

Tattz Supplies Comprehensive Social Media Plan



6 Village Turn, Levittown, PA 19054

This plan outlines how Tattz Supplies can best execute their use of social media in order to increase followers, and therefore sales. While analyzing competitors profiles and our audience we are able to figure out the best profiles to use. Various sites can be used to analyze our data, including our key performance indicators, such as engagement, most popular type of posts and sales. Additionally, there are sample 30-day templates for the three networks of choice, Instagram, Facebook and YouTube, along with sample posts for each platform. Additionally, there are suggestions of how to best distribute the content, including software recommendations. If these steps are followed, Tattz Supplies will be competent and successful on many social networks.

A social media policy for employees is included.

Competitive Analysis

Competitor Name	Facebook	Twitter	Instagram	Pinterest	LinkedIn	Youtube
Tattz Supplies (My Business)	203	121	121	N/A	N/A	N/A
Painful Pleasures	22,306	803	77.8k	121.32k	189	23,359
Kingpin Tattoo Supply	22,695	N/A	63.6k	29.6k	58	334
Tattooist	229,471	N/A	30.7k	2.8k	N/A	N/A
Worldwide Tattoo Supply	17,920	75	2,847	3.3k	N/A	3,354
Monster Steel	10,885	167	10.3k	175k	N/A	N/A
	(likes)	(followers)	(followers)	(monthly viewers)	(followers)	(subscribers)

I believe that Facebook, Instagram, and Youtube would be the best social media platforms for Tattz Supplies.

Facebook consistently has the highest number of followers/likes for competitor profiles. A wide variety of people have Facebook accounts and use them regularly, so the reach could be greater. All different types of content can be posted on Facebook, which could be beneficial for when posts do not warrant a video. Facebook ads would be a good way to get local artists to become aware of the company. Customer service-related issues could also be handled in Messenger by using the automated response features that could be directed to us if needed.

Instagram consistently has the next highest amount of followers. It works well for posting photos of products, as well as tattoos or piercings that used those products. It can also be used to post graphics. This would be a good chance to pair with popular tattoo artists who could be influencers for the business.

On YouTube I could not find channels for some of the accounts and, assuming that they do not exist, this would mean that Tattz could fill in the gap by posting frequent, quality videos that review products and give tutorials on how to use them properly. This would also be a good chance to pair with popular tattoo artists who could be influencers to promote them or their shop. We can also use this to reach out to more people than just tattoo artists by posting videos such as aftercare instructions.

Audience

We can locate our audience by using Facebook ad manager. There are two ways to do this. One way is to think of what our ideal customer would be: where they are from, what their family is like, what some of their interests are, etc. We can either put in our criteria and find people that fit our ideal customer or take an existing list of emails and Facebook will find similar customers who are similar to those people and we can narrow it down to the radius that we can serve. I think it would be best to use the ad manager on any site to find people that may be our ideal audience. All we would have to do is choose the age range, location, and interest and they would be able to see our ad.

Our audience would mostly be tattoo artists or people who have, or at least like, tattoos. This audience could be wider on our YouTube channel because that will not only target our customers but people all over. Stereotypically the audience would probably be younger males, but tattoo artists can come from all backgrounds. They will mostly be from the tri-state area or be even more local because that is where a majority of our customers are located.

Audience listening is important to see all of the posts about our brand that do not tag us or use our hashtag. People could be talking about us and we would not know that there are posts being made, or what they are saying. In order to get a better look, we can search keywords relating to the brand name (including abbreviations and common misspellings), or the industry that we are in, as well as things about our competitors. There are many websites available that can help us "listen" to people that are posting about our brand. This would likely be easy to do on Facebook or Twitter where we could search the name of our brand and all posts including it would come up. This would be much harder on Instagram because we can not search captions or the photos unless they tag the location or use a hashtag.

It is important to be engaged with our audience, but sometimes this can be viewed badly. It is very important to respond to comments on our social media posts, especially when they are asking a specific question that is directed at us. Many times another customer could answer, but sometimes the business's response is needed. We need to make the business seem human. That is the most important thing. These days so many things can automatically be done by a computer, so we need to be authentic and real. Asking people to use a hashtag showing our product can be very helpful to gain exposure (while allowing us to monitor the posts). It is also good to post about current events that will get people talking (but it is probably better to avoid controversial topics like politics and religion).

