106737	A3 Black	\$51.99	\$29.65

Aircom A1 Stereo Airflow Earbuds

Micro earbuds paired with the airflow technology delivers BIG sound. Even though the earbuds are micro in size, there is no sacrifice in sound quality. Beyond sound, the gun metal finish of the earbuds highlights the clean and sleek design.

Color	DSC#	Vendor#	SRP	Cost
Black	106735	A1 Black	\$32.49	\$18.53
White	106736	A1 White	\$32.49	\$18.53

Aircom A3b Wireless Airflow Headphone

Your students can be the first to experience Aircom's Airflow audio technology—wirelessly. Now they can feel their music like they are front row at a concert and take in every detail of sound as the artist intended. All this can be done while moving about without being tethered to a device.

Black | DSC# 108516 | Vendor# A3b-Black | SRP \$103.99 | Cost \$63.53



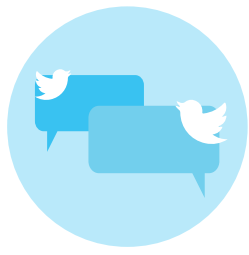
R.I.P. CABLES INTRODUCING THE NEWEST WIRELESS TECHNOLOGY

YEVO 1 WIRELESS EAR PIECE

The YEVO wireless ear piece is a new generation of smart headphones without any wires, for total freedom of movement. Engineered to musical perfection, cutting-edge technology, and designed to be featherweight in an incomparable harmony of tech and style.

Color	DSC#	Vendor#	SRP	Cost
Ivory	108633	YEVO1 Ivory White	\$249.99	\$156.25
Onyx	108612	YEVO1 Onyx Black	\$249.99	\$156.25
Black	110900	YEVO1 Jet Black	\$249.99	\$156.25





84% of followers who interact with a business share positive experiences.

Source: hubspot.com



85% of consumers feel more connected to a business after following them on Twitter.

Source: hubspot.com



A Life Saver for Students Back Up with MEEM



MEEM Memory Cables For Apple and Android

Your students can back-up contacts, calendars, messages, music, photos, and videos with MEEM.

Every time your student charges their phone, MEEM automatically backs up the personal data held on it to the cable itself — making MEEM a simple solution that maintains the safety and security of the users' information while fitting into their daily routine.



iOS 32GB

MEEM Micro USB Memory Cable

DSC# 107710 | VENDOR# 32IOSMEMLOR20088
SRP \$78.45 | COST \$49.31

Android 16GB

MEEM Lightning USB Memory Cable

DSC# 107710 | Vendor# 16ANDMEMLOR20071
SRP \$65.37 | COST \$40.81

CHARGING NEVER LOOKED SO GOOD



ATOMI CHARGING TOWER PRO

Simplify your students' lives with the atomi Charge Tower Pro that features six full-speed USB charging ports. The Charge Tower Pro is the ideal solution for students and anyone who loves to stay connected. Just plug the extra-long, 5-foot cord into any wall socket and then plug in a smartphones, tablets, e-readers, or most other USB supported devices.

DSC#104780 Vendor# AT799 SRP \$38.99 Cost \$28.98



ATOMI VISUAL CHARGE TOWER PRIME

The Atomi Visual Charge Prime comes with 4 Port USB Charger and two Power Outlets. The sleek tower design is a great space-saver, and the revolutionary quick-view battery indicator means your students will always know their device's charging status.

DSC#104831 Vendor# AT1014 SRP \$45.49 Cost \$28.17



SOLUTION

We provide effective remedies for busy families, students, and professionals who need

their devices to be fully powered quickly and easily.



INNOVATION

Our products represent a major breakthrough in technology for demanding consumers. We're focused

on making life easier in a world where it's essential to always have a charging device.

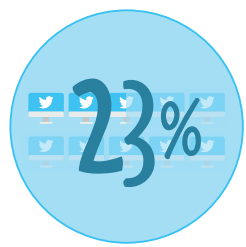


DESIGN

All atomi products are geared toward simplifying the charging experience.

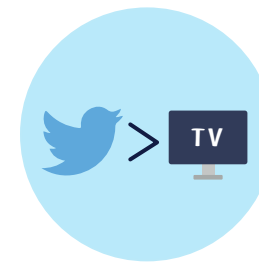
Our stylish, modern options make it easy to handle several powering-up needs at the same time, in one central location.





23% of internet users are on Twitter.

Source: hubspot.com



81% of users say Twitter impacts their purchasing decisions more than TV.

Source: hubspot.com

LACIE Back Up With The Best



Rugged Mini

The LaCie Rugged Mini drive is perfect for the on-the-go student; featuring shock and drop resistance, a rubber sleeve for added protection, and rain resistance.

- Can withstand the pressure of a 1-ton vehicle
- IP 54 rated against dust and water

Size	DSC#	Vendor#	SRP
500GB	104646	LAC301556	\$97.49
1TB	104647	LAC301558	\$142.99
2TB	104648	LAC9000298	\$194.99

d2 USB 3.0

LaCie raised the bar on the industry's most trusted desktop storage product, getting the job done faster on any computer for the student with lots of data storage needs.

