



Social Media Strategy Proposal

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Date: May 5, 2015

To: Todd Torbert; Level 1 General Construction, LLC; Dr. Lisa Jackson

From: Samiee Espinoza, Nathan Jones, Sarah Rund, and Jacob Shafer

Re: Letter of Transmittal for Social Media Strategy Proposal

Letter of Transmittal for Social Media Strategy Proposal

Statement of Transmittal

The following document is a social media strategy proposal for Level 1 General Construction, LLC. In this proposal we outline social media issues and solutions, website issues and solutions, social media timelines, and costs and rewards. In this letter of transmittal, we will detail all major decisions for your reference.

Explanation of Social Media Suggestions

We suggest Level 1 General Construction, LLC use:

- Hootsuite
- Facebook
- Instagram
- Twitter
- LinkedIn
- Yelp
- Google+
- Blogger

We chose these social media websites because they all have a free, basic social media account that is user-friendly, and they are all time- and cost-effective.

Facebook, Instagram, and Twitter are popular social media websites, so Level 1 General Construction, LLC has access to a wide audience. To manage these three social media websites, we suggest Level 1 General Construction, LLC use Hootsuite. Hootsuite interconnects these social media websites and allows queued posts. Facebook, Instagram, and Twitter

work well with Hootsuite because the media posted is compatible with all three social media websites.

LinkedIn, Yelp, and Google+ give Level 1 General Construction, LLC access to more professional audiences, with the option for customers to leave reviews.

Explanation of Textual and Design Decisions

- We used three different level headings to organize information to guide the reader to important information.
- We used bulleted lists to organize information to make the proposal easier to read.
- We used a numbered list in the Christmas Eve blog update to organize a step-by-step set of instructions.
- The red and grey colors we used in the borders and headings are the exact red and grey used in the Level 1 General Construction, LLC logo. The CMYK code for the red is 10, 100, 100, 2; the CMYK code for the grey is 58, 50, 46, 14. We used CMYK codes instead of RGB codes because CMYK codes are based on the colors in ink printers, so the colors will match the logo exactly when printed.
- We created the border to mirror the roof in the Level 1 General Construction, LLC logo to continue the Level 1 General Construction, LLC branding throughout the document. The design mirrors itself across the two pages, beginning in the top-left corner and finishing in the bottom-right corner. This creates a “Z Pattern” which is appealing to the eye and increases readability. Ending in the bottom-right corner also invites the reader to turn the page and continue reading.
- We included a picture in almost every blog to increase the chance of readers reading the entire blog update. The pictures makes the blog updates look like they contains less words and draws the eye to the updates.

- We used tables in the Social Media Timelines and Costs section, as well as the Statement of Work to better organize information. In the tables, we alternated cell rows between a white and grey cell background to make reading the tables easier. The grey cell background color code is CMYK 58, 50, 46, 14 with an opacity set to 40%.

Request for Response

If you have any questions about the decisions listed in this social media strategy proposal or want the digital copies of these files, contact Samiee Espinoza at dallaseast1603@gmail.com

Executive Summary

This document is a social media strategy proposal, created for Level 1 General Construction, LLC. The purpose of this proposal is to help Level 1 General Construction, LLC better use social media websites to gain and retain customers in cost- and time-effective ways.

The proposal is divided into the following sections:

- Introduction
- Social Media Issues
- Social Media Solutions
- Website Issues and Solutions
- Blog Base Entries
- Social Media Timelines and Costs
- Costs and Rewards
- Conclusion

Introduction

Level 1 General Construction, LLC is a local general construction company that prides itself on providing the best construction quality available. Level 1 General Construction, LLC has over 80 years of experience on their staff in:

- Roofing
- Siding
- Gutters
- Windows
- Interiors

Level 1 General Construction, LLC operates, north to south, from Oklahoma City to Austin and, east to west, from Tyler to Abilene, or generally a 3-hour drive from the Dallas-Fort Worth area.

Level 1 General Construction, LLC currently has great success with word-of-mouth advertising from satisfied customers. The best new advertising route for Level 1 General Construction, LLC is to capitalize on this word-of-mouth advertising through social media websites. We suggest creating a strong social media presence to attract more business since it is highly effective in today's technology-driven society, it is relatively low-cost, and very cost- and time-effective. Using Hootsuite, a social media managing website, Level 1 General Construction, LLC can interconnect active social media accounts. Having updated accounts on LinkedIn, Yelp, and Google+ will give the company a more professional appeal, as well as showcase Level 1 General Construction, LLC to a wider audience. We recommend using Blogger to create a blog to keep customers updated and engaged with Level 1 General Construction, LLC.

We created an extensive Social Media Strategy Proposal for Level 1 General Construction, LLC, which includes a detailed plan to improve Level 1 General Construction, LLC's social media presence.

In addition, we include a website issues and solutions section to suggest minor changes to the Level 1 General Construction, LLC website.

Social Media Issues

In this section, we will discuss the issues we found with Level 1 General Construction, LLC's social media accounts. Consistently updated social media accounts will create an environment for Level 1 General Construction, LLC to interact with new and existing customers.

The following list shows the issues we found with Level 1 General Construction, LLC's social media presence:

- Level 1 General Construction, LLC does not have a Hootsuite account
- Level 1 General Construction, LLC does not consistently update its Facebook account
- Level 1 General Construction, LLC does not have an Instagram account
- Level 1 General Construction, LLC does not have a Twitter account
- Level 1 General Construction, LLC does not have a well-developed LinkedIn account
- Level 1 General Construction, LLC does not have a well-developed Yelp page
- Level 1 General Construction, LLC does not have a well-developed Google+ account
- Level 1 General Construction, LLC does not have a Blogger blogsite

Although Level 1 General Construction, LLC currently has several social media accounts, Level 1 General Construction, LLC can easily strengthen its online presence by addressing the issues above. Level 1 General Construction, LLC can better reach potential customers through consistently updated social media accounts.

