

## What is Customer Care Social Club?

- Customer Care Social Club is a free program available to all Customer Care Dealer
- Customer Care Social Club launched in March 2019.
- The program is meant to provide brand approved, easily accessible social content for our CC dealers.
- With our partner, Hootsuite Amplify, dealers are able to gain access to more content than ever including brand, product, and sales promotions.

## What is Hootsuite Amplify?

- Amplify is a third party application provided by Hootsuite that is accessible via desktop, smartphone, or tablet.
- The platform allows dealers to see various content uploaded by Customer Care Social Club and “push” the content to their individual business social media pages at a push of a button.
- Content that is shared on a dealer business account appears organically (i.e. it looks like the dealer created the content *not* shared the content).
- The platform currently supports Facebook, Twitter, Instagram, and LinkedIn.

## Details on Customer Care Social Club:

- Customer Care Social Club will release 15 new pieces of content each quarter (January 1, April 1, July 1, October 1).
- Content will be organized by topics and contain both videos and static images.
- Dealers can edit the copy in created posts to highlight their own business or link back to their individual websites.
- Dealers can share stories or suggest links/images for potential future content development.

## How to Get Started:

- Customer Care Dealers will automatically be opted into the program in 2019.
- Dealers received an email from American Standard titled, “Welcome to Hootsuite Amplify!” on March 13<sup>th</sup>.
- From that email, simply follow instructions to get set-up in the program.
- Training documents will be available on MAX under social media.
- There will be a limit of one user per business.
- Questions can be sent to [americanstandard.socialclub@irco.com](mailto:americanstandard.socialclub@irco.com)