- Professional speeds of up to 220MB/s
- Ultra-quiet fan-free coding
- Vibration-absorbing hard disk mounts
- All-aluminum unibody casing

Size	DSC#	Vendor#	SRP
3TB	104656	LAC9000529	\$194.99
4TB	104657	LAC9000443	\$247.00

Seamless Integration



Continuous use of Windows programs for Macs

Parallels Desktop 12 for Mac is the fastest, easiest, and most powerful solution for running Windows applications on a Mac without rebooting. Powerful performance lets students run Windows applications, like Microsoft Office, without compromise. Now includes Parallels Toolbox, making it easy to perform dozens of essential daily tasks on a Mac.

DSC# 106135 Vendor# PDFML-SL-EN ESRP \$51.99 Cost \$46.50



Run Windows and Mac applications side-by-side

Experience as much or as little Windows as wanted. Multiple view modes allow users full control of the level of integration between Mac and Windows.



Streamlined Windows Installation

Installing Windows on a Mac has never been so simple. The easy-to-use and intuitive Wizard walks users through the complete setup, including the purchase of a Windows 10 license, if needed.



Not just for Windows

Run a wide array of operating systems including macOS, Windows 10, 8.1, and 7, Linux, Google Chrome, and more.



One-click tuning

One-click optimization of virtual machine makes it easy to get the desired performance.



Moving from PC to a Mac has never been this easy

Easily transfer everything on a current operating system—documents, applications, games, even internet browser favorites—over to a Mac in a snap.



Already using Boot Camp?

Easily convert an existing Windows Boot Camp partition to a new Parallels Desktop virtual machine.



Lightning Fast Performance

Resource-hungry Windows applications run effortlessly without slowing down the Mac, and Microsoft® Office is faster than ever.



Twitter is one of the most popular and powerful social media networks your students are on, with 63% getting their news from Twitter. Discussions about products, brands, retailers, and shopping are all shared on Twitter, so join in the conversation! Keep your students engaged and informed with your robust profile.

TWITTER SNAPSHOT



MICRO BLOGGING

320 MILLION MONTHLY ACTIVE USERS

29% OF MILLENNIALS USE TWITTER

44% OF USERS HAVE NEVER SENT A TWEET

Twitter is a 140 character limit conversation platform where businesses can quickly interact with their audience. According to Social Pilot, there are 100 million daily active Twitter users.

BEST DAYS TO TWEET

M T W TH F SA SU

SATURDAY

Twitter engagement for businesses is **HIGHER ON 17% WEEKENDS**

SUNDAY

ONLY **19% OF BUSINESSES** TWEET ON WEEKENDS

BUSINESS OPPORTUNITY

BEST TIMES OF DAY TO TWEET

Tweeting around 5pm will get you the highest retweets; while tweeting around 12pm and 6pm will generate the highest click-through rate.



6pm highest CTR

12pm highest CTR

5pm highest retweets

TWEETING FREQUENCY



Twitter is a high-volume/low-value network. You can share more here because of Twitter's fast-paced nature. Share content created by you or curated from other sources — just make sure it's relevant and interesting to your students.

- » Minimum: 5X per week
- » Maximum: none
- » Aim for quantity content vs. quality

TWEETING TIPS & TRICKS

Creating the perfect Tweet

Compose your tweet using the tips below for higher rates of visibility & engagement
#TWITTER #ENGAGEMENT HTTP://LINK.COM

Add photo

Location

TWEET

SEARCH OUT PEOPLE IN YOUR TARGET AUDIENCE TO FOLLOW EVERYDAY

- They'll often follow you back
- Know/follow who your followers follow
- Use Twitter's "Who to follow" section

COUNT DOWN TO AN EVENT USING TEASER TWEETS TO BUILD ANTICIPATION

CONTAINS AN IMAGE: Tweets with images get **2X THE ENGAGEMENT RATE** of those without

USES ONLY 1-2 HASHTAGS: Tweets with hashtags get 200% more engagement
TWEETS WITH 3 OR MORE HASHTAGS GET 79% LESS ENGAGEMENT

INCLUDES A LINK: Tweets that include links are 86% MORE LIKELY TO BE RETWEETED

PARTICIPATE IN EVENTS

- Monitor event hashtagged tweets
- Follow responders
- Respond when appropriate

BE A GOOD LISTENER

Use favorite tweets as testimonials



42% OF TWITTER USERS FOLLOW BUSINESSES TO LEARN ABOUT PRODUCTS AND SERVICES

Use #TWIXCLUSIVE when Twitter exclusive



CONVERSIONS ARE TWO-SIDED

TREAT YOUR FOLLOWERS LIKE PEOPLE

72% OF CUSTOMERS EXPECT BRANDS TO RESPOND WITHIN AN HOUR TO COMPLAINTS POSTED ON TWITTER





Twitter users send 6,000 tweets per second.

Source: hubspot.com



Over 500 million tweets are sent out per day.

Source: curatti.com



Introducing EndNote X8

A New Way to Collaborate



Research collaboration has taken on a whole new meaning in the digital age. Your users may be spread all over, with access to different resources, but they still need to work together in order to produce truly novel research.

With EndNote X8:

Share the entire EndNote library, including references, PDFs, and annotations with up to 100 people. Everyone can add to, annotate and use the library—at the same time.

With the new Activity feed, easily keep track of who is making what changes to the shared library and when.

Save your funding dollars for your research. There's no additional charge for sharing, no library size limit and no charge for unlimited cloud storage.



Collaborate with a global team

Work from a single reference library with up to 100 people, no matter where they are located or what institutions they are affiliated with.



Overcome research limitations

Store and share as many references, documents and files as needed – a necessity for successful collaboration.



Stop hunting down full text PDFs

Initiate a search for full text PDFs across an institution's subscription and freely available sources, and it will automatically be attached once found.



Sort through years of work in seconds

Search across reference metadata, full text journal articles, file attachments, personal annotations, and more to locate the research needed in just seconds.



Cite it right the first time

Insert citations and references from an EndNote library into a manuscript and automatically build a bibliography in over 6,000 styles.



Take the guesswork out of journal submission

Using EndNote online, find the journals where research is most likely to be accepted based on an analysis of tens of millions of citation connections in the Web of Science™.

DSC# 105983 | VENDOR# 42016711 | SRP \$389.95



Create Engaging Content for Online Learning

Save big by purchasing Camtasia and Snagit together



Camtasia

Screen Recording and Video Editing: TechSmith Camtasia is a reliable screen recording and video editing tool that helps users convey their message conveniently and effectively, no matter the audience.

1

Choose your footage

Create a great looking video, even if it's the very first time. Camtasia makes it easy to record a screen or import camera footage.

2

Make your edits

Edit videos in no-time. Our drag-and-drop video editor lets anyone easily add professional-quality titles, animations, music, transitions, and more.

3

Create your video

Anyone can make an engaging video with Camtasia. They don't have to spend thousands of dollars to outsource videos or spend months learning a complicated system.

DSC# 105427 | MFG# CAMSG01-9-E | SRP \$232.71



Snagit

Screen Capture and So Much More: Communicate ideas visually, give feedback, and create shareable content with TechSmith Snagit. Simply capture the screen, customize it with effects, and share it with anyone.

Scrolling capture

Quickly capture a full-page screenshot even if it's not showing on the screen. Grab the entire vertical scrolling area with just a click.



Panoramic capture

Capture wide, horizontal scrolls, infinitely scrolling webpages, and everything in between. Capture once, instead of taking individual captures and manually editing them together.



Animated GIF

Turn any short recording into an animated GIF. Perfect for showing off quick tasks and workflows.



DSC# 101720 | Vendor# SNAGAV01-13-E | SRP \$38.94





63% of Twitter users get their news on Twitter.

Source: hubspot.com

Work Smarter, Not Harder

Bamboo Slate & Bamboo Folio Educational

These smartpads allow your students to write naturally with pen on any paper, and with the push of a button, they can convert handwritten notes into living digital files on their iOS or Android Bluetooth enabled smart phone or tablet.

Color	Size	DSC#	Vendor#	SRP	Cost
Wacom Bamboo Slate					
Gray	Small	104752EDU	CDS610SCAN-EDU	\$179.95	\$133.66
Gray	Large	104751EDU	CDS810SCAN-EDU	\$199.95	\$154.24
Wacom Bamboo Folio					
Dark Gray	Small	108523EDU	CDS610GCAN-EDU	\$199.95	\$154.24
Gray	Large	104750EDU	CDS810GCAN-EDU	\$264.95	\$205.66



Educational pricing available to authorized resellers. Please contact your account manager to become authorized if you are not already.



Slim is in

Easy, On-The-Go Backups

Save 20% on this SKU!



Color	Size	DSC#	Vendor#	Min	SRP	Cost
Black	1TB	106011	STDR1000100	1	\$79.99	\$60.62
Blue	1TB	106013	STDR1000102	10	\$79.99	\$60.62
Red	1TB	106015	STDR1000103	10	\$79.99	\$60.62
Silver	1TB	106017	STDR1000101	10	\$79.99	\$60.62
Black	2TB	106012	STDR2000100	1	\$109.99	\$89.31
Blue	2TB	106014	STDR2000101	10	\$109.99	\$89.31
Red	2TB	106016	STDR2000103	10	\$109.99	\$89.31
Silver	2TB	106018	STDR2000101	10	\$109.99	\$89.31

From the popular Slim drives to the ridiculous capacity and mobility of the Portable drives, users can always rely on the Backup Plus family.

FREE Case with purchase of any Seagate Backup Plus Slim Drive, available while supplies last.