Social Media Solutions

In this section, we will discuss solutions to the issues we found with Level 1 General Construction, LLC's social media accounts. We looked for the most time- and cost-effective way to interact with customers online.

In this section, we will address the following:

- Hootsuite
 - Facebook
 - Instagram
 - Twitter
- Separate Social Media Websites
 - LinkedIn
 - Yelp
 - Google+
 - Blogger
- Other Social Media Solutions

We found the best, free social media websites and listed them above for your reference. We suggest Level 1 General Construction, LLC designate a Social Media Manager position to regularly update social media websites and ensure consistency. The social media websites will require more than one hour to set up, but because of Hootsuite's and Blogger's queueing system, the Social Media Manager position requires around one hour a week after the initial set up.

Hootsuite

In this section, we will discuss the social media managing website called Hootsuite. This website has a free option, Hootsuite Free, for users to manage up to three social media accounts. The three social media accounts we recommend managing from Hootsuite Free are:

- Facebook
- Instagram
- Twitter

Hootsuite takes a single social media update and posts it to multiple social media accounts; therefore, the Social Media Manager for Level 1 General Construction, LLC can easily update the three social media accounts at once.

If necessary, Hootsuite has a paid option, called Hootsuite Pro, for \$9.99 per month, allowing the user to manage up to 100 social media accounts.

Update Level 1 General Construction, LLC's Hootsuite every 2-3 days.

Facebook

In this section, we will discuss managing Level 1 General Construction, LLC's Facebook account.

Level 1 General Construction, LLC's Facebook account is established and shows activity. We suggest managing Facebook through Hootsuite because Facebook works with all major media updates and has the ability to target an audience. Managing Facebook through Hootsuite will ensure Level 1 General Construction, LLC's Facebook is updated consistently, along with Instagram and Twitter.

We suggest creating a paid Facebook advertisement. Facebook has its own ad-generator that allows users to display the ad directly to their targeted audience. The Level 1 General Construction, LLC Social Media Manager must be logged into the Level 1 General Construction, LLC Facebook account to create a paid advertisement.

Facebook only allows 20% of an advertisement to contain words, which is helpful when designing effective, simple advertisements outside of Facebook. Customers are more likely to read an advertisement that visually shows them what it is advertising rather than a document the customers have to read through to find the important information.

Instagram

In this section, we will discuss managing Level 1 General Construction, LLC's Instagram account.

Instagram is a free social media website with a focus on photography and 15-second videos. On this website, users post pictures to share with their followers.

We suggest the Social Media Manager for Level 1 General Construction, LLC create a Level 1 General Construction, LLC Instagram account. On this account, Level 1 General Construction, LLC can post:

- Before and after pictures of completed construction jobs
- Job-related personal pictures
- Event pictures

We suggest managing Instagram through Hootsuite because Facebook owns Instagram, so all Instagram updates are compatible on the Facebook website. Any pictures posted to Instagram through Hootsuite, will also post to Level 1 General Construction, LLC's Facebook and Twitter accounts. This would keep the three Hootsuite-managed social media websites consistent and would help promote the Instagram account to those who visit Level 1 General Construction, LLC's Facebook or Twitter but are not aware of the Instagram account.

Twitter

In this section, we will discuss managing Level 1 General Construction, LLC's Twitter account.

Twitter is a free social media website with a focus on short, 140-character updates. On this website, people share updates at a fast pace with their followers.

We suggest that the Social Media Manager for Level 1 General Construction, LLC create a Level 1 General Construction, LLC Twitter account. On this account, Level 1 General Construction, LLC can post short updates and relevant links.

We suggest managing Twitter through Hootsuite because Twitter updates posted through Hootsuite will also post to Facebook. Any Instagram photos and Facebook updates longer than 140 characters will post to Twitter as a link. A Twitter account is also a great place to post links to the Level 1 General Construction, LLC blog.

Separate Social Media Websites

In this section, we will discuss other social media websites that Level 1 General Construction, LLC can use, that are separate from the Hootsuite account. The social media websites we will address are:

- LinkedIn
- Yelp
- Google+
- Blogger

First, we will discuss making the existing social media accounts better. Then, we will discuss Blogger, the social media account Level 1 General Construction, LLC does not currently have.

Level 1 General Construction, LLC currently has:

- LinkedIn
- Yelp
- Google+

LinkedIn

In this section, we will discuss managing Level 1 General Construction, LLC's LinkedIn account.

LinkedIn is a social media website many people use to professionally connect with other people and companies. Level 1 General Construction, LLC currently has a LinkedIn account, but the account is missing updated information.

Active LinkedIn accounts build stronger business networks. In addition to updating

and maintaining the Level 1 General Construction, LLC LinkedIn account, we suggest all Level 1 General Construction, LLC employees create and maintain a consistently updated LinkedIn account.

Update employee and Level 1 General Construction, LLC's LinkedIn accounts as needed.

Yelp

In this section, we will discuss managing Level 1 General Construction, LLC's Yelp account.

Yelp is an extremely important review website for consumers. It allows consumers to post reviews anonymously, so the reviews are more honest. Level 1 General Construction, LLC currently has a Yelp account, but it needs more information.

We suggest inputting as much information as the Yelp website will allow to show customers that Level 1 General Construction, LLC is an active company. We also suggest changing the phone number to the toll-free phone number to avoid any confusion with local area codes.

Giving customers more information on a website like Yelp makes Level 1 General Construction, LLC look more professional and creates more trust between companies and their customers.

Update Level 1 General Construction, LLC's Yelp account as needed.

Google+

In this section, we will discuss managing Level 1 General Construction, LLC's Google+ account.

Google+ is a Google-run social media website linked to all Google email accounts. Level 1 General Construction, LLC currently has a Google+ account, but it needs more information. The current account shows minimal information of Level 1 General Construction, LLC and is not regularly updated.