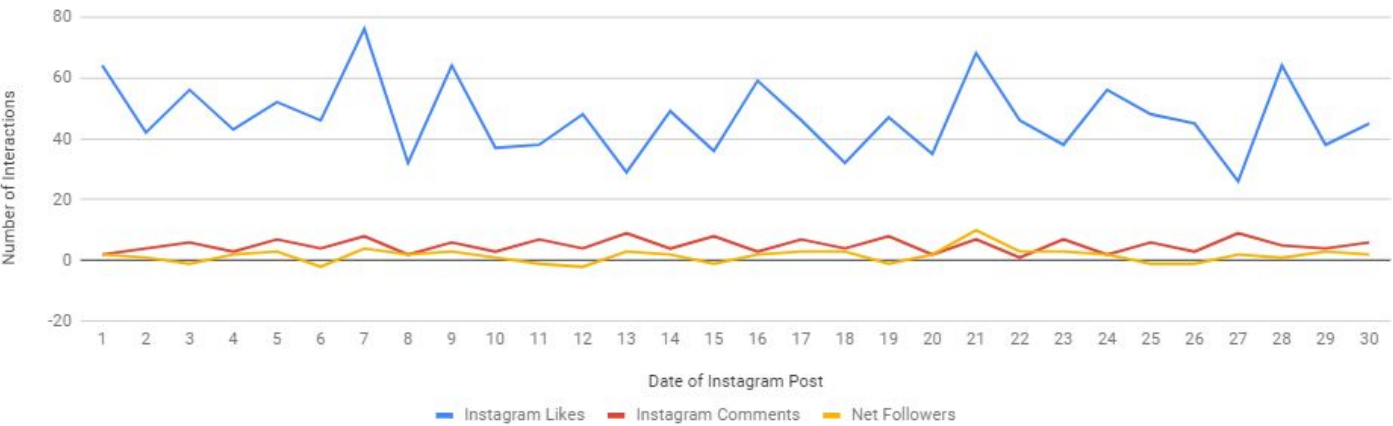
Channel Selection

In addition to the media sharing platforms that we have already decided to use from our Competitive Analysis, we will also add Twitter to our online networks. We will be able to make similar posts on this platform to what we post on Instagram, but with the text having a greater impact than just being in an Instagram caption. The posts for both Facebook and Twitter could theoretically be exactly the same as the Instagram ones, but these platforms also allow us to post things that do not require images, such as if we are closed for the day, or have extended hours for some reason. This could also allow us to post if we are traveling long distances for deliveries and want to reach out to other shops in the area that we may normally ship our products to instead of doing in-person deliveries. These can also reach a different demographic than Instagram, which I think connects more with a younger audience than Facebook or Twitter.

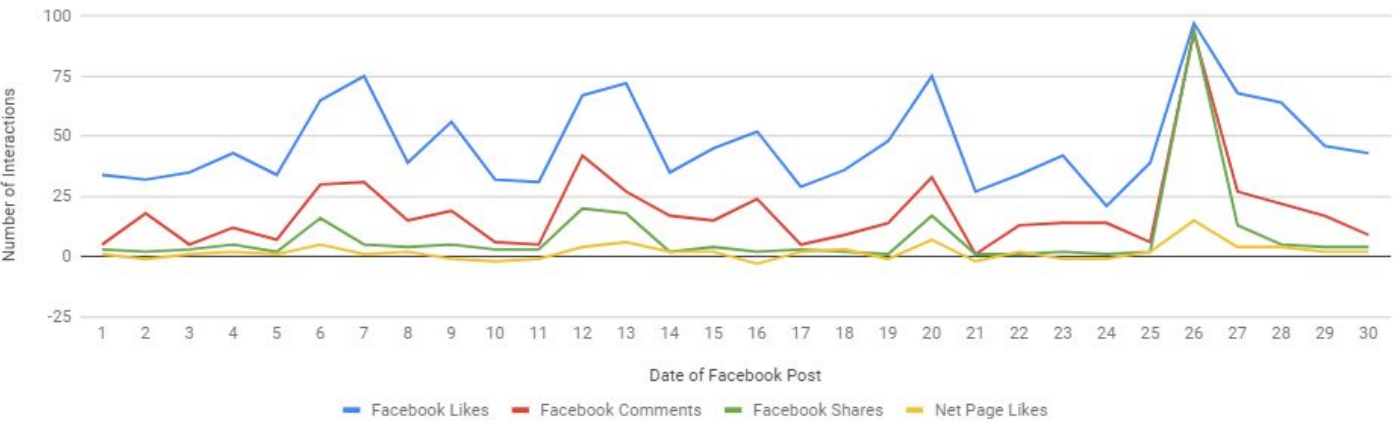
We don't need to use networks that don't allow us to promote, and interact directly with, our customers. Internal communication is less important to our business since it is a very small business. Customer service could be handled mostly through Facebook Messenger, but it could also be done over the phone or through email. Again, since this is a small business we do not need an entire network just for customer service.

