



# Under *the* Sun

N E W S L E T T E R



September 2021

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Down to **Business**

# LEVEL UP YOUR SOCIAL MEDIA

**Social-media marketing is a challenging but essential promotion strategy. Here are three ways to ensure steady growth in building your online following.**

## Measure Your Engagement

Engagement on social media includes the number of views, comments, and shares. By keeping a track record of what types of content are reaching your broader audience, you'll be able to cherry-pick the content that has the potential for the most engagement. Taking the time to track this type of information will paint a clear picture of your social-media marketing's impact and whether you need to change or improve your strategy.

## Post Regularly

Keeping your social-media followers is as important as attracting those followers in the first place. You need to be posting consistently and regularly to ensure you rise to the top of the feed

and catch the eye of your audience. When they get used to seeing you repeatedly online, they'll begin to create long-term associations with your brand.

## Show Customers Why Your Product Is the Best

The best social-media content is engaging—the kind of content that gives your viewers a reason to talk about what you offer. And continually showcasing or "showing off" your high-quality products and services will help you succeed.



### Tips for More Engagement

- » Stop talking at your audience and instead invite them into the conversation with compelling questions.
- » Ask questions that make it easy for users to comment, such as, "Which do you like better: A or B?"
- » Mix it up. Use hashtags for special days, such as #mondayfunday, #throwbackthursday, or #inspiration.



# TOOLS TO BETTER YOUR BUSINESS

Open the lines of communication with your customers with this easy way for them to leave feedback and suggestions.

It's been said that "good feedback is the key to improvement," and inviting your customers to leave feedback with a carefully planned and well-written comment card is a great place to start.

While there will always be a place for online product reviews, the on-site feedback you can receive through on-site comment cards is priceless. Most companies continually seek (or guess) what their audience wants or needs, but why not ask them?

Printed comment cards give your audience a chance to share their opinions and insights with you, allowing you to act on their feedback and better your business.

When creating your feedback invitation with comment cards, here are a few helpful tips:



- » Don't cut corners. Show you value their thoughts with professionally designed and printed comment cards.
- » Consider comment-card postcards so customers can easily mail in their feedback.
- » Location, location! Place comment cards in high-traffic areas, such as near cash registers, front counters, or restrooms.

Lastly, don't let any negative feedback drag your spirits down. Focus on what you can improve and leave the rest.

***Making communication easy... That's the Print Advantage!***

# KIDS + TECHNOLOGY

Does it feel like technology is taking over your life? It doesn't need to be that way. Here are some tips to keep that ever-present digital presence under control.



Don't replace the parenting value you bring with educational apps. Yes, teaching apps and educational programs are great, but don't forget that your children need you more. While you might not remember all the particulars of polynomials or know how to pick out a direct object in a sentence, your value comes in your ability to teach your kids the most important things in life, such as communication, interacting with others, and building rewarding relationships. While technology might turn your kids into great learners, it's your quality family time that will turn them into interesting people.

## Set time limits.

The entertainment that technology provides can make turning it off after a reasonable amount of time quite challenging. Even adults can recognize this fact. So, set a time limit that works well for your family and your unique kids, and be willing to set your own technology aside and enforce the guidelines you created.

## Get creative.

Instead of having everyone grab their own device and head off to their own rooms, declare a no-technology family time. Look for ways to connect with each other without screens. Consider family game nights, reading a book together, or even setting aside time to simply connect and tell each other about your day.

Great memories don't need technology to happen, but they do need a leader, a galvanizer, someone to initiate a break from technology. When you and your family unplug, you'll invest in learning about something far greater than math or language. You'll invest in each other.



## Featured **Customer Feedback**

# WANTED: YOUR OPINIONS

**Comment cards are a one-of-a-kind print asset that provide the opportunity to receive clear feedback and make your customers and clients feel heard.**

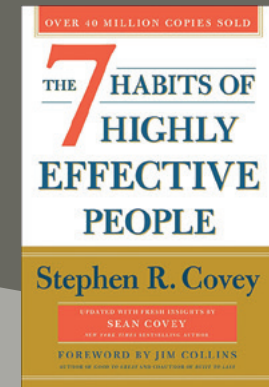
Looking for an inexpensive and easy way to show your customers you value their input? Try beautifully printed comment cards. You may be surprised how many customers will fill out a comment card if you simply ask them for their feedback!

Comment cards can be printed as simply or extravagantly as you choose—ranging from one-question cards that are the size of a business card or small postcard to a larger card with ample writing space and unique design.

If you'd like help creating a comment card for your business, visit us online or give us a call! We'd love to help you grow your business by gathering the feedback you need to meet your customers right where they are.