We suggest updating the Google+ account regularly and networking with other Google+ accounts. We also suggest using a company logo or team photo for this account. Online business connections lead to a wider audience range and lead to a place customers can leave reviews. Google+ accounts show how many times a Google+ profile has been viewed. The Level 1 General Construction, LLC Social Media Manager can utilize this viewer count tool to see how well the Level 1 General Construction, LLC Google+ account is working.

Update Level 1 General Construction, LLC's Google+ account every 2-3 days.

Blogger

In this section, we will discuss managing Level 1 General Construction, LLC's Blogger account.

Blogger is a free blogging website. This blogging website gives the user the option to queue updates, meaning the user can create a blog update and schedule it to post at a later date, and the Blogger interface will post it on the scheduled day. All updates to Blogger are compatible as a link in all other social media accounts addressed in this proposal.

Level 1 General Construction, LLC does not have a Blogger page. Conveniently, Blogger is linked to Google+ accounts. The Social Media Manager only needs to log into the Blogger website by using Level 1 General Construction, LLC's Google+ username and password. We suggest Level 1 General Construction, LLC use Blogger because Blogger is connected directly to Google+ accounts, so the Level 1 General Construction, LLC Social Media Manager will not have to set up a new account. In addition, Blogger updates can be directly shared to Level 1 General Construction, LLC's Google+ account by clicking the Google+ icon below each blog update and sharing the blog update publicly.

Post a new Level 1 General Construction, LLC blog once a week.

Other Social Media Solutions

In this section, we will discuss suggestions that apply to several of the social media accounts.

We suggest being consistent throughout all social media accounts. Consistently updating social media accounts is essential to keeping customers engaged with Level 1 General Construction, LLC online.

We suggest using hashtags for all Facebook, Instagram, and Twitter updates. Some of the hashtags we suggest using are:

- #beforeandafter
- #construction
- #generalconstruction
- #Level1GC
- #Level1
- #diy
- #renovation
- #homerenovation
- #remodeling
- #remodel
- #L1GCfamily (for personal posts)
- #newblogpost

The hashtags on the previous page are applicable with all posts made within Hootsuite. We also suggest using specific hashtags for the following:

- Construction materials, such as #concrete
- Renovation or remodel types, such as #kitchenremodel
- City names, such as #Aubrey

We suggest creating an easily recognizable Twitter and Instagram username such as: level1_gc. These two usernames should be the same, so customers can easily find Level 1 General Construction, LLC. The username level1_gc is currently available on both Twitter and Instagram.

After every completed job, we suggest sending the customer an email requesting a satisfaction review on any of the following social media websites:

- Facebook
- Yelp
- Google+

Having positive reviews strengthens a company's credibility, which leads to an increase in business.

Finally, we suggest using the toll-free phone number on all documents and online media, including the Level 1 General Construction, LLC website. Using the toll-free phone number allows Level 1 General Construction, LLC to create ads without worrying about which phone number to use. Using the toll-free phone number also eliminates any confusion that local area codes may create among customers. This includes only using the toll-free phone number on the website so that customers are not confused with the many phone numbers at the top of your website.

Website Issues and Solutions

In this section, we will discuss issues found on the Level 1 General Construction, LLC website and suggest easy solutions. All the solutions we recommend take minimal time to fix and will project a stronger professional appearance to the website viewers. The issues we discuss in this section are particular to the Level 1 General Construction, LLC website.

The issues we found are:

- Headings— All headings and fonts should be consistent. Headings should have one designated font.
- Font size—Font size should correlate to the importance of the heading:
 - Title heading—24-point font
 - Main heading—16-point font
 - Secondary heading—13-point font
 - Body—12-point font
- List of cities—The list of cities in the footer at the bottom of the website can be replaced with a picture of Level 1 General Construction, LLC’s service region.
- “FAQ’S”— This tab should be changed to “FAQ” because “FAQ” is the correct spelling of the abbreviation for Frequently Asked Questions.
- “Offices” tab—Since Level 1 General Construction, LLC only has two physical offices, it would be better to relabel “Offices” to “Locations.” The information from “If you live in... call us.” fits perfectly inside of this tab. Information on service region would also be appropriate.
- Proofreading—On the Level 1 General Construction, LLC website, we noticed spelling errors. We suggest having a proof-reader for all Level 1 General Construction, LLC publications.
- Homepage—Move “General Contractor” and “Service the Way You Expect It to Be” right under the scrolling banner at the top of the page. These two sections tell your customers who Level 1 General Construction is as a company.
- Remodeling Information—We noticed the remodeling information is spread across three pages, and the picture slide shows are scattered. Condensing the “Remodeling” tab would easily fix this issue. Another option to consolidate the “Remodeling” tab is to put this section under the “Residential” tab.
- Unlinked Logo—When a user clicks on the Level 1 General Construction, LLC logo from any page on the website, other than the homepage, the logo is unresponsive. Linking the logo to the homepage would fix this issue.

The issues listed above are small and can be fixed easily. By fixing these issues, Level 1 General Construction, LLC will benefit from a website that is professional and designed for customers.

Blog Base Entries

In this section, we provide 20 blog updates to use for Level 1 General Construction, LLC's Blogger account.

National Child Safety and Protection Month – November Filler Post

It's National Child Safety and Protection month!

National Child Safety and Protection month takes place every November, and at Level 1 General Construction, LLC, we support creating a better, safer world for our children.

This great theme focuses on every facet of a child's safety and protection. These things include, but are not limited to:

- Bullying
- Child abuse
- Kidnapping
- Natural disasters
- Car accidents

This blog post contains links to educate you about child safety and help you talk to the children in your life about staying safe.

