

**MARKETING MEETING**

**DECEMBER 2ND**

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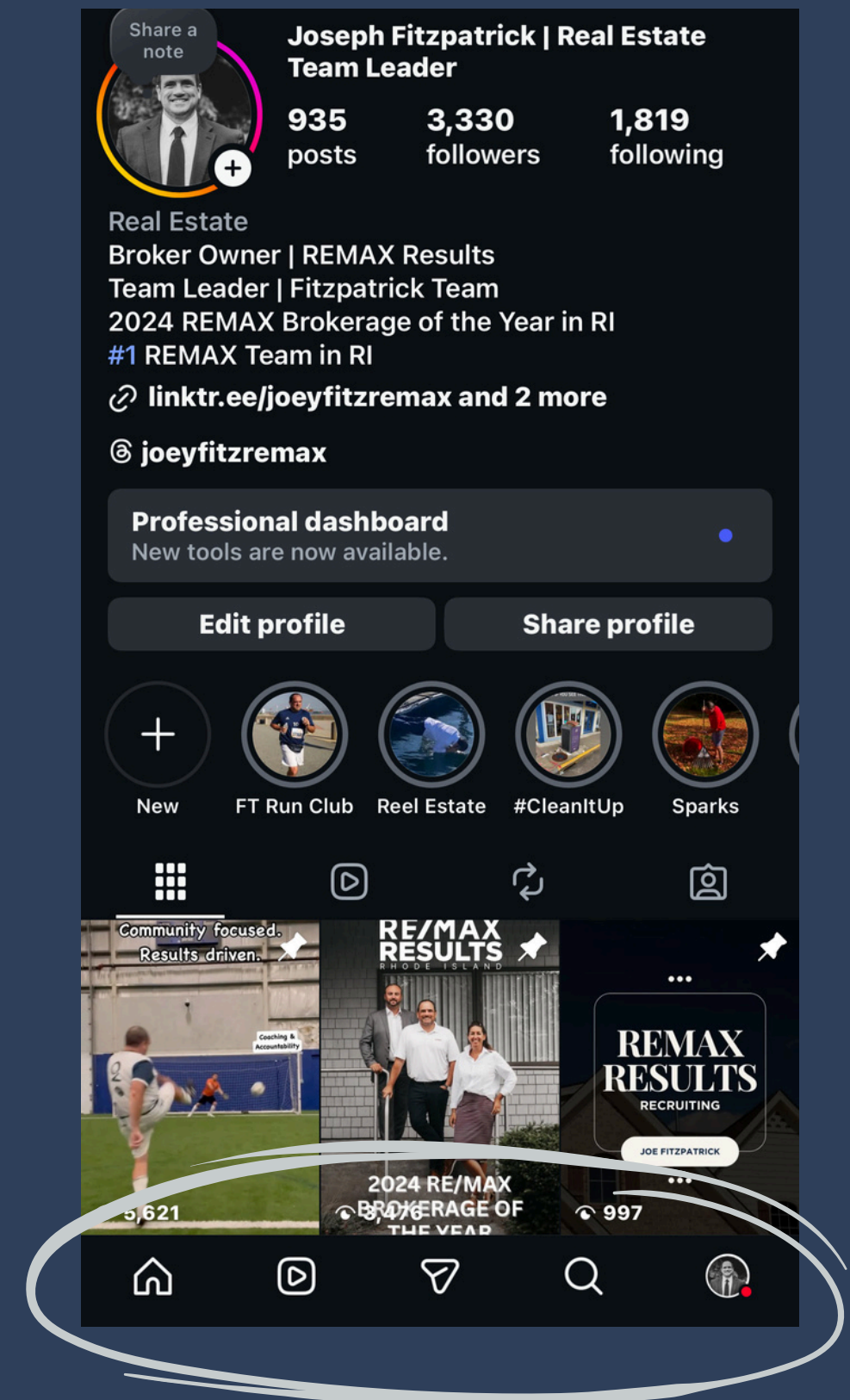
**MONTHLY SOCIAL MEDIA  
UPDATES & HOLIDAY  
VIDEOS FILMING**

# THE LATEST SOCIAL MEDIA UPDATES

- Hashtags
  - Instagram now only allows up to three hashtags on all posts
  - They want to push content creators and brands to be more deliberate with tags, using fewer, more relevant hashtags, and encourage better-quality content and authentic engagement rather than relying on a flood of tags to get visibility

