

SOCIAL MEDIA SAMPLE COPY

SOCIAL ASSET USE GUIDELINES

These social assets are designed to help you bring Merch Moves Us into your own conversations with clients, prospects and your community.

The goal isn't to simply repost PPAI's campaign language. Use the assets as a starting point to share your own perspective on why thoughtful branded merchandise works — and how it can create value for the audiences and brands you serve.



MERCH MOVES US

SOCIAL MEDIA GUIDELINES



MAKE IT YOUR OWN

Sample captions are provided for inspiration, but we encourage you to customize them in your own voice.



KEEP THE STORY CONSISTENT

Branded merchandise is a marketing channel when it is planned with purpose.



SPEAK TO YOUR BUYERS

Use language your clients and prospects will recognize. Connect to an audience need or business goal.



HELP THE STORY TRAVEL

Pair the provided social asset with your own point of view, tag where appropriate and invite conversation.

SAMPLE

MERCH BELONGS IN THE MARKETING CONVERSATION

Branded merchandise works best when it isn't treated as an afterthought.

When the objective, audience and moment come first, merch can do more than put a logo in someone's hands. It can extend a campaign, strengthen a brand experience and keep a brand present long after a single interaction.

That's why we believe merch belongs in the marketing conversation from the start.

PPAI's Merch Moves Us hub brings together proof, ideas and practical resources to help marketers think more strategically about the channel.

Explore the thinking behind it at merchmovesus.org.

#MerchMovesUs #BrandedMerch #MarketingStrategy



Download image [here](#)

SAMPLE POST

WHAT MAKES MERCH WORTH KEEPING

Not every piece of branded merch earns a second look.

The difference usually comes down to intent.

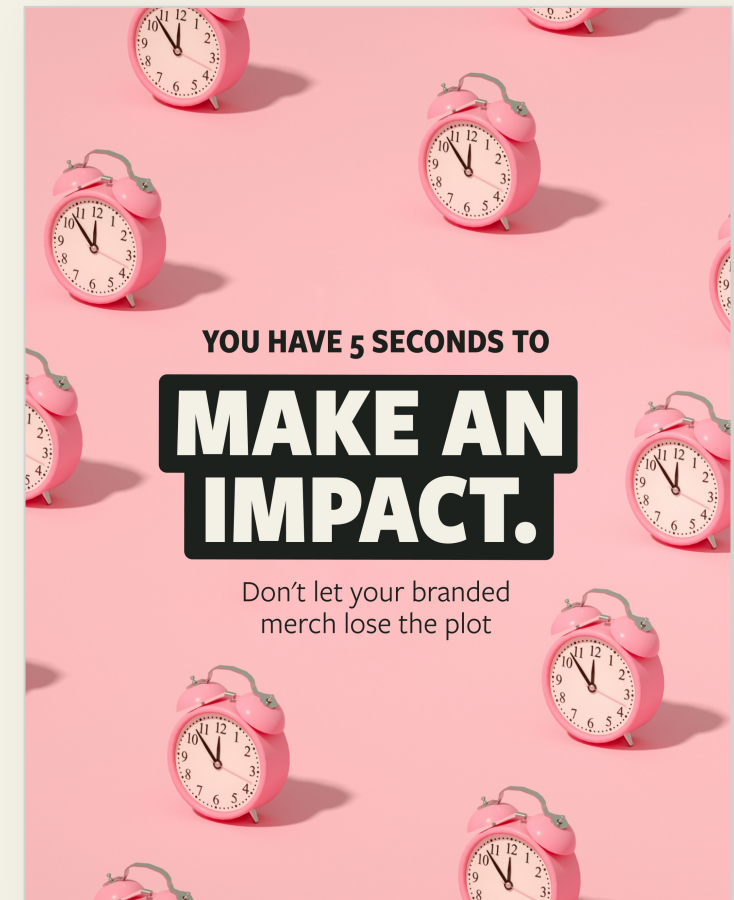
Is it useful? Does it fit the audience? Is it well made? Does it make sense for the moment?

When those things come together, branded merchandise can become something people actually want to keep and use — giving the brand a presence that continues well beyond the original interaction.

That's the standard we think good merch should meet.

For more ideas, examples and proof behind that thinking, explore PPAI's Merch Moves Us hub at merchmovesus.org.

#MerchMovesUs #BrandedMerch #BrandExperience



Download image [here](#)