

# EXCHANGE SOCIAL MEDIA

The Exchange stays connected in real time with customers and associates through social media. These channels allow us to share information, photos, videos and personal thoughts.

## External Channels



[facebook.com/  
shopmyexchange](https://facebook.com/shopmyexchange)

Telling the Exchange story, sharing news, store events, promotions and special offers.



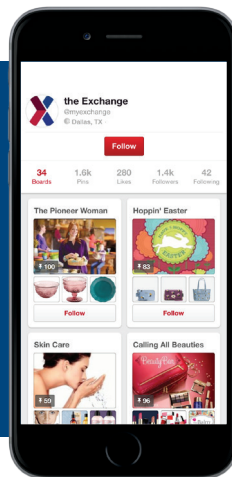
[twitter.com/  
shopmyexchange](https://twitter.com/shopmyexchange)

A customer relations tool communicating Exchange news.



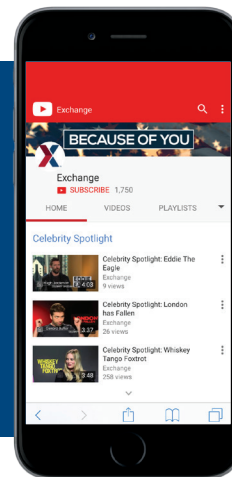
[instagram.com/  
shopmyexchange](https://instagram.com/shopmyexchange)

Visually promoting the Exchange brand.



[pinterest.com/  
shopmyexchange](https://pinterest.com/shopmyexchange)

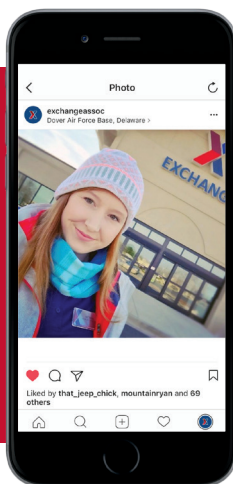
Promoting products to generate traffic to our stores.



[youtube.com/  
aafessalutes](https://youtube.com/aafessalutes)

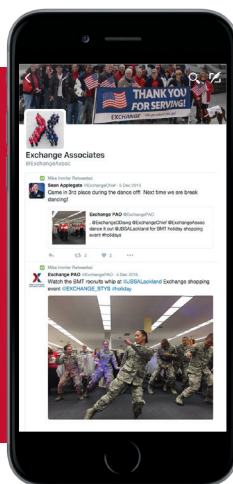
Sharing promotional and product videos.

## Internal Channels



[instagram.com/  
exchangeassoc](https://instagram.com/exchangeassoc)

Highlighting Exchange associates, stores and history.



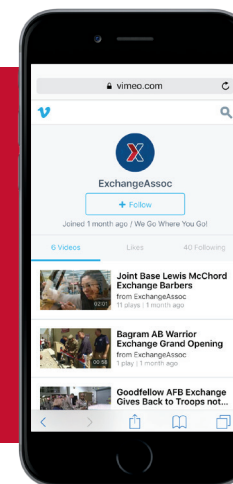
[twitter.com/  
exchangeassoc](https://twitter.com/exchangeassoc)

Communicating Exchange news to our associates.



[flickr.com/  
exchangeassoc](https://flickr.com/exchangeassoc)

Posting and archiving Exchange photos from store fronts to associates to historic archives and more.



[vimeo.com/  
exchangeassoc](https://vimeo.com/exchangeassoc)

Posting and sharing videos produced by the Exchange.