Key Performance Indicators
Post Data

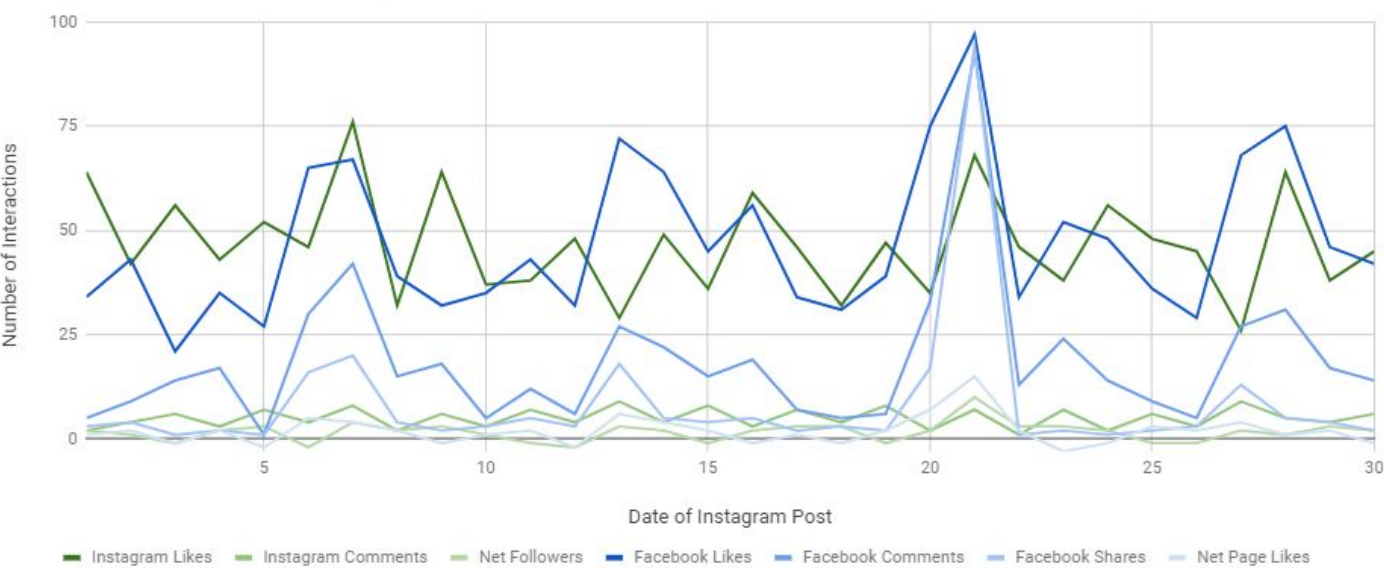
Instagram Analytics



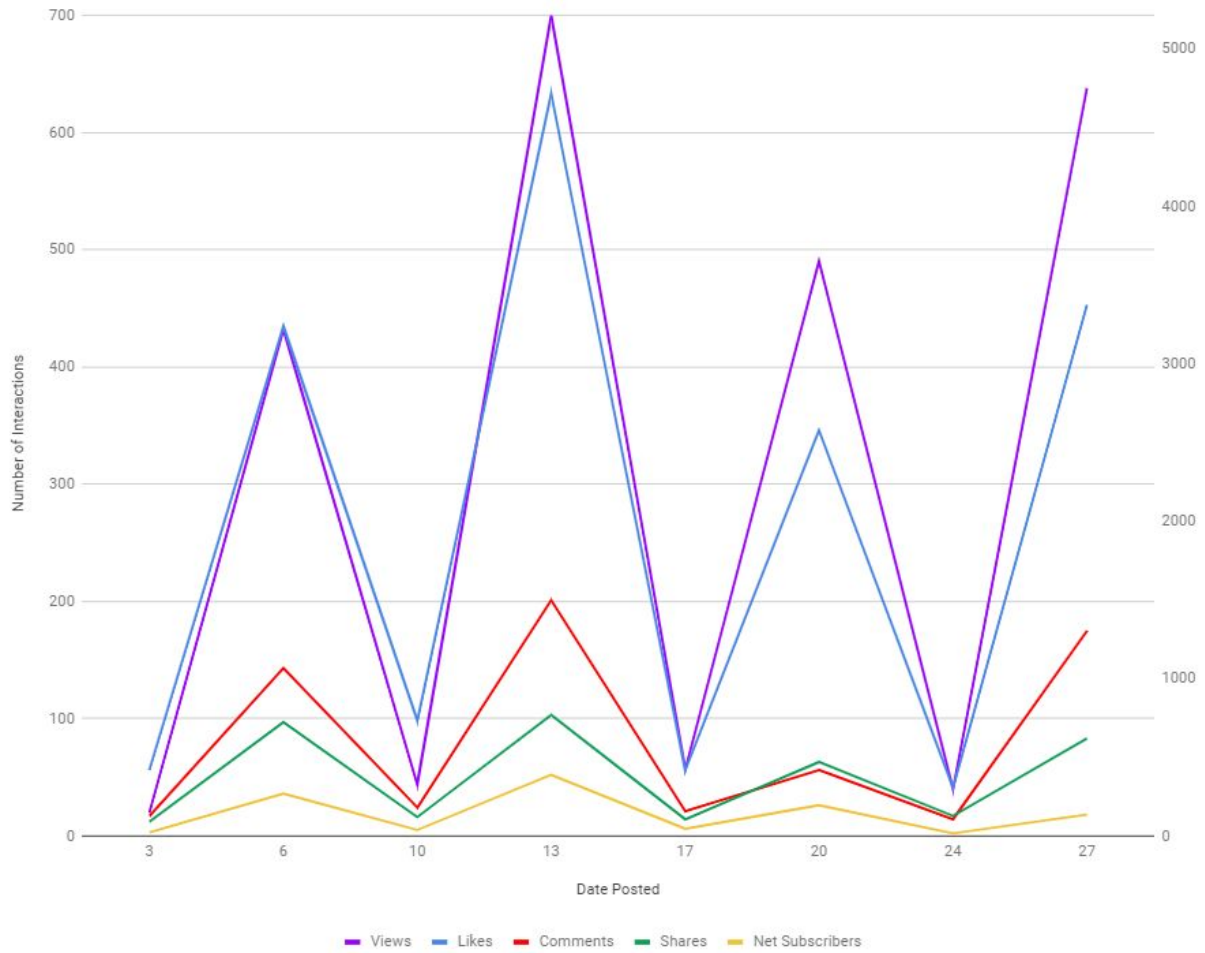
Facebook Analytics



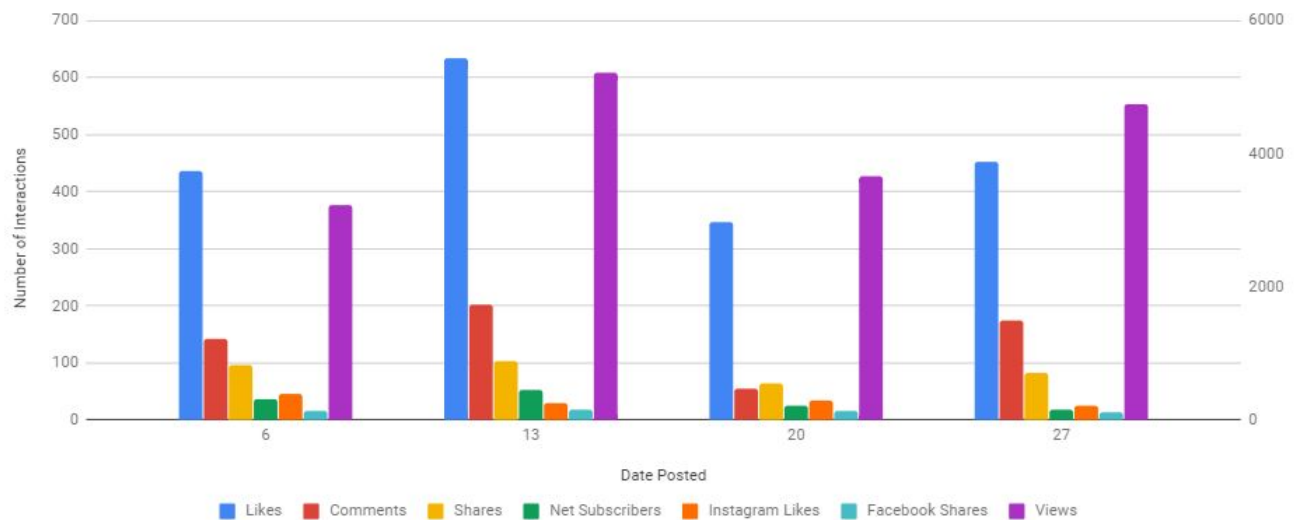
Instagram and Facebook Comparison



YouTube Analytics

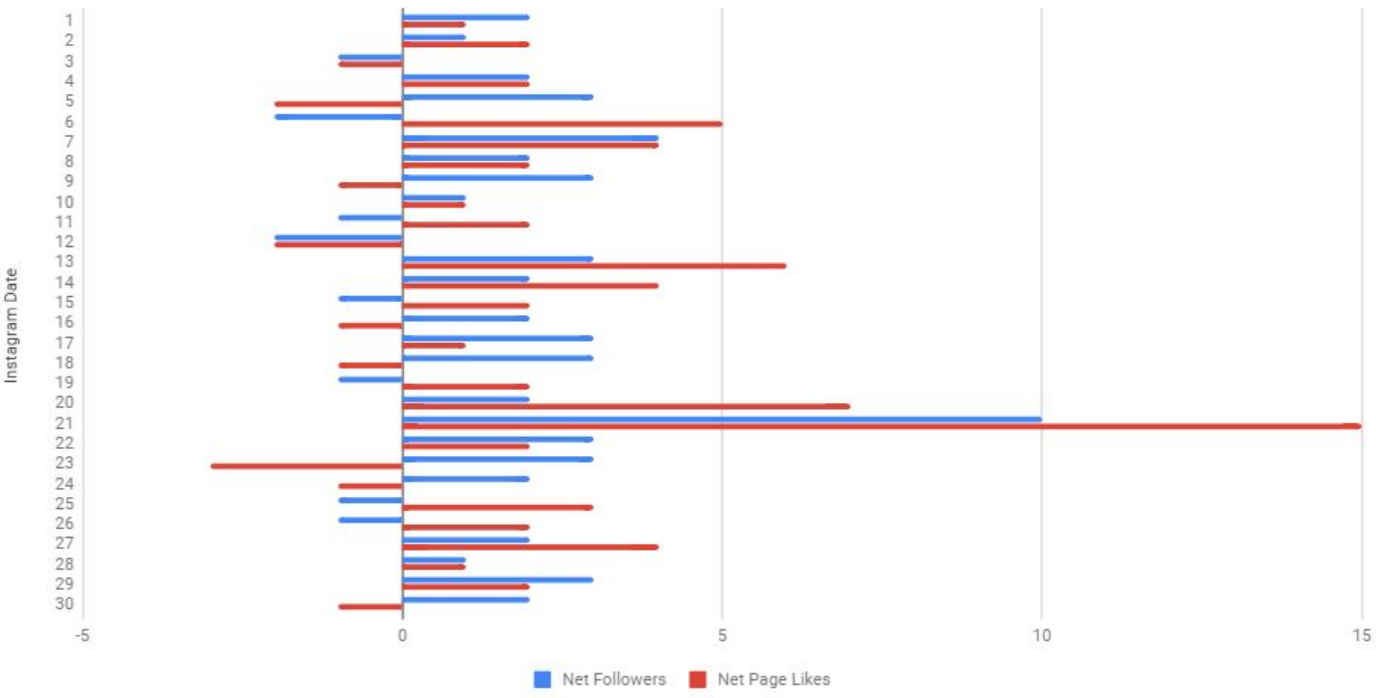


Promoted YouTube Posts

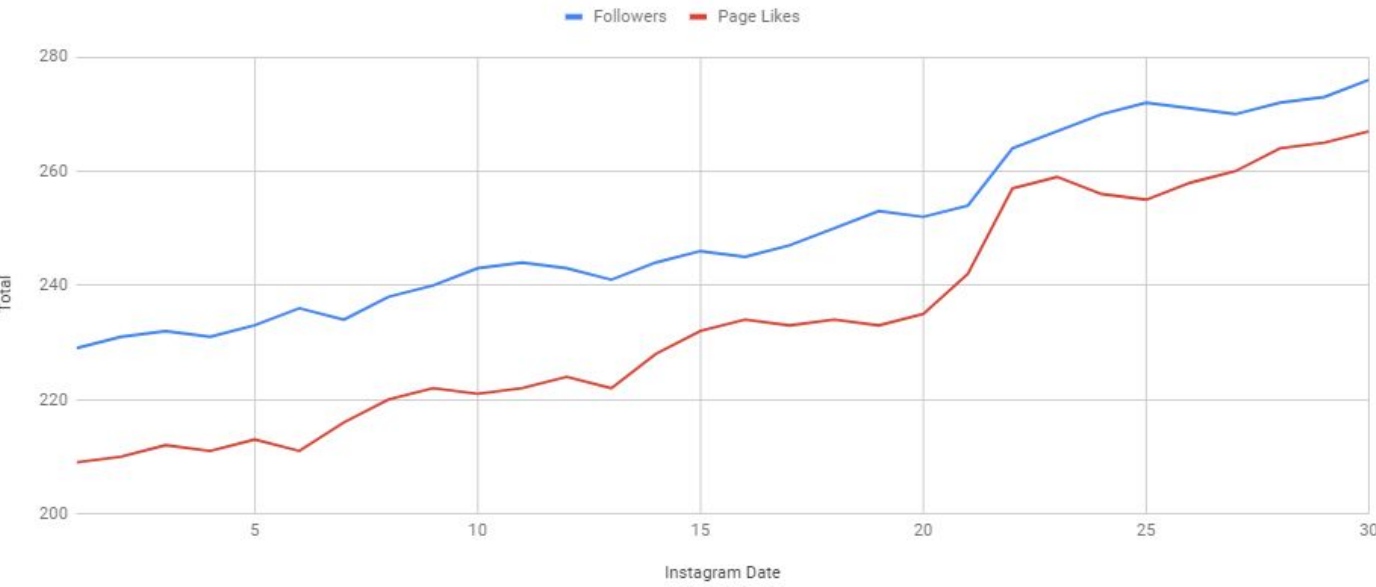


Social Network Followers

Total Reach



Total Reach



Most Successful Post Types

Date	Type	Likes	Comments	Net Likes	Likes	Comments	Shares	Net Page Likes
4	Influencer	43	3	2	35	17	2	2
11		38	7	-1	43	12	5	2
18		32	4	3	31	5	3	-1
25		48	6	-1	36	9	2	3
	AVERAGES	40.25	5.00	0.75	36.25	10.75	3.00	1.50
1	Product	64	2	2	34	5	3	1