Bullying

Bullying can happen anywhere, even online. It's important to talk to children about preventing and reporting bullying, even if they aren't the one being bullied. Get the conversation started at:

<http://www.stopbullying.gov>

Child Abuse

Child abuse is a major global problem. Child abuse is not just limited to inside of a home; just like bullying, it can happen anywhere. It's important to know how to recognize potential signs of abuse and report it. Get the conversation started at:

<http://www.preventchildabuse.org>

Kidnapping

Kidnapping is one of a parent's and guardian's worst fears. It's important to talk to children about kidnapping because, in some cases, familiar adults are responsible for a kidnapping. Get the conversation started at:

http://kidshealth.org/parent/firstaid_safe/outdoor/abductions.html

Natural Disasters

Natural disasters can strike at any time and without warning. It's important to talk to children about how to be prepared and how to respond appropriately to these potential situations. Get the conversation started at:

<http://www.psychiatry.org/mental-health/talking-to-children-about-disasters>

Car Accidents

Car accidents can happen at any time while traveling from place to place. It's important to talk to children about how to act appropriately in a vehicle at all times, especially in the event of an accident. If the child sits in a car seat, talk to them about car seat safety. Get the conversation started at:

http://kidshealth.org/kid/watch/out/car_safety.html#

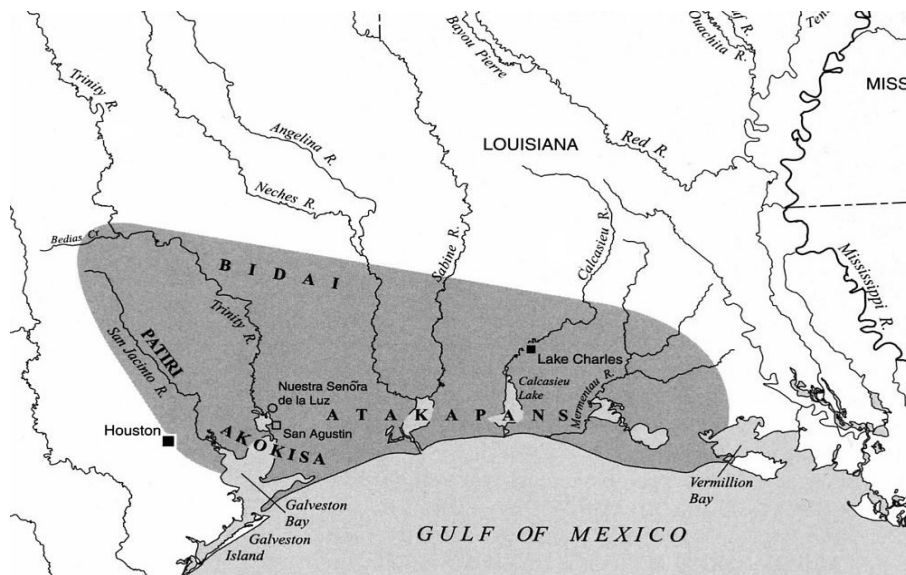
http://kidshealth.org/teen/safety/driving/post_crash.html

Native American Heritage Month – November Filler Post

November is Native American Heritage Month!

Let's learn about a tribe native to Texas, the Atakapa!

The Atakapa tribe lived around the Gulf of Mexico, in Southeast Texas and Western Louisiana. They called themselves the Ishak (pronounced ee-SHAK), which means "the People;" the name Atakapa actually came to European explorers from the Choctaw tribe.



Map of the Atakapa tribe.

Like many Native American tribes, men from the Atakapa tribe hunted, while the women managed the land. The Atakapa tribe ate meat, fish, and crops. They also discovered practical uses for oils made from animal fat. For example: they rubbed alligator oil on their skin to keep the mosquitoes away.

During the late 17th century, the Atakapa tribe was ravaged by disease brought by European colonists. The Atakapa Tribe never recovered from this population decline.

Descendants of the tribe still live throughout the United States. Today, they are trying to reorganize themselves into an officially recognized tribe. In 2006, Atakapa descendants held an Atakapa-heritage convention.

Santa's List Day - December 4th

Christmas is still far enough away to put off buying gifts for just one more week, but close enough for Ol' St. Nick to put the finishing touches on his lists. That's right, it's Santa's List Day! This particular day's origin is rather unknown, though there has been some speculation as to it possibly originating from a place north of us. I mean really far north. Santa's List Day reminds everyone that there's still a chance to get off the Naughty list and onto the Nice List – it wouldn't surprise me if this holiday came from Santa himself!



Are you on the Naughty list? Skirting that grey line, and not sure where you lie? There's still a chance to get back onto the Nice list! Get out there and spread some holiday cheer! Maybe you can help someone else get off the Naughty list and pay it forward

Hanukkah – December 6, 2015; December 24, 2016



The Holiday Armadillo from the TV sitcom *Friends*.

Hanukkah, also called the Festival of Lights, is a holy, eight-day celebration of one day's worth of oil lasting for eight days and nights. The story of Hanukkah is told in the books of First and Second Maccabees and is also referenced in the Mishna and the Talmud, two additional holy books of the Jewish religion. The story of Hanukkah is told on the first night of the celebration, after the youngest person of the household asks the traditional question: "Why is tonight different from all other nights?"

There are many traditions associated with Hanukkah. One candle on the menorah is lit for each night and a game of dreidel is often played among friends and family. Many people place the menorah by the window closest to the front door to remind others of the holiday and the miracle of the lasting oil. Friends and family give small gifts on each of the eight nights of Hanukkah. Most people eat traditional Jewish fried foods such as latkes and sufganiyot (pronounced Soof-gone-eyote) to commemorate the importance of the miraculous oil, while dairy products are eaten to remember Judith's victory for the Jewish people over Holofernes.

We wish you a happy Hanukkah!

For more information, visit: http://www.chabad.org/holidays/chanukah/default_cdo/jewish/Hanukkah.htm

Pearl Harbor Day – December 7

On this day, we remember those who gave their lives in the tragic bombing of Pearl Harbor Naval Base. The Imperial Japanese Navy attacked the base early in the morning on December 7, 1941, killing 2,403 and injuring 1,178 others. The Japanese sank two US Navy battleships and damaged five battleships, three cruisers, three destroyers, and one minelayer. On December 8, 1941, President Franklin Roosevelt declared war on Japan, and the United States entered World War II. Roosevelt said the bombing on Pearl Harbor would be “a date which will live in infamy.”