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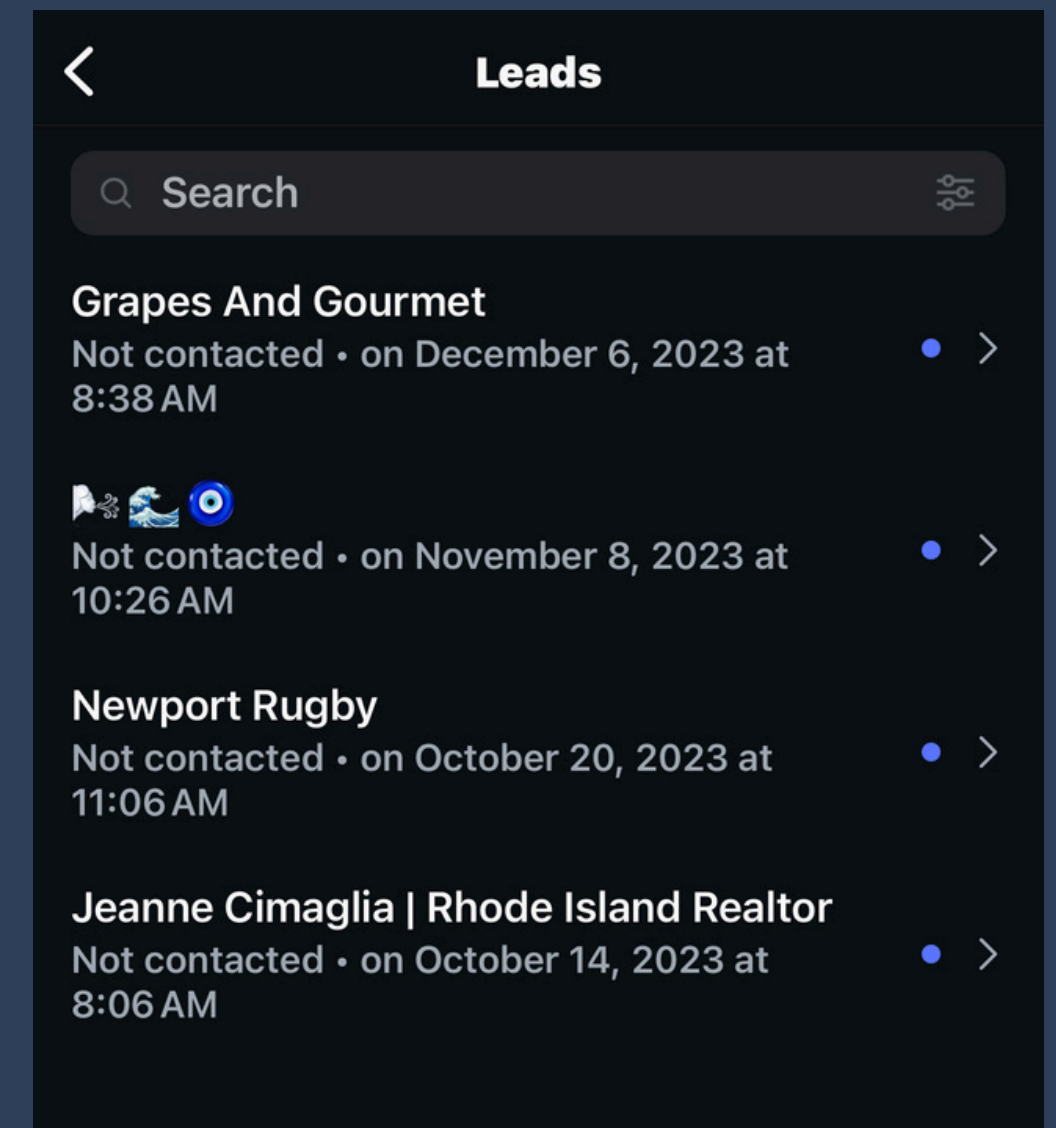
- Instagram's New Look
  - Instagram revamped its bottom navigation bar, for most users.
  - Most app usage now comes from Reels, DMs, and algorithmic recommendations, more than from the traditional feed. The redesign is meant to reflect how people actually use Instagram today