3		56	6	-1	21	14	1	-1
5		52	7	3	27	1	1	-2
8		32	2	2	39	15	4	2
10		37	3	1	35	5	3	1
12		48	4	-2	32	6	3	-2
15		36	8	-1	45	15	4	2
17		46	7	3	34	7	2	1
19		47	8	-1	39	6	2	2
22		46	1	3	34	13	1	2
24		56	2	2	48	14	1	-1
26		45	3	-1	29	5	3	2
29		38	4	3	46	17	4	2
	AVERAGES	46.38	4.38	1.00	35.62	9.46	2.46	0.69
7	Sale	76	8	4	67	42	20	4
14		49	4	2	64	22	5	4
21		68	7	10	97	93	94	15
28		64	5	1	75	31	5	1
	AVERAGES	64	6	4	76	47	31	6

2	Tattoo or Piercing	42	4	1	43	9	4	2
9		64	6	3	32	18	2	-1
16		59	3	2	56	19	5	-1
23		38	7	3	52	24	2	-3
30		45	6	2	42	14	2	-1
	AVERAGES	49.60	5.20	2.20	45.00	16.80	3.00	-0.80
6	Youtube Teaser	46	4	-2	65	30	16	5
13		29	9	3	72	27	18	6
20		35	2	2	75	33	17	7
27		26	9	2	68	27	13	4
	AVERAGES	38.43	5.87	1.53	61.17	24.63	11.50	3.37

Teal is for Instagram posts and Blue is for Facebook posts.

Based on these findings, the most successful posts on Instagram and Facebook seem to be sales.

The highest interaction with Influencer posts, Product posts, and Tattoo/Piercing posts come from Instagram Likes

The highest interaction with Sale posts and YouTube Teasers comes from Facebook Likes

Tattoo/Piercing photos increase Instagram followers, but not Facebook page likes.

With this information, it may be wise to spend more effort posting Sales and YouTube Teasers on Facebook, and Sales, Influencers, and Tattoos/Piercings. Perhaps we should post more about our current sales on both profiles.