The bombing of Pearl Harbor, December 7, 1941.

On August 23, 1994, Congress declared December 7th as the National Pearl Harbor Remembrance Day. While it is not a federal holiday, it is traditional to fly the American flag at half-staff to honor those who died in the attack. The Pearl Harbor Memorial and USS Arizona Memorial were built in 1962 to honor the fallen military members. The USS Arizona Memorial, which sits over the USS Arizona battleship, where almost half of the casualties occurred, is located in the bay of Pearl Harbor over the sunken battleship.



USS Arizona Memorial

We want to thank all of the past and present men and women serving in the United States military for their bravery, sacrifice, and dedication to our country. May God bless you and your family.

Christmas Eve – December 24

Well, everybody – here we are again. Christmas is tomorrow, and it's time to check our preparations:

- Are the lights on?
- Is the milk out and ready for Santa?
- Are the cookies s baked?
- Are your kids excited for Christmas?

To help ensure your home is ready for Santa Clause, we've compiled a checklist to identify the steps necessary for Christmas success! The following list contains the 6 things we guarantee will make Santa Claus laugh in Christmas cheer should he give you a visit.

1. Have a tree.
2. Decorate your tree with baubles, ornaments, candy canes, and photos. Don't forget that star on top!
3. Have stockings above your fireplace—label them so Santa knows to whom which stocking belongs!
4. Make sure the children get to bed early—after all, they need to be up early to fully enjoy Christmas morning. And no peeking at Santa – he's shy.
5. Make sure you go to bed early as well—hard workers need to rest and let Santa do the hard work.
6. Make sure you leave Santa a glass of milk and a few cookies.

If you use this checklist, your Christmas is guaranteed to be an excellent day of love and happiness. We hope you have a very merry Christmas, and we thank you all for choosing to be a part of the Level 1 General Construction, LLC family!

Christmas – December 25

Merry Christmas everyone!

We hope your celebrations have gone as well as ours have. It's been a long year, but it's been exciting! None of this could have been possible without all of your support of who we are and what we do. Thank you very much!



Kwanzaa – December 26, 2015; December 26, 2016



Kwanzaa is a seven-day African holiday focusing on family, community, and culture. This celebration incorporates the Nguzo Saba—the Seven Principles. These principles are:

- Unity
- Self-determination
- Collective work and responsibility
- Cooperative economics
- Purpose
- Creativity
- Faith

Together, the Nguzo Saba are celebrated as the building blocks of a strong community, and they are the reasons for Kwanzaa lasting seven days.

The word “Kwanzaa” comes from a Swahili phrase “matunda ya kwanza,” meaning “first fruits.”

During these seven days, families often sing, dance, tell stories, read poetry, and make a large meal. Every night, a child in the family lights a candle on the kinara, a candle holder much like a Jewish menorah. After the child lights the candle, the family discusses the seven principles.

Around the kinara are:

- A pile of fruits, nuts, and vegetables are placed to represent the crops, symbolizing the connection to the African harvest festivals
- A placemat directly from Africa, symbolizing the cultural connection to African heritage
- An ear of corn, symbolizing fertility for the continuance of the family
- The unity cup, used for the libation ritual on the sixth day of Kwanzaa, passed around the table for everyone to take a drink from, then the eldest person pours out the remaining liquid in the directions of North, South, East, and West to honor the dead.
- A pile of gifts, symbolizing bonds with one another

Kwanzaa is celebrated around the world, from the United States to Africa, with the goal of reconnecting with past heritage. We hope everyone can learn from Kwanzaa's message of family, community, and culture.

National Fruitcake Day – December 27

We hope you all had a wonderful holiday experience filled with cheer and feasting in the company of friends and family! We had a marvelous holiday, and we're already looking forward to it again next year.

But just because Christmas is over doesn't mean the fun has to end! Today is December 27, and that means its National Fruitcake Day!



A traditional American fruit cake.

The Fruitcake is a tradition that dates back to Ancient Rome. The tradition of fruitcakes began in the United States in 1913, when mail-order fruitcakes were first offered. The Collin Street Bakery in Corsicana, Texas was actually one of the most well-known fruitcake bakers in the United States!

Unfortunately, fruitcakes are often ridiculed in the United States. However, these fruit-filled cakes are delicacies around Europe, Australia and the English-speaking Caribbean - but that doesn't mean you can't enjoy one this holiday season!

New Year's Eve – December 31



Wishing everyone a very happy and very safe New Year's Eve!

Don't forget to have a designated driver if you're planning on celebrating with adult beverages tonight! In today's technology driven world, there's always "an app for that" and if no one's willing to be the driver, there's an app for that too. Head to your cell phone's app store of choice, and download Uber. After you create an account, it takes about a minute to locate a taxi to come pick up your group and you from wherever you are.

There are also plenty of other services for you to use:

- AAA's Tipsy Tow Service, even for non-members: 1-800-222-4357
- Denton Taxi Cab Service: (940) 654-7007
- Yellow Cab Dallas: (214) 426-6262
- Yellow Cab Austin: (512) 452-9999
- Yellow Cab Houston: (713) 236-1111
- Yellow Cab Oklahoma City: (405) 232-6161
- Yellow Cab San Antonio: (210) 222-2222
- Yellow Cab Waco: (254) 756-1861

No excuses tonight ladies and gentlemen. Stay safe and enjoy ringing in the new year!

New Year's Day – January 1



Happy New Year! Let us help you start the New Year the right way with a newly remodeled kitchen! As a debt-free company, we work directly with your insurance company and make sure every job is done right the first time. We'll even cover unexpected repairs, so you aren't saddled with more expensive, but necessary costs!

