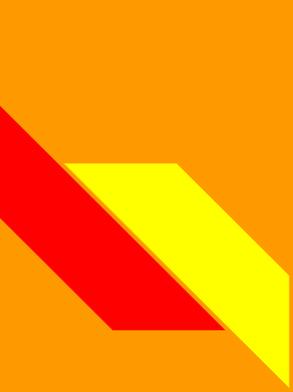




**Reese's
&
Concrete
(Embracing Social Media)**

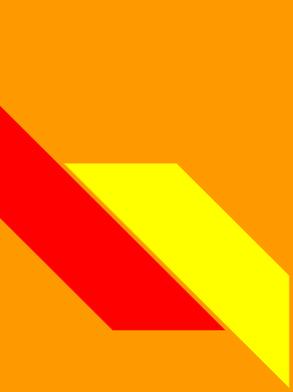
Who am I?





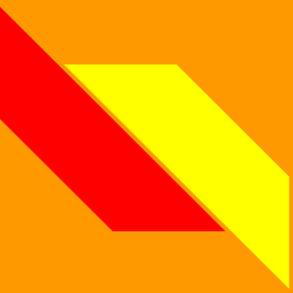
Agenda

1. Value
2. Platforms
3. Content
4. Tools



VALUE

- Increase brand recognition.
- Be your own cheerleader.
- Improve company culture.
- Find new employees & drivers.
- Celebrate employees.
- Become thought leaders in industry conversations.
- Gain new customers and projects.
- Showcase customers and projects.*



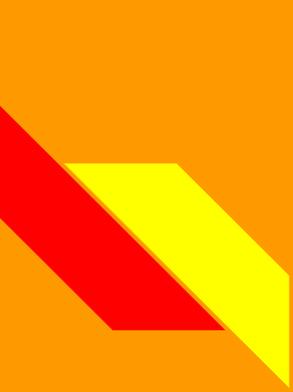
SOCIAL PLATFORMS





Content Ideas

- Highlight Customers/Clients/Projects
- Locations & Plants
- Company Events
- Equipment
- Documentary
- New & Current Employees/Drivers
- Holidays
- Educate
- Products
- Get Creative!



Tools

Hardware

- Camera w/ 2-3 lens
- Iphone
- Drone (Mavic Pro 2)
- Microphone
- Tripod
- Gimbal
- External Hard Drive
- Extra Batteries

Software

- Sprout Social (Post Scheduler)
- Trello (Task Board)
- Final Cut Pro (Video Editing)
- Photoshop (Photo Editing)
- Mailchimp (Email Marketing)

Questions !?!?

FOLLOW



Reach Me



Email: aathias@silvi.com

@Silvi_Group_Companies

Social: [@AndrewAthias](#)