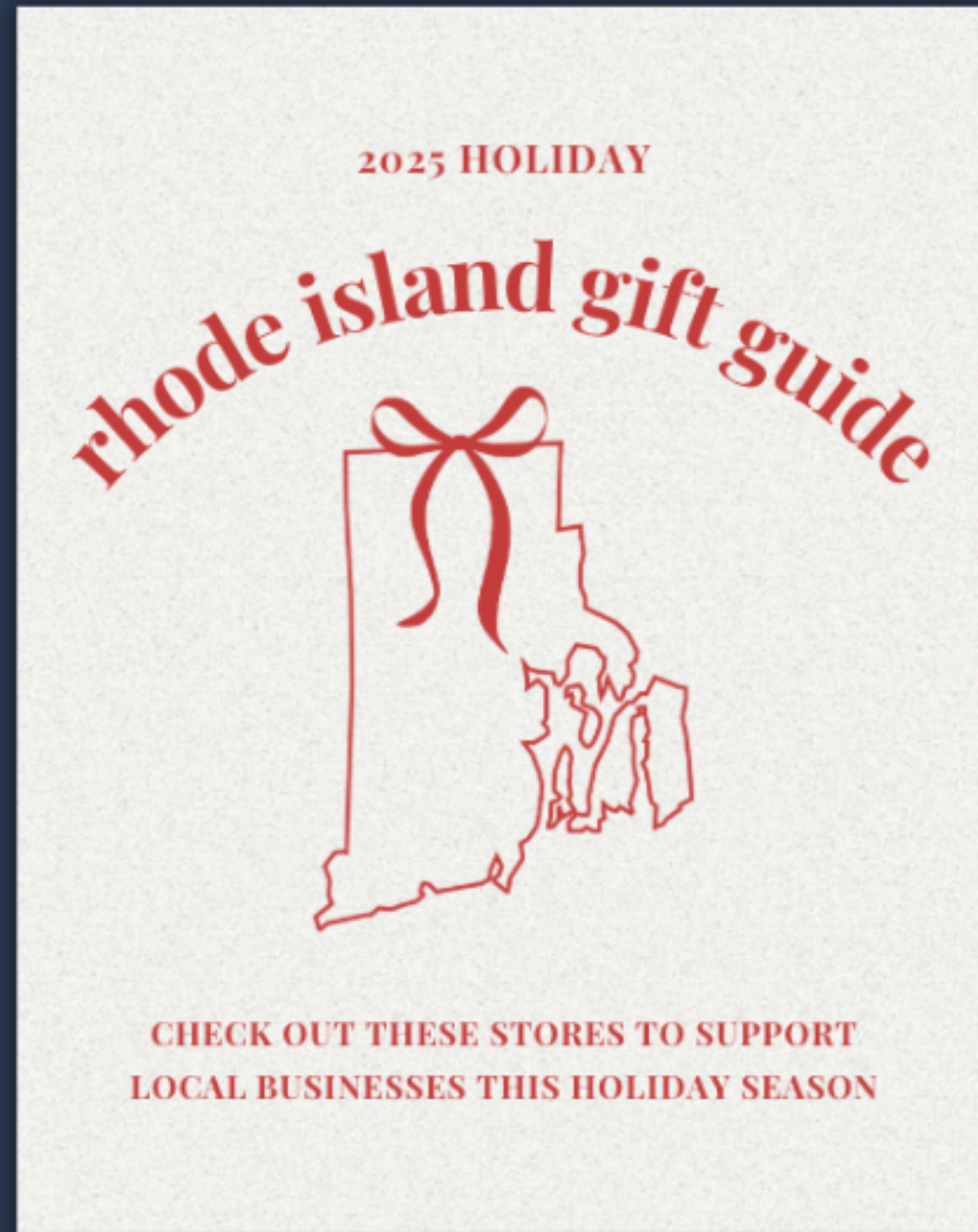
# THE LATEST SOCIAL MEDIA UPDATES

- Leads
  - Pulls in any high-intent activity—DMs, lead-form submissions, CTA taps, story replies, and comments that signal interest in buying, selling, or booking
  - It helps you identify warm prospects quickly by surfacing people who have taken meaningful actions to content

## FT INSTAGRAM



# SHARE OUR HOLIDAY GIFT GUIDE ON SOCIAL



## BOUTIQUES & APPAREL

ISLAND OUTFITTERS  
WAKEFIELD | NEWPORT | WESTERLY

WALD & SEA  
NEWPORT

A GRACIOUS SOUL  
EAST GREENWICH

PRIMAVERA  
NEWPORT

## ARTISANAL & HANDMADE GIFTS

RHODY CRAFT  
PROVIDENCE

CRAFTLAND  
PROVIDENCE

SERENDIPITY  
WICKFORD

DIFFERENT DRUMMER  
WICKFORD

## FUN GIFTS & STOCKING STUFFERS

PURPLE COW  
WAKEFIELD

PLEASANT SURPRISE  
NEWPORT | PROVIDENCE

FROG & TOAD  
PROVIDENCE

THE GIFT BOX  
WARWICK

# MONTHLY MEDIA DAY NEXT TUESDAY!

## SIGN UP FOR TIME WITH JULIA



# HOLIDAY VIDEOS FILMING

- Filming two videos
- One to be linked in our holiday card
- One for social media
- We will give you one line to say for each one

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