We know you've been itching to replace those old floors, creaky cabinets, and outdated counter tops. Give us a call today at (888) 505-1682 and let us give you a beautiful kitchen that's built to last!

National Blood Donor Month – January Filler Post

January is National Blood Donor month! Donating blood only costs time at your local blood donation center. Your donation can help save a life!

Here are some links to help you get started:

- American Red Cross: <http://www.redcross.org/blood>
- Carter Blood Care: <http://www.carterbloodcare.org/Donate-Blood>

Not sure if you qualify to donate? According to Red Cross, you must:

- Be in good health
- Be at least 17 years old
- Weigh at least 110lbs

You can donate once every 6 months, and we encourage you to do so if you are eligible. Get out there and donate!

Storm Preparations – January Filler Post

We know it's early in the year, but before you know it, storm season will be upon us! It's important to stay prepared for anything Mother Nature throws our way!

Every year, our area is pelted by hail, flooded by rain, and sometimes threatened by tornados. As a general construction company, we can give you a new roof, take care of water damage, and repair entire rooms!

But don't wait until it's too late to prevent major damage.

If your roof is looking a little weary, why not give us a call? After all, it keeps you dry. If you have a room in your house that needs some lovin', call us! We'll get that room up to par with the standards you deserve! Preventative care doesn't just make your property look nice and better prepare it for an up-coming storm season, it also can help keep your utility bills down. A new roof or some new windows can help keep your property warm in the winter and cool in the summer. It's all about insulation! Isn't that a double whammy? So call us today at (800) 502-1682! We'll send out one of our state-licensed insurance adjusters to inspect your property for free!

The Wera Screwdriver – Anytime Filler Post

Do you need to finish a project but may not have the necessary tools? Take a look at one of our favorite tools: the Wera screwdriver.



Wera 008705 Kraftform 350 Screwdriver Phillips

Why Do We Like the Wera Screwdriver?

The handle fits naturally in your hand. It's smooth, comfortable, and easily allows you to apply the right amount of pressure.

Some Wera screwdrivers feature laser-edged tipping to help hold screws in place without a magnetic pull! All Wera screwdrivers come with a lifetime guarantee, so if yours wears down, you can grab a new one within a few days and get back to work.

Now, these screwdrivers are more expensive than your run-of-the-mill screwdriver, but they can prove to be indispensably helpful.

Personnel Personals: President Todd Torbert – Anytime Filler Post



Todd Torbert is the President and co-owner of Level 1 General Construction, LLC. Todd says he is a life-coach masquerading as a business man, and his goal is to “positively affect people, places, and things that will accept it mentally, physically, emotionally, and spiritually.” Todd takes great pride in our company and the great work that we have been able to do, especially for our neighbors who need a little help after a bad storm.

Todd Torbert grew up around the construction industry and used that knowledge to start a company he is proud of! In addition to co-owning the company, Todd is a state-licensed insurance adjuster and helps at various job sites! Todd loves talking to and helping people, so feel free to call or email him and Level 1 General Construction, LLC if you need help with anything from hail damage to a remodeling project!

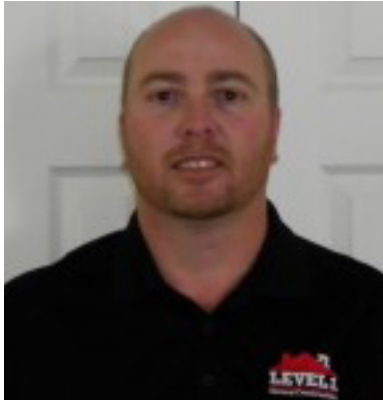
Personnel Personals: Vice President Julie Torbert – Anytime Filler Post



Julie Torbert is the Vice President and co-owner of Level 1 General Construction, LLC. Julie has always been an entrepreneur and self-starter, so co-owning this company with Todd Torbert was a perfect fit!

Julie Torbert oversees all administrative duties for Level 1 General Construction, LLC. She keeps all of the paper work in order to keep our company running at tip-top shape! Our company wouldn't be running without Julie working behind-the-scenes and giving us the organization and support we need!

Personnel Personals: Lance Gillum – Anytime Filler Post



Lance Gillum is one of our awesome managers! He is the team leader of our Denton-area team and has 20 years of experience in the construction industry. He's done just about everything, from selling construction materials to installing big projects. Lance is a state-licensed insurance adjuster, so he knows all the ins-and-outs of what your insurance company will ask for, and he can work with your insurance company directly! Lance has been a project manager on several projects:

- Churches
- Residential
- Commercial

He's a guy who's done it all and has the badges to prove it! If you're in the Denton area, give us a call at (888) 505-1682! We'll send him on out!

New Leatherman Rev Multi-Tool – Anytime Filler Post



The Leatherman Rev is one of the many new tools Leatherman announced for 2015. This multi-tool is similar to Leatherman’s Wingman and Sidekick, but will remain within what Leatherman calls “that \$30 price point.”

The Leatherman Rev includes the following features:

- Pliers
- Wire Cutters
- Knife blade—2.6 inches
- Ruler—1.5 inches
- Can and bottle opener
- Package opener
- Phillips-head screwdriver

The Rev is 3.8 inches long when closed and made from stainless steel. Like all Leatherman products, the Rev is 100% made in America—crafted in Portland, Oregon.

Owens Corning™ Roofing Platinum Preferred Contractors – Anytime Filler Post

At Level 1 General Construction, LLC, we seek to bring you the best materials and construction quality, which allows us to guarantee our work. We are an Owens Corning™ Platinum Preferred Contractor, and in earning that title we are allowed to offer some of the best warranties in the business.



