

## ASSET GUIDE

# SOCIAL PROMOTIONS & SOCIAL STORIES

DullesMoms.com has active and vibrant social media communities updated daily with carefully curated events, opportunities, and promotions. We're excited to share your message with our engaged audience ([demographics](#))!

### SOCIAL PROMOTIONS

A Social Promotion is a custom-written message that appears on select social media platforms like [Facebook](#) (FB), [Twitter](#) (TW), or [Instagram](#) (IG) and includes:

- Custom-written messaging
- Curated, rights-free images and/or graphics
- Call-to-action and vanity links

### SOCIAL STORIES

A Social Story is an additional way to share your message on social media (FB & IG). A Social Story appears at the top of a channel's news feed for 24 hours. This graphics-heavy, low-text opportunity allows readers to click on the promotion (FB only) to learn more ([view placement](#)).

### BENEFITS

- Reinforces your promotions on other DullesMoms.com platforms, as well as your outside (non-DullesMoms.com) marketing efforts.
- Easily shareable among a highly-targeted, defined audience ([demographics](#)).
- Increases your search engine optimization (SEO).
- Increases your name and brand awareness.
- Increases awareness of your targeted messaging and promotions.

## BY THE NUMBERS...

Metrics, based on Feb 2023 data:



**FACEBOOK:**  
29,680 followers  
29,075 likes



**TWITTER:**  
3,850 followers



**INSTAGRAM:**  
3,300 followers