Sales

Date	Customer	Shop	# of Items	Total Price	
11/1/2018	John Doe	A	3	\$55	
11/1/2018	Jane Doe	B	7	\$140	
11/1/2018	Jack Doe	C	4	\$257	
11/2/2018	Jim Doe	A	5	\$72	
11/3/2018	James Doe	D	2	\$34	
11/3/2018	Jake Doe	B	1	\$26	
11/3/2018	Jason Doe	E	9	\$463	
11/3/2018	Jane Doe	B	5	\$124	
ETC	ETC	ETC	ETC	ETC	
Most Common	11/3/2018	Jane Doe	B	5	\$159
					Averages

Instagram Template

1	8:00 AM	Product	A brand of ink	Example 1
2	2:00 AM	Tattoo/Piercing Photo	A tattoo using one of our products	
3	9:00 AM	Product	A machine	Example 2
4	2:00 AM	Influencer	Someone vouching for a product (reshare or original post)	Example 3
5	8:00 AM	Product	Our brand of needles	Example 4
6	2:00 AM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio, refer to token 2 for details
7	9:00 AM	Sale	Sale of the week on ink	Example 5
8	2:00 AM	Product	A brand of ink	
9	8:00 AM	Tattoo/Piercing Photo	A piercing using one of our products	
10	2:00 AM	Product	Cups for ink	
11	9:00 AM	Influencer	Someone vouching for a product (reshare or original post)	Tagging influencer or using a customer post with credit
12	2:00 AM	Product	Paper	
13	8:00 AM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio
14	2:00 AM	Sale	Sale of the week on tubes	Example 6
15	9:00 AM	Product	A brand of ink	
16	2:00 AM	Tattoo/Piercing Photo	A tattoo using one of our products	
17	8:00 AM	Product	Transparent dressing	
18	2:00 AM	Influencer	Someone vouching for a product (reshare or original post)	Tagging influencer
19	9:00 AM	Product	Tips	
20	2:00 AM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio
21	8:00 AM	Sale	Gift card contest	Example 7
22	2:00 AM	Product	A brand of ink	
23	9:00 AM	Tattoo/Piercing Photo	A piercing using one of our products	
24	2:00 AM	Product	Piercings	
25	8:00 AM	Influencer	Someone vouching for a product (reshare or original post)	Tagging influencer
26	2:00 AM	Product	Our brand of tubes	
27	9:00 AM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio
28	2:00 AM	Sale	Sale of the week on machines	
29	8:00 AM	Product	A brand of ink	
30	2:00 AM	Tattoo/Piercing Photo	A tattoo using one of our products	

Example Instagram Posts for Each Type of Post

Example 1:

Check out our large selection of individual @eternalink bottles for only \$9.25 each. Buy more and save with one of our sets of inks!

#eternalink #tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #licenseddistributor



Example 2:

We have a wide variety of machines available, so you are sure to find one that is perfect for you.

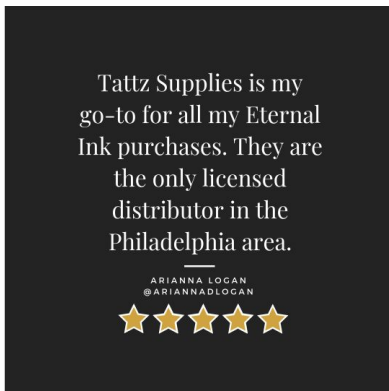
#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #tattoomachine



Example 3:

Check out this great review from @ariannadlogan that she left on our website. You can leave a review by going to tattzsups.com and clicking reviews.

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #fivestars #philadelphia #eternalink #licenseddistributor #review



Example 4:

We have many different products in our own brand, so you can make sure that you are getting the best.

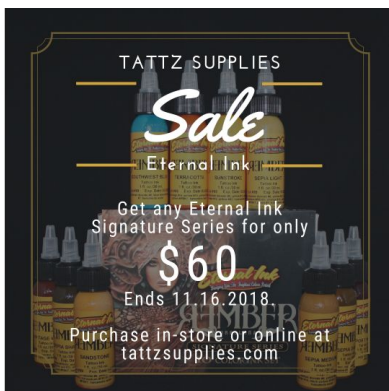
#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #needles



Example 5:

Our prices for Eternal Ink were good, but now they're great. Save over \$20 Signature Series kits, this week only!

#eternalink #tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #licenseddistributor



Example 6:

Save on our tubes this week! Choose from flat, diamond or round tips for only \$15 (25 count).

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #tubes



Example 7:

Want to win a \$50 gift card to Tattz? Post your purchase to Instagram with the hashtag #tattzcontest to be entered to win!

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #contest #giveaway #giftcard



Example 8:

Check out this amazing tattoo done by @johndoe on @janedoe using only the best products including @eternalink and @tattzsupplies needles and tubes.

#eternalink #tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #licenseddistributor

(Example tattoo from Google)



Facebook Template

Day	Time	Content	Photos	Other
1	11:00 AM	Product	A brand of ink	Example 1
2	1:00 PM	Tattoo/Piercing Photo	A piercing using one of our products	Ask people to comment photos of piercings using that product
3	11:00 AM	Product	Cups for ink	
4	1:00 PM	Influencer	Someone vouching for a product (reshare or original post)	Example 2
5	11:00 AM	Product	Transparent dressing	
6	1:00 PM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio, refer to token 2 for details
7	11:00 AM	Sale	Sale of the week on ink	Example 3
8	1:00 PM	Product	A brand of ink	
9	11:00 AM	Tattoo/Piercing Photo	A tattoo using one of our products	Ask people to comment photos of tattoos using that product
10	1:00 PM	Product	Our brand of tubes	
11	11:00 AM	Influencer	Someone vouching for a product (reshare or original post)	Tagging influencer or using a customer post with credit
12	1:00 PM	Product	Piercings	
13	11:00 AM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio
14	1:00 PM	Sale	Sale of the week on tubes	Example 4
15	11:00 AM	Product	A brand of ink	
16	1:00 PM	Tattoo/Piercing Photo	A piercing using one of our products	Ask people to comment photos of using that product
17	11:00 AM	Product	Our brand of needles	Example 5
18	1:00 PM	Influencer	Someone vouching for a product (reshare or original post)	Tagging influencer, ask people to share their experience with that product
19	11:00 AM	Product	Paper	
20	1:00 PM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio
21	11:00 AM	Sale	Gift card contest	Example 6
22	1:00 PM	Product	A brand of ink	
23	11:00 AM	Tattoo/Piercing Photo	A tattoo using one of our products	Ask people to comment tattoos using that product
24	1:00 PM	Product	A machine	Example 7
25	11:00 AM	Influencer	Someone vouching for a product (reshare or original post)	Tagging influencer, ask people to share their experience with that product
26	1:00 PM	Product	Cups for ink	
27	11:00 AM	Youtube Video Promo	Youtube video teaser	Link to YouTube in bio
28	1:00 PM	Sale	Sale of the week on machines	
29	11:00 AM	Product	A brand of ink	
30	1:00 PM	Tattoo/Piercing Photo	A piercing using one of our products	