The following is a quote from the Owens Corning™ website to help explain what this prestigious award means and some of the requirements to receiving it:

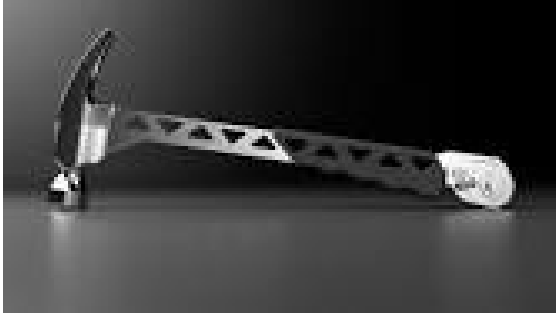
Owens Corning™ Roofing Platinum Preferred Contractors are the top tier of the Preferred Contractor network of professionals chosen specifically based on their commitment to service, reliability, and professional craftsmanship. Not only do they meet higher standards and satisfy strict requirements - they are the only contractors who can offer the Owens Corning™ Platinum Protection Roofing System Limited Warranty, which provides our strongest coverage and covers workmanship as long as you own your home.

Here are some of the standards and requirements for attaining and keeping the status as an Owens Corning™ Roofing Platinum Preferred Contractor:

- Maintain a high level of commitment to customer service, business stability, and quality
- Carry all required state and local licenses
- Hold at least \$1,000,000 in general liability insurance
- Remain in good standing with the Better Business Bureau
- Stay up to date on the latest industry standards and technologies
- Remain certified to offer the Owens Corning™ extended Roofing System Limited Warranties that provide workmanship coverage for as long as you own your home

The Cole-Bar – Anytime Filler Post

The Cole-Bar is reinventing the hammer with their 7 in 1 multi-function hammer with a crow bar built in!



Not only does the Cole-Bar offer all of the expected capabilities of a hammer, it also opens 180 degrees and turns into a fully functional crowbar with the press of a button. It has a ruler etched onto the claw shaft for quick measurements and an angle measure that can be placed at 15 degree increments for quick angle measurements. No hammer would be complete without a nail remover, and with the hammer opening 180 degrees if necessary – providing enough torque to pull out that stubborn nail. There's a 1/2 inch drive that allows you to use it as a socket wrench. Last but not least, it can be unfolded to use as a demolition tool! As they say though, a picture is worth a thousand words, and a video is worth even more.

Check this video out of the Cole-Bar in action:

https://www.youtube.com/watch?feature=player_embedded&v=6YVkcZGTEpQ

Social Media Timelines and Costs

In this section, we will discuss the time and cost required to set up and update Level 1 General Construction, LLC's social media accounts. Below is a table containing information about the time and cost required to set up and update Level 1 General Construction, LLC's social media accounts:

Table of Social Media Timelines and Costs			
Social Media Website	Time Required to Set Up	Time Required to Update	Cost
Hootsuite Free	3 hours	1 hour	Free
Hootsuite Pro (Optional)	3 hours	1 hour	\$9.99 per month
Facebook	0 hours	1 hour	Free
Facebook Advertising	3 hours per advertisement	0 hours	Free
Instagram	1 hour	1 hour	Free
Twitter	1 hour	1 hour	Free
LinkedIn	0 hours	1 hour	Free
Yelp	0 hours	1 hour	Free
Google+	0 hours	1 hour	Free
Blogger	1 hour	2 hours	Free

The table above shows that all of Level 1 General Construction, LLC's social media accounts will take 3 or less hours to set up and 2 or less hours to update. Every social media website is also free, with Hootsuite and Facebook having paid-options.

We suggest investing in Facebook advertising. Facebook advertising allows businesses to advertise to a target demographic, which will allow Level 1 General Construction, LLC to advertise immediately to potential customers.

Costs and Rewards

In this section, we will discuss the costs and rewards of the various social media accounts we suggest Level 1 General Construction, LLC should use. With hundreds of online marketing options available to small businesses, we narrowed the options down to the most beneficial and cost-effective. Every social media website we recommend has a free option, only requiring the Level 1 General Construction, LLC's Social Media Manager's time to setup and maintain these accounts.

Hootsuite

Hootsuite is a social media managing website that allows users to manage social media accounts from one account. Since Level 1 General Construction, LLC does not have a Hootsuite account, the Social Media Manager will have to create an account.

Costs

- Hootsuite Free: Free
- Hootsuite Pro (optional): \$9.99 per month
- Requires a time commitment to set up the account
- Requires a time commitment to update the account

Rewards

- Manage multiple social media accounts from one account
- Queue posts
- Keep multiple social media accounts updated

Facebook

Facebook is one of the most successful and widely used social media websites in the world. Since Level 1 General Construction, LLC has an established Facebook account, the Social Media Manager will not have to create an account.

Costs

- Free
- Requires a time commitment to update the account, which will be done through Hootsuite

Rewards

- Promote Level 1 General Construction, LLC with no monetary cost
- Maintain a relationship with customers
- Keep customers updated and interested in Level 1 General Construction, LLC
- Use Facebook's wide popularity

Facebook Advertisements

Facebook advertisements are an effective way to use Facebook's popularity and influence to benefit Level 1 General Construction, LLC.

Costs

- Varies financially based on the company, location, and local competition
- Requires a time commitment to create each advertisement

Rewards

- Promote Level 1 General Construction, LLC to new customers
- Advertise to a specific demographic
- Use Facebook's wide popularity

Instagram

Instagram is a photo and a 15-second video sharing social media website and it is one of the most commonly used social media websites. Since Level 1 General Construction, LLC does not have an Instagram account, the Social Media Manager will have to create an account.

Costs

- Free
- Requires a time commitment to set up the account
- Requires a time commitment to update the account, which will be done through Hootsuite

Rewards

- Promote Level 1 General Construction, LLC with no monetary cost
- Maintain a relationship with customers
- Keep customers updated and interested in Level 1 General Construction, LLC
- Use Instagram's growing popularity

Twitter

Twitter is a fast-paced social media platform used to give short updates to friends and followers. Since Level 1 General Construction, LLC does not have a Twitter account, the Social Media Manager will have to create an account.