## Books in Review



### *The 7 Habits of Highly Effective People*

*by Stephen R. Covey*

Everyone wants their life and work to mean something. No one wants to pour their effort into something and have those efforts go to waste. They want to be effective. But what exactly makes a person effective? What does it take?

In 1989, author Stephen Covey unpacked those questions in his bestselling book, *The 7 Habits of Highly Effective People*. While considered a business classic, this book remains relevant today because of Covey's focus on timeless principles, such as integrity, honesty, and human dignity. If you haven't had a chance to read it yet, here's another reminder that it's worth your time.

Covey's seven habits are built around the idea that your world is based entirely on your own outlook. If you want to change a situation, the change needs to start with you. And, in order to change yourself, you need to be able to change your own views to find success.

What steps will you take to be effective? You could start by picking up Covey's book.

Featured **Branded Merchandise**

# NEOPRENE COLLAPSIBLE KOOZIES

This is a neoprene collapsible can insulator with customizable color stitching, available in 57 colors! Neoprene is what scuba divers wear. If you are searching for "the good ones," the ones that last longer, insulate better, and keep their shape, this is what you are looking for.



\*Additional Charges Apply



Call or email our team at Sun to get your order placed today!  
**803-791-1786 or [info@SunSolutionsUSA.com](mailto:info@SunSolutionsUSA.com)**



At the **Office**

# WORKPLACE DOS AND DON'TS

Did you know that the average person will spend 90,000 hours at work over a lifetime? If you're going to spend that much time somewhere, it's worth the effort to make it a healthy work environment with these dos and don'ts.

## **DO: Value Communication**

One of the most significant issues in any workplace is communication. Be sure your management team is open to listening to team members and willing to implement solutions for the betterment of all.

## **DON'T: Assume you know what your team members are thinking.**

Give everyone a chance to share insight and listen. Don't lose the respect of your employees by coming across as coldhearted and uncaring.

## **DO: Set Limits**

Letting work hours get out of control because the pressure is on often leads to poor behavior issues in the workplace. Spread the work evenly and balance heavy workload times with time off or lighter projects to recharge your team.

## **DON'T: Allow Harassment & Bullying**

Create a team-focused environment, leaving no one to feel like an outsider. If you see others on your team ganging up on someone, step in immediately to refocus people on sharing the challenges and the victories.

## **DO: Find Ways to Boost Morale**

When team members start to become discontent with their work, it can bring a whole team down. Instead, look for ways to rally around the struggling team member and offer encouragement.

## **DON'T: Show Favoritism**

As a boss, it's your job to ensure everyone is treated fairly and contributes to the team. Be mindful of your thoughts, attitudes, and actions to your employees so that you're treating everyone fairly.



# KEYS TO GOOD TEAMWORK



If you were asked what makes good teamwork, what would you say? Is it dependent on the people who make up those teams or the tasks to which they're assigned? If you're struggling to make the dream work with teamwork, here are some simple and practical tips to help you get there. **Set Goals Together**  
If your team members don't have buy-in on what you're working hard to achieve, you're setting yourself up to fail. Get everyone on the same page and define your goals together. This will help keep your team on track and push each other to reach for bigger and better.

## Play Games

The best thing about work is when it doesn't have to feel like work all the time. Why not make it fun by holding contests, playing games, and giving out incentives or prizes? Having more than just a paycheck can be a huge motivator for putting in your best work. And remember...

happy employees make happy companies. Consider what you can do to help up the fun level at your company.

## Clear Communication

Instead of allowing team members to bottle up frustrations, encourage an environment of openness and honesty. Welcome other team members' feedback and validate them by showing your appreciation. If you want a healthier team, cleaning up team communication is typically the best place to start.

## Allow for Balance

A bicycle tire needs even spokes to ride smoothly, and the same is true in your wheel of life. If your work spoke is too long, and your family spoke too short, you'll have a clunky, out-of-balance wheel. Encourage team members to relax outside of work and find time for rejuvenation once in a while. More balance will equal better productivity in the long run.

## September Birthdays

Catherine Washington – 09/01  
Freda Green – 09/01  
Mike Doberass – 09/03  
Becky Stephens – 09/03  
Wayne Woodyard – 09/04  
Jacob Dubose – 09/05

Patrick Tysinger – 09/06  
Becky Cobb – 09/11  
Tom Welsh – 09/16  
Nate Brown – 09/17  
Nate Lantz – 09/19  
Marquis Williams – 09/23

Wayne Westry – 09/24  
Andy Cook – 09/25  
Shadoe Allmon – 09/25  
Chris Morgan – 09/28  
Stacey Geiger – 09/30

## September Anniversaries

Tom Welsh – 10 years

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\*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

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