Example Facebook Posts for Each Type of Post

Example 1:

Check out our large selection of individual @eternalink bottles for only \$9.25 each. Buy more and save with one of our sets of inks!

Sets include color palettes from multiple artists, as well as more traditional color combinations including 12 Color Sample Set and 12 Color Portrait Set (\$8/bottle).

#eternalink #tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #licenseddistributor

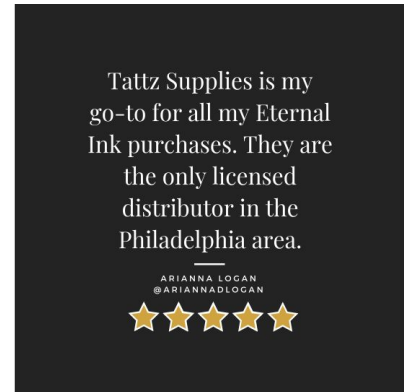


Example 2:

Check out this great review from @ariannadlogan that she left on our website. You can leave a review by going to tattzsupplies.com and clicking reviews, or leave one directly on our Facebook page!

Thank you for all our recurrent customers!

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #fivestars #philadelphia #eternalink #licenseddistributor #review



Example 3:

Our prices for Eternal Ink were good, but now they're great. Save over \$20 Signature Series kits, this week only!

Sets on sale include Rember, Andrea Afferni, Motor City, Earth Toned, Ink Rich Pineda, Ink Zombie and more. Check out our shop in person or online to see all available sets.

#eternalink #tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #licenseddistributor



Example 4:

Save on our tubes this week! Choose from flat, diamond or round tips for only \$15 (25 count).

We have many products in our very own Tattz Supplies Brand. Come in to see our full selection!

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #tubes



Example 5:

We have many different products in our own brand, so you can make sure that you are getting the best.

Our needles are all premium and come in traditional #12, bug pin #10 and textured needles #12.

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #needles



Example 6:

Want to win a \$50 gift card to Tattz? Post your purchase to Instagram with the hashtag #tattzcontest to be entered to win!

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #contest #giveaway #giftcard



Example 7:

We have a wide variety of machines available, so you are sure to find one that is perfect for you.

Our popular designs include dice, dollar sign, traditional red and leaf, but many more are available.

#tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #tattoomachine



Example 8:

Check out this amazing tattoo done by @johndoe on @janedoe using only the best products including @eternalink and @tattzsupplies needles and tubes.

#eternalink #tattoo #tattoos #tat #inked #tattoist #tattooartist #bodyart #amazingink #tattoosupplies #tattzsupplies #licenseddistributor

(Example tattoo from Google)



YouTube Template

Day	Time	Topic	Description
3	1:00 PM	Promoting Artist	Our "Promoting Artist" videos will take a look at the work of one of our clients. They purchase our products, so we can return the favor by sharing their work to help them get more customers, which will in turn help us by having the artist purchase more of our products. It's a win-win for us both. These will be a documentary-style compilation lasting about five minutes and will consist of them drawing designs, tattooing some customers and showing the final products. This will be overlayed with video and audio of the artist talking about their style, their favorite pieces that they've done, what products they use, and more. It can also include some customers talking about how much they love the tattoos that this artist did.
6	1:00 PM	How to Set Up a Machine*	This video will outline all of the products that we sell that you will need to set up a new machine, from the machine itself, to tubes, tips, needles, the power supply, ink and more. This will help promote our products, while also ensuring proper use of the machine from amateur artists working towards an apprenticeship or an apprentice working towards being a full tattoo artist. It will show how to use the machine once it is set up by showing it being used on a person or on practice skin.
10	1:00 PM	Promoting Shop	Our "Promoting Shop" videos will be similar to our "Promoting Artist" videos, but it will include all of the artists in a particular shop. It will be of the same style as the artist videos but will last closer to ten minutes depending on how many artists are in the shop. It will give a general overview of the styles of all of the artists so that they can see the variety that is available through their shop.
13	1:00 PM	(How to) Tattoo Aftercare*	This video will give viewers an understanding of how to take care of their tattoo to make sure it heals the best that it possibly can. Like the Day 6 video, all of the products used will be ones that we sell and will give different options of what can be used. Overall this would just be an overview of proper technique to make sure that the customers get the most of their money and will love their new tattoo for years to come.
17	1:00 PM	Promoting Artist	Similar to Day 3
20	1:00 PM	How To Improve Your Skills (Lines and Shading)*	This video would have local artists explain their tips and tricks of how to have others improve their linework and shading. Tattoo artists and their clients are a close-knit community even though improving someone's skills could increase competition. Not all artists are the same, so it wouldn't necessarily increase their competition by too much, especially since this video could benefit people all over the world. Each artist has a different style and could take a completely different direction when designing a tattoo, so an artist may not work well with a particular person's vision for their tattoo.
24	1:00 PM	Promoting Shop	Similar to Day 10
27	1:00 PM	(How to) Piercing Aftercare*	Similar to the Day 13 video, this will explain how to properly care for a new piercing. Only products we sell will be used, and it could also show piercings that we have for sale that people can get once they are able to change the basic piercing out for a new one.

The best times to post are Thursdays and Fridays between 1 and 4 in the area where your viewers are most active. This would be EST, but the "How to" videos could be used by people anywhere. Mondays and Tuesdays are the worst days to post, so we can imagine that Day 3 is a Thursday and Day 6 is a Sunday, and the schedule would continue as such.

*The "How-To" videos could be similar to the "Promoting Artist" videos because it could be titled something along the lines of "How to Take Care of Your Piercing | Brought to You by Tattz Supplies and John Doe of Inked".

Content and Distribution Strategy

Our primary forms of content will be photos and videos since tattoos and piercings are a visual art form. This content could be either our own or the property of our customers, as long as we have the necessary permissions to repost.

For photos, I would recommend using a high-quality digital camera, such as my Canon EOS T6, and a photo studio lighting cube. The cube we have has multiple color backdrops, including black, white, red, and blue, which can work for almost any product. The use of this cube can be seen in our Example Posts for Instagram or Facebook, but those photos used a cell phone instead of a DSLR camera. These days many cell phones have cameras that take high-quality photos if a DSLR is not available. In terms of post-photo editing, Adobe Photoshop can be used to edit the picture, and Canva can be used to add any necessary text or graphics. Photoshop costs money, so if needed a free alternative can be used. Canva is available for free, but more graphics and features can be used by members.

In terms of videos, I would also recommend using my Canon EOS T6, or a high-quality cell phone if necessary. The cell phone would make it easier to get videos in a shop, and a cell phone gimbal can be used to have stable panning. Once we have all the footage we can use Wondershare Filmora for editing. This program does require a small one-time fee, but it has many more features than a free equivalence such as Windows Movie Maker. In our sample promo video I used free stock videos, but in our videos to be posted online, all of the videos would be our own.

When making illustrations, I would recommend using Canva because it has many templates that can be used for any type of post, or the content can be created from scratch. It has text that you can add with fonts that go together, or you can choose your own. This content can easily be copied to keep consistency between posts. They have many graphics and photos that you can search from to add to your image, resulting in a high-quality illustration.

Software Recommendations

In order to find our ideal audience, we can use the Facebook ad manager. This audience could likely be transferred to our other channels as well. As described earlier, we can estimate who our audience would be, or use the emails of existing customers to

All of the apps that we are using have their own in-app engagement trackers. This allows us to track everything individually for Instagram, Facebook, Twitter, and YouTube. However, if that becomes too much to manage on our own, SumAll can be used to get a comprehensive view of how our posts are doing. It can also compare our pages and stores of other users.

In order to save time and effort when posting to social media, we can use a variety of apps to schedule our posts in advance. These included SumAll or Sprout Social. In addition to scheduling posts, Sprout Social can track the most popular hashtags and tell us what posts are performing the best. Some of these sites cost money, while others are free for their basic features. Many offer free trials so we can test out a few to see which works best for our business.

Another way we can save time on social media marketing is to have the posts automatically post to multiple social networks. I decided to make the Instagram and Facebook posts occur on different days of the month to keep our followers interested on all platforms, but the Facebook posts or Instagram posts could be automatically posted to Twitter if we desired. For Instagram and Facebook, we could easily copy the content from one post to be scheduled for another day on the other platform.

There are many different software options for creating content as explained in the Content and Distribution Strategy.

Tattz Supplies Employee Social Media Policy

1. Employees may have interactions with customers and other tattoo artists on their social media profiles, but they must realize their personal and professional boundaries. While employees should maintain professional behavior on social media, their interactions with customers and artists should be strictly personal. No company matters should be discussed from their personal pages with customers or potential customers. If they post something relating to the business, the employee must state that the opinion is theirs and not the belief of the company. All questions or comments regarding the company should be directed to the company's email, phone number or profile. All posts on the company page should be strictly professional even if the employee interacting with the customer knows them personally.
2. No post should be made commenting negatively about a customer or anything that happens within the shop. Comments about customers should also not be made through messages on social media or through text.
3. Personal posts should not be made on controversial topics that could lead people to believe that the post includes the company's view on the topic. The employee should think of any negative consequences of their post before making it public. If a post regarding a controversial topic is to be made, the employee must include that the opinion is theirs and not the belief of the company. Even so, discretion should be taken when making any post that could be considered controversial, including, but not limited to, religion, race, and politics, as well as anything that could be perceived as sexist, homophobic, or discriminatory to any group. Under no circumstances should controversial topics be posted on the company's page.
4. Whether posting to their personal page or the company page, employees must take care to not use copyrighted content. Any post including someone else's research or content, regardless of copyright status, should include the source of information the content. The best way to avoid copyright when reposting another artist's work is to directly reshare their post or to tag them in the caption of the post. If directly resharing is not an option, it is best to ask the creator if it can be reshared with credit in the caption.

Any questions regarding this policy may be directed to the owners of the company.