Costs

- Free
- Requires a time commitment to set up the account
- Requires a time commitment to update the account, which will be done through Hootsuite

Rewards

- Promote Level 1 General Construction, LLC with no monetary cost
- Maintain a relationship with customers
- Keep customers updated and interested in Level 1 General Construction, LLC
- Use Twitter's wide audience

LinkedIn

LinkedIn is a social media website used to professionally connect with friends, colleagues, and companies. Since Level 1 General Construction, LLC already has a LinkedIn account, the Social Media Manager will not have to create an account.

Costs

- Free
- Requires a time commitment to update the account as needed

Rewards

- Promote Level 1 General Construction, LLC with no monetary cost
- Give more legitimacy and professionalism to Level 1 General Construction, LLC

Yelp

Yelp is an important website for customers to leave reviews. Since Level 1 General Construction, LLC already has a Yelp account, the Social Media Manager will not have to create an account.

Costs

- Free
- Requires a time commitment to update the account as needed

Rewards

- Promote Level 1 General Construction, LLC with no monetary cost
- Give more legitimacy and professionalism to Level 1 General Construction, LLC
- Allow customers to leave reviews for potential customers

Google+

Google+ is a growing social media website linked to all Gmail accounts. Since Level 1 General Construction, LLC already has a Google+ account, the Social Media Manager will not have to create an account.

Costs

- Free
- Requires a time commitment to update the account as needed

Rewards

- Promote Level 1 General Construction, LLC with no monetary cost
- Maintain a relationship with customers
- Promote the Blogger website
- Allow customers to leave reviews for potential customers
- Use Google+'s growing audience

Blogger

Blogger is a free, Google-run blogging website. Since Level 1 General Construction, LLC does not have an active Blogger account, the Social Media Manager will have to create an account.

Costs

- Free
- Requires a time commitment to set up the account
- Requires a time commitment to update the account

Rewards

- Promote Level 1 General Construction, LLC with no monetary cost
- Maintain a relationship with customers
- Keep customers updated and interested in Level 1 General Construction, LLC
- Queue posts

Conclusion

In this proposal, we discussed:

- Social Media Issues
- Social Media Solutions
- Website Issues and Solutions
- Blog Base Entries
- Social Media Timeline and Costs
- Cost and Rewards

By consistently updating and maintaining multiple social media accounts, Level 1 General Construction, LLC can better interact with potential and existing customers online. Level 1 General Construction, LLC can use social media websites to quickly provide customers with new information.

Correcting issues on the Level 1 General Construction, LLC website will create a more professional website that better displays the quality of work and customer service that Level 1 General Construction, LLC offers.

A consistent brand-identity online tells the customer Level 1 General Construction, LLC is a professional company with a solid foundation. By connecting regularly with customers online you show that Level 1 General Construction, LLC focuses on the customer and invests in the Level 1 General Construction, LLC business community.



Style Sheet for Social Media Strategy Proposal

Team Members

Samiee Espinoza, Nathan Jones, Sarah Rund, Jacob Shafer

Page Elements

Page size	8" by 11 1/2"
Margins	1"
Layout	Manual
Spacing	Single-spaced text
Visual aids	Pictures in various blog posts Design on the cover and sides of proposal pages Level 1 General Construction, LLC logo on cover
Headings	Left-flushed
Borders	Gray and red

Type Elements

Typeface	Georgia for text Arial for headings
Size	36-point for title 22-point for level 1 headings 18-point for level 2 headings 14-point for level 3 headings 12-point for text and running header 10-point for picture captions

Style

Level 2 heading for table heading
Level 3 heading for table subheadings

Color

Bold for title and all headings
Red for title
Red for level 1 headings
Grey for level 2 headings
Black for level 3 headings and text
CMYK code for red: 10, 100, 100, 2
CMYK code for grey: 58, 50, 46, 14
Grey 40% opacity for table gradients
Multicolor for pictures

Spacing

0.125 inches before all headings
0.125 inches after all headings
0.125 inches after text
0.125 inches after last item in a bulleted list
0.125 inches after last item in a numbered list
0.5 inches indent for bulleted lists
0.75 inches indent for second-level bulleted lists
0.5 inches indent for numbered lists

Text Elements

Capitalization

First letter of every sentence and proper nouns
Capitalize major words in headings

Numbers

Use Arabic numerals for quantitative numbers
Spell out all other numbers 0-99

Lists

Use a black circle for bulleted lists
Use an open circle for second-level bullets

Use Arabic numerals and a period for numbered lists

Punctuation Use Oxford Comma

Style Handbook A Writer's Reference by Diana Hacker

Date: March 3, 2015

To: Todd Torbert; Level 1 General Construction, LLC; Dr. Lisa Jackson

From: Samiee Espinoza, Nathan Jones Sarah Rund, and Jacob Shafer

Re: Statement of Work for Social Media Strategy Proposal

We agree to contribute equally to the Social Media Strategy Proposal.

Name	E-Mail	Phone Number
Samiee Espinoza	Dallaseast1603@gmail.com	(830) 837-6469
Nathan Jones	AntiochMeraz@yahoo.com	(817) 712-9227
Sarah Rund	Sarah.Rund28@gmail.com	(469) 247-6561
Jacob Shafer	Shafer.Jacob@gmail.com	(972) 375-3591

We agree to the following meeting schedule:

Date	Location	Time
Tuesday, March 3, 2015	Classroom	6:00 P.M.
Tuesday, March 10, 2015	Classroom	6:00 P.M.
Tuesday, March 24, 2015	Classroom	6:00 P.M.
Tuesday, March 31, 2015	Classroom	6:00 P.M.
Tuesday, April 7, 2015	Classroom	6:00 P.M.
Tuesday, April 14, 2015	Classroom	6:00 P.M.
Tuesday, April 21, 2015	Classroom	6:00 P.M.
Tuesday, April 28, 2015	Classroom	6:00 P.M.

Any member of the team who does not perform his or her duties will receive one letter grade lower than the rest of the team.

This statement of work was agreed to upon this date, March 3, 2015:
