



Social Media Explained

Home

About

Photos

Next Issue:



Coming Up:



Facebook: The Virtual Necessity

You and 31 others

Like Comment Share

Create a Post | Photo/Video | Photo/Video Album

Start engaging with your students on the social media site they use most.



The Douglas Stewart Company

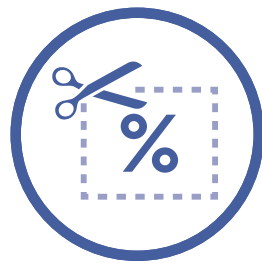
1hr · 🌐

Crisp Clean Audio
Page 1

Research Smarter
Page 3

Mirror Your Life
Page 7





42% of Facebook users like a page in order to get a discount or coupon.

Source: quicksprout.com



35% of Facebook users liked Facebook pages specifically to compete in contests.

Source: quicksprout.com



MAKE A STATEMENT

With Ear Piece Wireless Headphones



EAR PIECE WIRELESS

Happy Plugs proudly presents its new flagship product – the Ear Piece, a wireless headphone that fuses state-of-the-art technology and minimalistic Swedish design with the ability to transform the headphones into a necklace when not using them. The Ear Piece is elegant and styled like a piece of jewelry that lets users move freely with Bluetooth and control calls and music on all their devices.

The Ear Piece – necklace and headphones combined and the only headphone your users will never hide away in a bag or pocket. Designed with faceted clean lines, refined metal looks, and a distinctive silhouette combined with a beautiful balanced sound experience, this addition to a wardrobe is the most justified accessory to date.

COLOR	DSC#	VENDOR#	
White	105006	7850	
Black	105007	7851	SRP \$116.99 Cost \$60.24

enjoy excellent audio quality and bluetooth freedom



Bubble Gum Air are wireless Bluetooth® earphones that boast flexible and durable design. These high quality earphones contain a tangle-resistant cable and a built-in remote that allows users to easily change tracks. Bubble Gum Air also feature a built-in mic for hands-free phone conversations. With a headset like this, students can enjoy crisp, clean audio quality when they listen to their favorite songs for up to 5 hours at a time.

COLOR	DSC#	VENDOR#
Black	106828	BBGUMAIRBK
Pink	106829	BBGUMAIRPN
White	106830	BBGUMAIRWH

MIN 1 | SRP \$25.99 | COST \$16.72





75% of people are somewhat or highly likely to share content they like online with friends, co-workers, or family – 49% do this at least weekly.

Source: quicksprout.com



89% of businesses stated that increased exposure was the number one benefit of social media marketing

Source: quicksprout.com

MEEM Memory

Introducing MEEM Memory



MEEM Memory Cables For Apple and Android

Back up contacts, calendar, messages, music, photos and videos with MEEM.

MEEM is the only product of its kind in existence: A phone charger and automatic back-up device all in one cable. 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

Android  16GB

MEEM Lightning USB Memory Cable

DSC# 106678 | VENDOR# 32IOSMEEMPRI20016
SRP \$77.99 | COST \$49.72

MEEM Micro USB Memory Cable

DSC# 106677 | Vendor# 16ANDMEEMPRI20009
SRP \$64.99 | COST \$41.16



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™.

STUDENT - DSC# 105985 | VENDOR# 42016714 | SRP \$163.74 | COST \$134.59

COMMERCIAL - DSC# 105983 | VENDOR# 42016711 | SRP \$389.95 | COST \$251.47



With so many social media networks to choose from, knowing which ones are right for your business is no easy task. Since every platform excels at a different function, we've broken them down individually to help answer your questions and provide insights so you can become a social media rock star. Each Reseller's Edge issue we will be featuring a different social media site; showing you tips, tricks, and best practices so you can reach your students at the optimal times with the right information.

Are you ready to engage with your students on their favorite social media sites?

FACEBOOK SNAPSHOT



LEADING SOCIAL NETWORK

1.5 BILLION WORLDWIDE USERS

91% OF MILLENNIALS USE FACEBOOK

20+ MINUTES A USER SPENT ON FACEBOOK PER DAY

Facebook has become an essential online marketing channel for businesses because of its popularity. According to Pew Research Center, Millennials spend over 30 minutes a day on their Facebook accounts.

