



Resources Tight?

**There's an App & Hack for That!**



The Social Shake-Up  
May 22-24, 2017 | Atlanta

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)

#shakeupshow  
@lme\_mktg



THE  
SAME  
OLD  
THINKING

“  
*Insanity is doing the same  
thing over & over and  
expecting different results.*

Albert Einstein



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**MEMBERS**



**HIGH PROFILE INDUSTRY  
SME'S**



**INFLUENCERS**

**CONTENT GENERATION IS A TEAM SPORT!**

# APPEAL TO YOUR BASE, WHILE GROWING YOUR AUDIENCE



ColorComm  
www.colorcommnetwork.com

## VIP GIVEAWAY

NEW ORLEANS • LOUISIANA  
2016 ESSENCE Festival

We're giving away 3 VIP packages to #EssenceFest! Here's how to WIN:  
1. Repost this image & share your favorite ColorComm memory  
2. Use #ColorComm5 & #EssenceFest in your post  
3. Must tag friends you want to go to #EssenceFest with!  
4. Must be following @ColorComm on Instagram  
5. Share as many memories as you can on Instagram - the more entries, the better chance you have to win!

Promotion ends on May 31st, winners will be chosen by June 3rd!

#COLORCOMM5 | #ESSENCEFEST

Must be a ColorComm Member to enter  
www.colorcommnetwork.com

VIP CONCERT  
TICKETS



Do you want to speak  
@ SXSW on Diversity?

TELL US IN THREE WORDS WHY YOU  
ARE THE BEST FIT!

Email us at [ColorCommgroup@gmail.com](mailto:ColorCommgroup@gmail.com) &  
include your name, company & title!

#ColorCommSXSW

CO-BRAND BUILDING



New City.

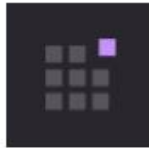
being\_mary\_jane

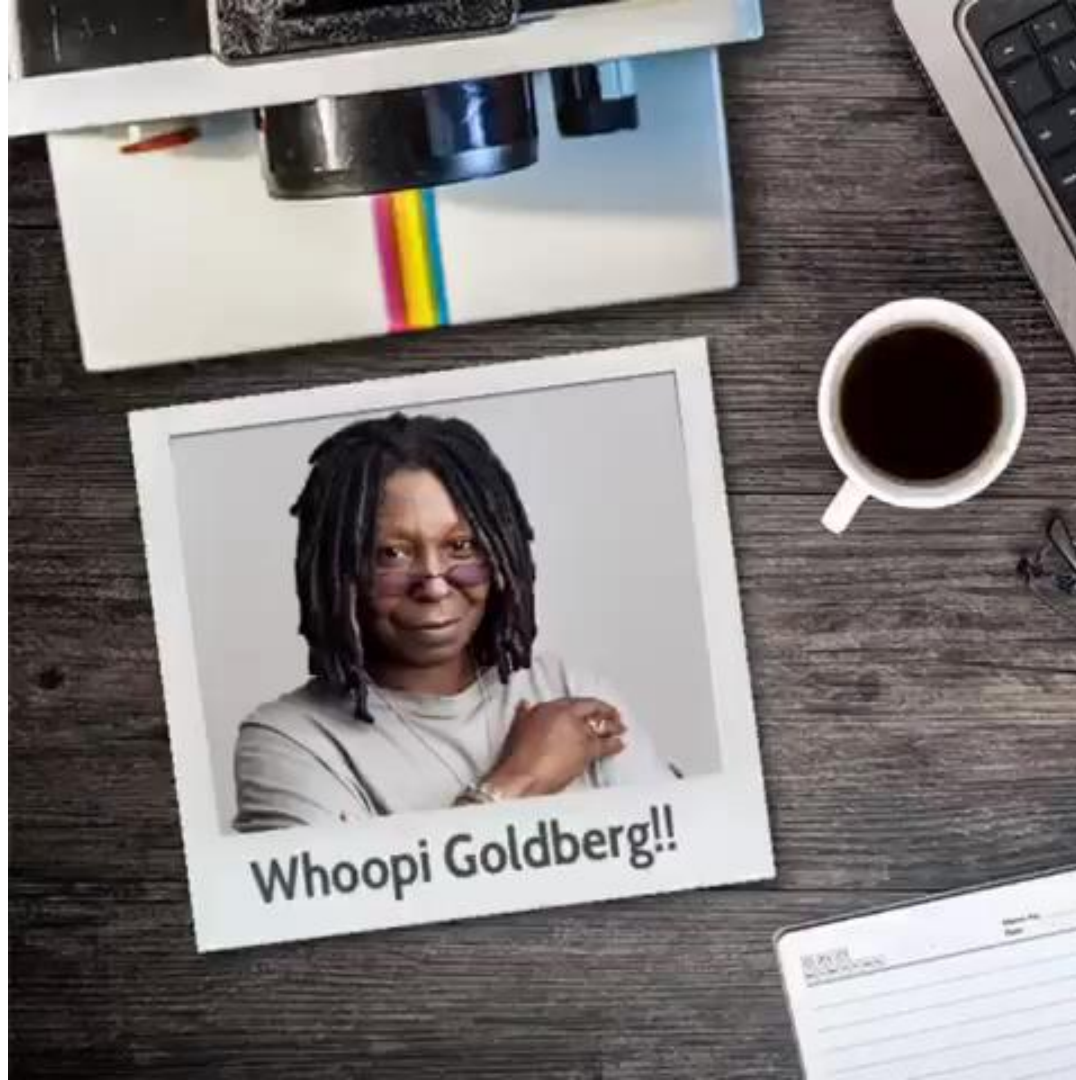
New Attitude

#COLORCOMM & BET  
*Member Exclusive!*  
ColorComm & BET have partnered to offer an EXCLUSIVE members-only reception & screening in ATL, DC, LA & NY of the all-new Season of #BeingMaryJane

EXCLUSIVE ACCESS

# Creativity Can Be Easy.





#shakeupshow  
@lme\_mktg

# TAKE VIDEO TO THE NEXT LEVEL WITHOUT A CREW!



**MEVO LIVE STREAM  
VIDEO CAMERA**

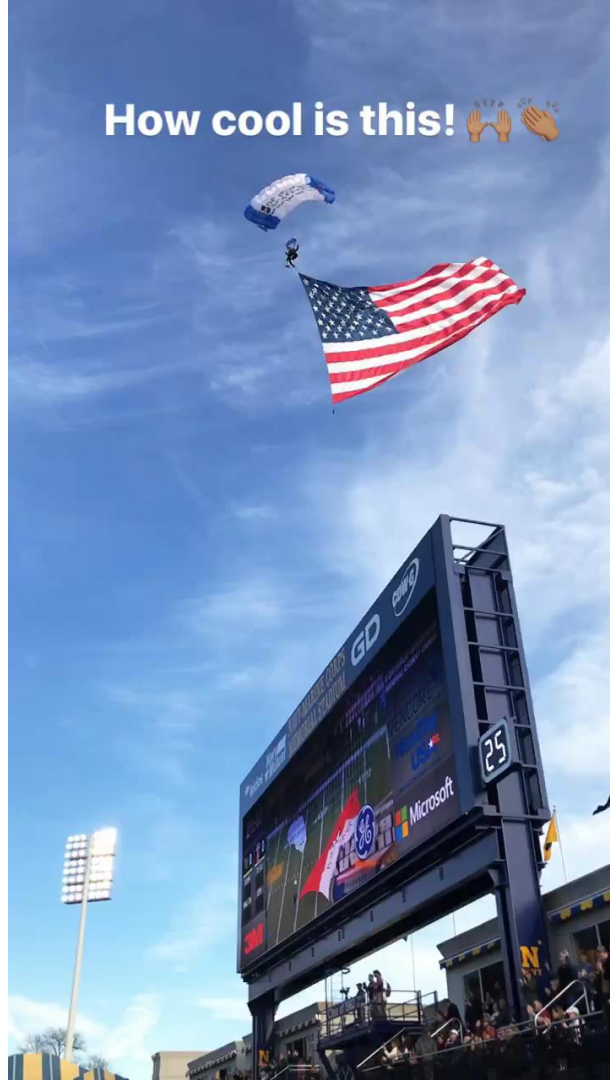


**REAL TIME EDITING  
ON YOUR PHONE**



**DJI OSMO  
STABILIZATION CAMERA**

How cool is this! 🙌🙌



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@lme\_mktg





# To Do List

To do list:

- read [demark website](#)  
- write [the post](#)  
- [for location \(shop\)](#)  
- worry less  
\* Focus on Q1



## EXPERIMENT

Create your own, or borrow - just give creds!



## TAG, TAG, TAG!

Include hashtags, handles and location!



## CALL TO ACTION

Make sure the link in your bio is aligned to the CTA in your post.



## CONNECT

Turn on your notifications & respond to comments & DM's!

That's all,  
folks!

"THE VALUE OF AN IDEA LIES IN THE USING OF IT".

*Thomas Edison*





# BONUS CONTENT



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# Hack Alert!

[Hashatit.com](http://Hashatit.com): Check to see how your hashtag is performing across:



**BONUS:** [www.hashtags.org](http://www.hashtags.org) is a hashtag encyclopedia!



Ending the day spending time with the people I love! A huge part of my success is being surrounded by a community that lifts me up (just like ColorComm - hey ladies!). No matter how busy I am, I make an effort to connect with my friends and family every d... Show more

17 May

**colorcomm**  
via instagram.com

Share



I am proud to be the co-founder of the @SeeHer2020 initiative. Our goal is to accurately portray women and girls in media, so that by 2020, they see themselves reflected as they truly are. @VivianDavis was the first recipient of the #SeeHer award at the @C... Show more

17 May

**colorcomm**  
via instagram.com

Share



Loved this panel experience! #Repost @colorcomm ... My #WCWs! Throwing it back to our diversity panel with the @ColorComm ladies in the Girls' Lounge at #SXSW2017. Diversity is not a "nice to have, it is a business imperative." We need to stop admiring the problem and create next step solutions to change!... Show more

17 May

**alياهو**  
via instagram.com

Share



My #WCWs! Throwing it back to our diversity panel with the @ColorComm ladies in the Girls' Lounge at #SXSW2017. Diversity is not a "nice to have, it is a business imperative." We need to stop admiring the problem and create next step solutions to change!... Show more

17 May

**colorcomm**  
via instagram.com

Share



Words to live by! I have earned the reputation of Chief Troublemaker, as I have always broken the rules that don't make sense. You can't expect change to happen by keeping the status quo. Sometimes you have to shake things up a little, even if it ruffles ... Show more

17 May



Every morning I try to start my day by taking time for myself. As a mother, a wife, and CEO of the Female Quotient, I am constantly pulled in many directions. I know I'm the best version of myself after taking time-outs to do things like take a SoulCycle ... Show more

17 May



Hi Girls! @ShelleyZelis here—I am excited to take over @ColorComm's Instagram for the day and show you a glimpse into my life. I am a ColorComm Board Member, speaking at #C2Miami, and the founder of the Girls Lounge and CEO of @veeritq, a global company... Show more

16 May



RT @ColorCommnwk: #C2Miami is ONLY conference that celebrates & connects @WomenOfColor in #Comms! We sell out every year, get your

16 May

**Traci\_Daniels**  
via twitter.com

Share