

# SOCIAL MEDIA

## SOCIAL MEDIA

We have two offerings, a “shared link” or a “shared post”. Both options include your content being featured on all of our social media platforms alongside our ongoing daily content.

**Your content will be pinned to the top of each of our social media pages for 5 business days (if your content is pinned on a Monday, it will remain there until the following Monday, etc).**

## SHARED LINK

For a “shared link,” your company will provide a link to a page on your website. You can highlight a new blog post, an updated look on your website, etc. Provide up to 50 words of copy along with your link. This copy should be from ABF Journal's perspective + get people excited to click + see what your link has to offer.

- We share your link directly to our followers with 50 words of copy provided by your company
- Your link will be pinned to the top of our LinkedIn for 5 days

## SHARED POST

For a “shared post,” your company will provide links to content you have already posted on social media. For best results, we recommend utilizing a piece of content that has been posted on Facebook, Twitter & LinkedIn. You can highlight a press release or other exciting news that your company has already shared to social media. On all platforms, we will share/repost your post + add the copy that you provide. This copy should be from ABF Journal's perspective + can add to what the original post included or just direct people to check it out.

- We repost/share a link that your company has already published on your social media

**RATE: \$750 PER LINK/POST**

**See pg. 22 for all specs**



**\*Ask About ABF Journal's Discount Advertising Packages!**

## SAMPLES:

### SHARED LINK



### SHARED POST

