EXCHANGE SOCIAL MEDIA

The Exchange stays connected in real-time with customers and associates through social media. These channels allow us to share information, photos, videos and personal thoughts.

External Channels

1. **facebook.com/shopmyexchange**
   - Telling the Exchange story, sharing news, store events, promotions, and special offers.

2. **twitter.com/shopmyexchange**
   - A customer relations tool communicating Exchange news.

3. **instagram.com/shopmyexchange**
   - Visually promoting the Exchange brand.

4. **pinterest.com/shopmyexchange**
   - Promoting products to generate traffic to our stores.

5. **youtube.com/aafessalutes**
   - Sharing promotional and product videos.

Internal Channels

1. **instagram.com/exchangeassoc**
   - Highlighting Exchange associates, stores and history.

2. **twitter.com/exchangeassoc**
   - Communicating Exchange news to our associates.

3. **flickr.com/exchangeassoc**
   - Posting and archiving Exchange photos from store fronts to associates to historic archives and more.

4. **vimeo.com/exchangeassoc**
   - Posting and sharing videos produced by the Exchange.