

# Mr. Tee

## A Social Media Handbook

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# An Overview of Mr. Tee

Mr. Tee, a t-shirt company striving to build a positive image in the clothing department, accepts donations of upscale clothing items and sells them at a discounted price. Our company plans to donate a percentage of the profits from these items to a charity of choice.

Mr. Tee is targeting people of various ages and groups of individuals, but we plan to market our mission and product on social media. Corporate seeks to target a variety of markets, but we think we will get the most feedback from millennials. According to thredUp's 2017 Fashion Resale Report, millennials thrift more than any other generation.

Because millennials are becoming the most targetable for the thrifting market, Mr. Tee plans to display clothing items that the company feels would be the most pleasing to this age range. Our company will sell items such as vintage and distressed denim, flannels and oversized button-up shirts, graphic tees, vintage jerseys, printed clothing, etc.

Eventually, depending on the success of sales, we plan to expand our product market, and sell more than just donated clothing. Donations of shoes and upscale, vintage home décor and knick-knacks may be sold in the future.

# Social Media Platforms for Mr. Tee

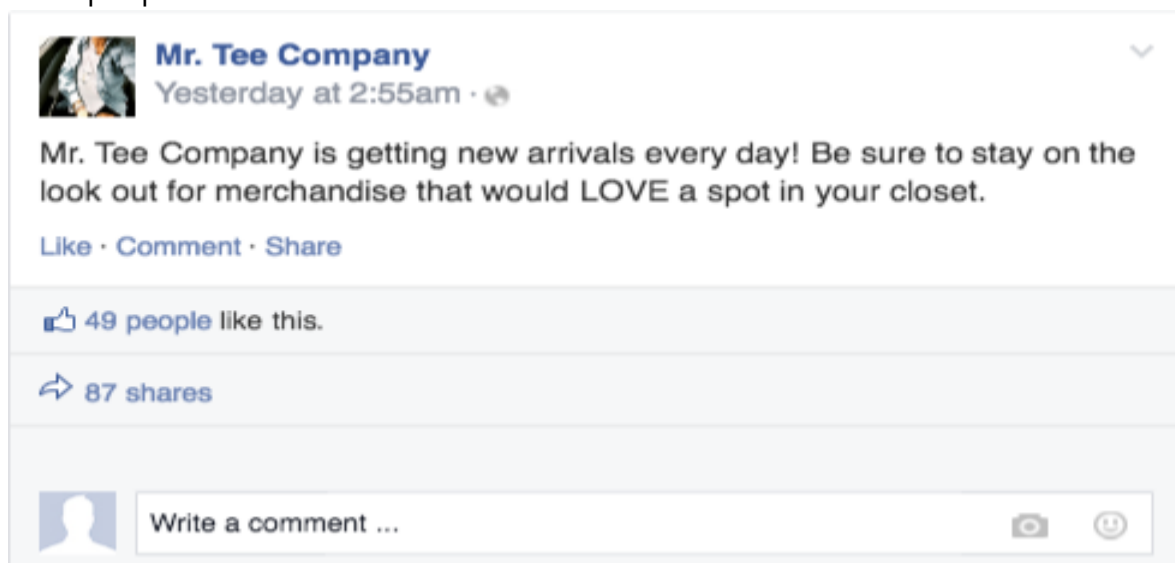
## 1) Facebook

According to CNN, as of June 30, 2018, "Facebook had 2.23 billion monthly active users around the world. The company estimates that it had a an average of 1.47 billion active users."

Mr. Tee plans to use Facebook as a platform to reach potential customers of various ages. Here, posts do not only encourage the people from the company's target market to purchase inventory, but also is a way to spread Mr. Tee's purpose and mission. Facebook status', and posts with photos of donors and even charities being donated to, are a great way to put the mission into perspective.

We plan to post on Facebook at least once a week. This will help to keep our target market interested and informed about our company, and product. Because we are a company that accepts donations at any time, we are able to keep our Facebook feed updated, which will hopefully spark interest of potential customers to check out our products weekly. Posting frequently will urge people to visit our page frequently, hoping that we will have something that they would be interested in purchasing.

Example posts:





**Mr. Tee Company**

Today at 12:47pm · 🌐



Happy Hump Day, friends! Be sure to check out our latest arrivals on our page. We have the BEST donors, seriously. Don't forget, a percentage of your purchase goes to charity!

[Like](#) · [Comment](#) · [Share](#)

29 people like this.



58 shares



Write a comment ...

**Mr. Tee Company**

Today at 10:59 AM · 🌐



Today is a great day, don't you think? Make it even better by treating yourself (and your closet) with a garment from us! We are having holiday specials! A percentage of your purchase will be donated to Toys-For-Tots to ensure that all children are getting a Christmas that they deserve. Check out our page!

[Like](#) · [Comment](#) · [Share](#)

107 people like this.



83 shares



Write a comment ...



## 2) Twitter

At Mr. Tee, we strive to appeal to our target market. Although we are working towards a variety of individuals, millennials are our largest target market.

Individuals in this generation are extremely into thrifting, and have a vintage appeal when it comes to their attire. Twitter is a social media platform used more frequently by younger generations. Our tweets will remain simple, but still send a message to followers. We can keep them updated on Twitter about new arrivals, and can also attach photos to our tweets of the latest inventory.

It is very important to generate #hashtags when tweeting. I have included potential hashtags in the example tweets below. They include: #mrtee, #thrifting, #thrift, #donate, #giveback, and #denim. Hashtagging is important because we can generate followers, and reach people whom are not following us, by using these. They can search the hashtag if it is something of interest for them, and it can lead new users, whom are potential customers, to our page.

Example posts:





**Mr. Tee Company**  
@mrteecompany



Follow

ThredUp's 2017 Fashion Resale Report claims millennials thrift more than any other generation... CALLING ALL MILLENNIALS. #mrtee #thrifting



12:18 PM - 15 November 2018



**Mr. Tee Company**  
@mrteecompany



Follow

Denim is IN, and we have so much for you. Check out our page for the latest vintage and distressed denim garments! #thrifting #mrtee #denim



11:24 AM - 16 November 2018



**Mr. Tee Company**  
@mrteecompany



Follow

Giving back, and staying on trend--what more could you ask for? Mr. Tee has the latest items to complete your look. #mrtee #giveback



1:35 PM - 19 November 2018

### 3) Instagram

Newer social media platforms have been booming recently, especially with the younger generation. Instagram is a perfect place to make your posts come to life, visually. The use of this platform allows for people to post an image, the main part of the post, but also attach a “caption” on it. There is no character limit to these postings.

As Instagram has evolved, there is now the ability to attach multiple images in one posting. For our company, for example, this allows us to showcase multiple items donated and that will be for sale. Humans, a lot of the time, would prefer to see the product that they may be purchasing, rather than just read about it. Instagram gives us a perfect opportunity to do so with our inventory.

Through posts on this platform, we can provide pictures of our inventory, while also putting a reason for the photo in our caption. Hashtags are also very important on this platform. If someone is looking to search something specifically, such as #thrifting, they would potentially view our page because our post would show up in their search. This, again, allows our company to build a customer base, and helps to get our company name and mission in the market.

Example posts:







**Mr. Tee Company**

5 mins



♥ 201 likes

SO many new arrivals today, you guys! Check out our pages for the latest trends brought to you by Mr. Tee's clothing donors, we are so thankful. Don't forget: a percentage of your purchase is donated to charity! #thrifting #mrtee #denim

## 4) Pinterest

Pinterest is an important social media platform for a few reasons. According to [www.jeffbullas.com](http://www.jeffbullas.com), Pinterest is the fastest growing website by overall member growth. This is huge when it comes to considering where to post to attract potential customers.

People of various ages and types use this platform, and they use it for a variety of reasons. Pinterest is a great place to post images that are appealing, which will then encourage users to click the post and access the site provided. On Pinterest, we can experiment with different types of postings, rather than just focusing on writing a status, or posting an image with a caption.

Through out Pinterest postings, we can tell our story, and display our mission. We cannot only stress that we are a company that donates a percentage of purchases to charity, but that we are ALWAYS accepting clothing donations. We want to express to potential customers that we are actually a company that strives to sell because we want to help others, and are in business for an effective cause.

Example posts:



Employees of Mr. Tee Company Come Together to Represent Their Company and Their Mission

Link: [www.mrteecompany.com](http://www.mrteecompany.com)





Mr. Tee Company: Latest Thrifty Garments with a Percentage of Your Purchase Donated to Charity

Link: [www.mrteecompany.com](http://www.mrteecompany.com)



Mr. Tee Company is Giving Back to Toys-For-Tots This Holiday Season

Link: [www.mrteecompany.com](http://www.mrteecompany.com)

## 5) Snapchat

Snapchat has evolved drastically in such a small period of time. This social media platform is constantly updating, and experimenting with new features. Users have gotten extremely upset with some changes in the past with this application, but have learned to appreciate its growth in the last amount of time.

For our company, Mr. Tee is looking to potentially add content on the "Discover" portion of the Snapchat application. Rather than creating a personal account and posts for our company, posting on the platform where users can simply subscribe to the postings, is where we could reach out to potential customers. According to the Snapchat Usage and Advertising 2017 report by eMarketer, "more than 40.2 million users are ages 12 to 24, and those ages 18 to 34 were projected to make up close to 60% of Snapchat's total U.S. user base." This statistic is huge for advertising and sales for Mr. Tee Company.

Using Snapchat will help us reach our millennial target market. Potential posts will consist of possible video footage of our items, feature pictures of donors, or even customers wearing the items purchased from Mr. Tee. We can also incorporate the difference our customers purchase and we are making in the lives of others through donation to charity.

Example posts:







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Stay warm this season in a cozy sweater from Mr. Tee Company! A percentage of your purchase is donated to charity. Follow us @mrteecompany

