



Social Media Explained

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Coming Up:



Facebook: The Virtual Necessity

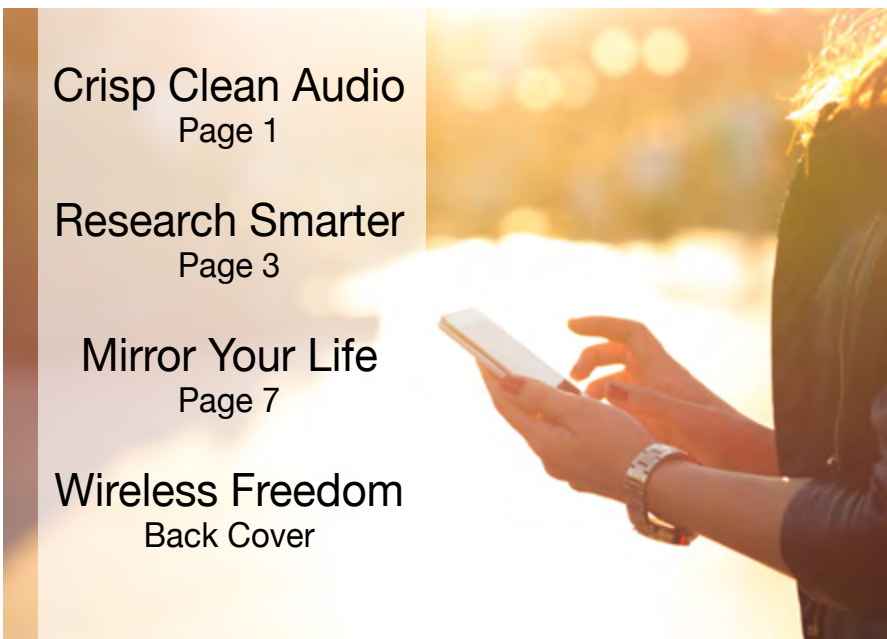
You and 31 others
Like Comment Share

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 · 🌐

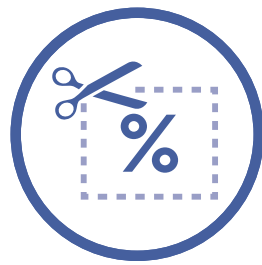


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42% of Facebook users like a page in order to get a discount or coupon.

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 \$89.99 Cost \$45.00

enjoy excellent audio quality and bluetooth freedom

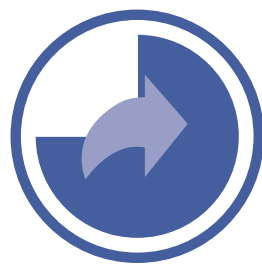


Bubble Gum Air are wireless Bluetooth® earphones that boast flexible and durable design. These high quality earphones contain a tangle-resistant cable and a built-in remote that allows users to easily change tracks. Bubble Gum Air also feature a built-in mic for hands-free phone conversations. With a 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 \$19.99 | COST \$12.49





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



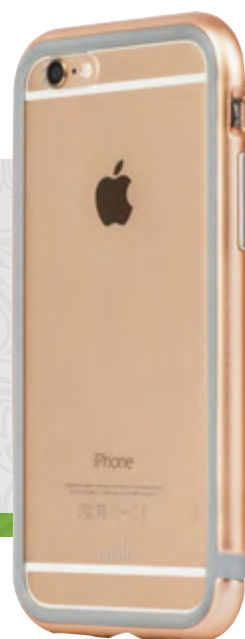
89% of businesses stated that increased exposure was the number one benefit of social media marketing

Source: quicksprout.com

Stylish Protection

Moshi iPhone 7 Cases

moshi



Moshi iGlaze

iGlaze safeguards your student's iPhone from everyday bumps, drops, and scratches. Its proprietary hybrid construction features a shock-absorbing inner wall bonded to a shatter-proof hard shell frame. The end result is a lightweight and durable case that preserves the original slim aesthetic of their iPhone.

COLOR	DSC#	VENDOR#
Black	105058	99MO088002
Pink	105059	99MO088301
Teal	105061	99MO088521
Yellow	105060	99MO088721

MIN 1 | SRP \$30.00 | COST \$12.05

Moshi Armour

Armour safeguards your student's iPhone while giving it a truly unique finish. The case features a diamond-cut aluminum backplate with a shock-absorbing inner shell and a raised bezel that protects the iPhone's display.

COLOR	DSC#	VENDOR#
Black	105062	99MO088004
Gold	105064	99MO088231
Gray	105063	99MO088021
Rose Gold	105065	99MO088251

MIN 1 | SRP \$40.00 | COST \$20.24

Moshi Luxe

Luxe is a metal bumper case designed to retain the look and feel of a naked iPhone while still offering first-rate protection. Its metal frame has been precision-milled from aircraft-grade aluminum to provide solid protection against everyday bumps and scrapes. A protective interior frame absorbs shocks while an acrylic backplate prevents scratches to the device's back side.

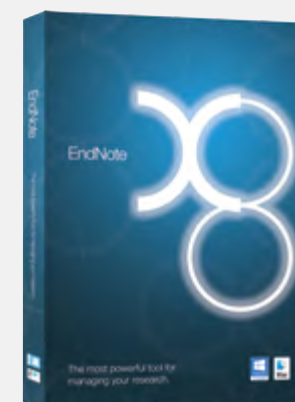
COLOR	DSC#	VENDOR#
Pink	105077	99MO088303
Gold	105075	99MO088253
Gray	105076	99MO088202

MIN 1 | SRP \$45.00 | COST \$22.59



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 \$125.95 | COST \$103.07

COMMERCIAL - DSC# 105983 | VENDOR# 42016711 | SRP \$299.95 | COST \$192.58

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



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



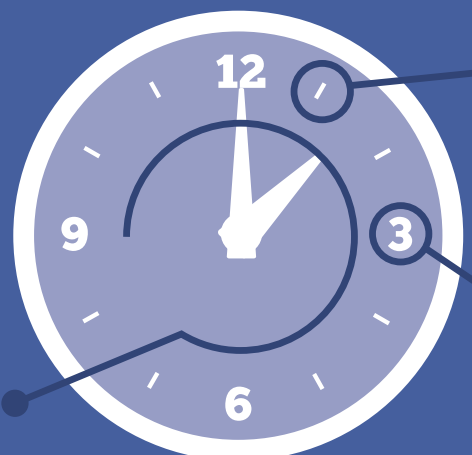
Engagement rates fall 3.5% below average for posts published Monday through Wednesday



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



Quotes receive 26% more likes and 19% more shares.

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 \$797.58 | COST \$399.96

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 \$19.98 | COST \$10.94



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

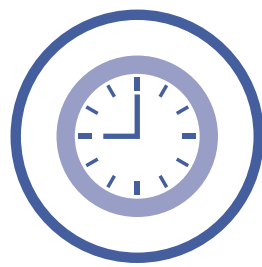
Android 16GB

MEEM Lightning USB Memory Cable

DSC# 106678 | VENDOR# 32IOSMEEMPRI20016
SRP \$59.99 | COST \$37.14

MEEM Micro USB Memory Cable

DSC# 106677 | Vendor# 16ANDMEEMPRI20009
SRP \$49.99 | COST \$30.74



The average user spends over 15 hours on Facebook monthly.

Source: hostingcaptain.com



There are 936 million daily, active users on Facebook.

Source: pagemodo.com

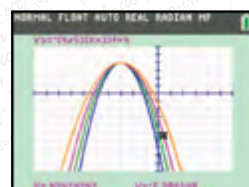


Surprisingly Slimmer. Captivating Color. Optimal Display.

The TI-84 Plus CE calculator features full color, a high-resolution screen, and a sleek, slim look

Key Features:

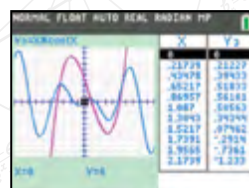
- High-resolution, full-color backlit display
- Sleek design
- TI Rechargeable Battery
- Familiar 84 Plus Family functionality
- Ability to import and use images



Colorful Learning
Math comes to life with the full-color, high-resolution screen.



Power Your Learning
The TI Rechargeable Battery is both convenient and efficient. Recharge with USB, wall charger or TI Charging Station CE.



Familiar Functionality
The same menu structure and navigation as the TI-84 Plus graphing calculator with enhanced features.



Real-World Connections
Import photos and overlay graphs to connect concepts with the real world.

TI-84 Plus CE Graphing Calculator

DSC# 68221 • Vendor# 84PLCE/TBL/1L1
Min 1 • SRP \$149.00 • Cost \$121.03

POWER YOU CAN TRUST

COPPERTOP ALKALINE BATTERY

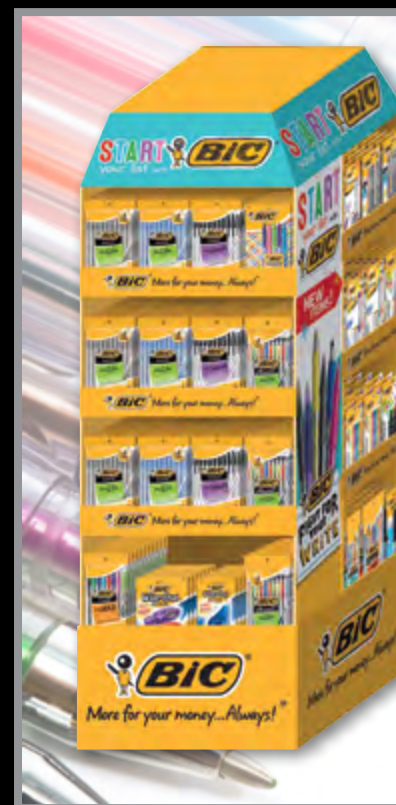
CopperTop is best suited for the devices you use most. When you need long-lasting, reliable power, count on CopperTop.



DESCRIPTION	DSC#	VENDOR#	MIN	SRP	COST
AAA 2Pk	56106	MN2400B2Z	18	\$3.48	\$2.00
AAA 4Pk	56108	MN2400B4Z	18	\$6.12	\$3.48
AA 2 Pk	56103	MN1500B2Z	14	\$3.48	\$2.00
AA 4 Pk	56104	MN1500B4Z	14	\$6.12	\$3.48
C 2 Pk	56102	MN1400B2Z	8	\$6.12	\$3.72
D 2 Pk	56101	MN1300B2Z	6	\$6.12	\$3.72
9V 1 Pk	56105	MN1604B1Z	12	\$6.12	\$3.72

DURACELL®

Introducing the 2017 BIC Quarter Pallet!



- (36) Round Stic Grip Ultra Comfort Ballpoint Pen 1.2mm Black 8Pk
- (36) Cristal Xtra Smooth Stic Ballpoint Pen 1.0mm Black 10Pk
- (30) Xtra Life Mechanical Pencil .7mm Black 10Pk
- (24) Round Stic Xtra Life Ballpoint Pen 1.0mm Blue 10Pk
- (16) Brite Liner Highlighters Chisel Asst 5Pk
- (16) Atlantis Comfort Retractable Ballpoint Pen 1.2mm Asst 3Pk
- (16) Atlantis Original Retractable Ballpoint Pen 1.0mm Black 4Pk
- (15) Xtra Strong Mechanical Pencil .9mm Black 10Pk
- (12) Marking Permanent Marker Black Fine 2Pk
- (12) 4-Color Retractable Ballpoint Pen 1.0mm Asst 1Pk
- (12) Xtra Comfort Mechanical Pencil .5mm Asst 6Pk
- (12) Xtra Precision Mechanical Pencil .5mm Black 5Pk
- (12) Xtra Comfort Mechanical Pencil .7mm Asst 6Pk
- (12) Velocity Side Clic Mechanical Pencil .7mm Black 2Pk
- (12) Cristal Xtra Bold Stic Ballpoint Pen 1.6mm Asst 8Pk
- (10) Gelocity Quick Dry Gel Pen .7mm Black 2Pk
- (10) Gelocity Quick Dry Gel Pen .7mm Blue 2Pk
- (10) Gelocity Quick Dry Gel Pen .7mm Fashion Asst 4Pk
- (10) Gel-ocity Retractable Gel Pen .7mm Asst 4Pk
- (12) Soft Feel Fashion Ballpoint Pen 1.0mm Asst 5Pk
- (12) Velocity Max Mechanical Pencil .9mm Black 2Pk
- (8) Brite Liner Flex Tip Highlighter Asst 3Pk
- (12) Velocity Max Mechanical Pencil .7mm Black 2Pk
- (8) Marking Permanent Marker Asst Black 3Pk
- (8) Brite Liner 3-in-1 Highlighter Asst 3Pk
- (8) Atlantis Exact Retractable Ballpoint Pen .7mm Asst 3Pk
- (8) Atlantis Ultra Comfort Retractable Ballpoint Pen 1.2mm Black 1Pk
- (8) Wite-Out Brand Twist Correction Tape Mini White 2Pk
- (8) Wite-Out Brand EZcorrect Correction Tape White 1Pk

DSC# 107104 | Vendor# WP7OP149-A-AST
Min 1 | SRP \$1865.55 | Cost \$903.97

Special \$858.77



Special pricing valid January 8, 2017, through April 27, 2017.

1514.03.2017



Quality Sound. Refined Style.
Rugged Design.



BARRICADE XL

Massive in size and sound, the Barricade XL knows no boundaries. This speaker offers a fully submersible design, multi-user and multi-speaker pairing, and our loudest Supreme Sound yet. 10-hour battery life, IPX7 Waterproof, floatable design.

Barricade XL

 10 Hr Battery Life	 IPX7 Waterproof and Buoyant	 External Charging	 Multi Speaker Pairing
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COLOR	DSC#	VENDOR#
Gray/Hot Lime	80184	S7PDW-J583
Black	80185	S7PDW-J582
Min 1 SRP \$169.99 Cost \$108.88		