BEST DAYS TO POST

M

T

W

TH

F

SA

SU



86% of posts are published during the work week with engagement peaking on Thursday and Friday



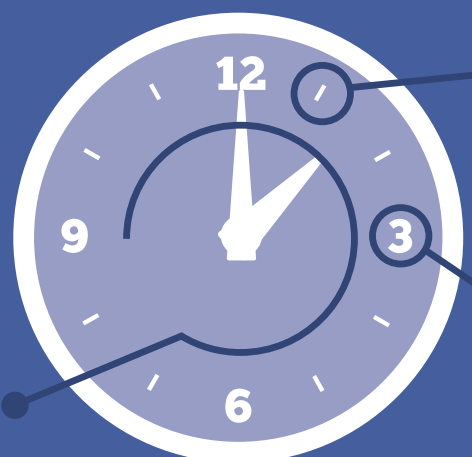
Engagement rates fall 3.5% below average for posts published Monday through Wednesday



In correlation, the "Happiness Index" on Facebook spikes by 10% on Friday

BEST TIMES OF DAY TO POST

The optimum times to post are early morning between 6-8am or early afternoon between 1-5pm.



1pm to get the most shares

3pm to get the most clicks

Broader suggestion of anytime between 9am – 7pm

Sources: constantcontact.com, digitalinformationworld.com, josefacchin.com, jpmsales.com

POSTING FREQUENCY



Facebook is a low volume/high value network. Don't post too frequently – fans get frustrated with too many posts. Make each post count. They should be valuable to your students and include content that they are interested in.

- » Minimum: 3X per week
- » Maximum: 10X per week
- » Aim for quality content vs. quantity

FACEBOOK TIPS & TRICKS

1

ADD PHOTOS

Photos account for 93% of the most engaging posts, and photo posts get 53% more likes, 104% more comments and 84% more click-throughs than text-based posts.

2

BE CONCISE

Posts below 250 characters can get you 60% more engagement, while cutting to less than 80 characters will get you 66% more engagement.

3

USE EMOTICONS

Posts with emoticons get 33% more comments, get shared 33% more often, and get liked 57% more than posts without emoticons.

4

OFFER VALUE

Share relevant content you know your students will love. Mix up your posts by alternating between entertaining memes, videos and educational articles.

5

POST QUESTIONS

Questions generate 100% more comments than standard posts with statements, and questions with quick or limited answers tend to get the highest number of comments.

6

RUN CONTESTS

35% of fans like a page to participate in a contest, and using contest-related words, such as winner, win, entry, contest, enter, and promotion are more likely to engage people.

7

GIVE COUPONS OR DISCOUNTS

Coupon-based campaigns receive some of the highest engagement rates, with 42% of fans liking a page to get a discount or coupon.

ENGAGE YOUR USERS.
POST, COMMENT,
AND CONNECT!





581 million Facebook users are 'mobile only.'

Source: pagemodo.com

OnHand's Best Sellers



Cables and adaptors your students can't live without.



OnHand Best Sellers Impulse Bundle

OnHand's Best Sellers Bundle is a collection of OnHand's top 4 bestselling SKUs.

Includes:

- » 12 Everlasting Lighting Cables (Black)
- » 12 Everlasting Lighting Cables (Blue)
- » 12 Everlasting Micro USB Cables (Black)
- » 6 Wall Outlets with Dual USB Ports (Black)

DSC# 106680 | VENDOR# BS-IMOH

SRP \$1,036.90 | COST \$546.00

Everlasting Nylon Charging Cable

No more replacing torn and frayed cables! 5-foot Apple MFi Certified Charge & Sync Cables with a 1 year warranty. Designed specifically for students, the double-braided nylon adds strength and durability so the cable doesn't get torn or frayed. Your students can sync data and charge their device with style.



COLOR	DSC#	VENDOR#
Blue	43567	8BLU-NCOH
Black	43566	8BLK-NCOH

MIN 1 | SRP \$25.98 | COST \$14.64

