



AMERICAN EAGLE
OUTFITTERS

Creating a Connected Facebook Experience

WHO WE ARE...



**#1 FASHION LIFESTYLE
BRAND FOR 15-25**



Facebook Presence: 9.2M



American Eagle Outfitters ✓

9,223,894 likes · 43,687 talking about this · 185,690 were here

Like Message

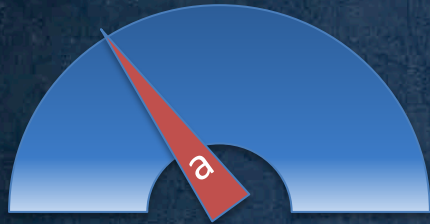
Clothes shop
Stay connected and visit us online at www.ae.com!

Photos Instagram feed Videos Likes

9.2m 6



Our customers are connected



>30%

visits



62%

Email read
on mobile
(2012)



~80%

Email read
on mobile
(today)



Our Strategy

Treating our Facebook presence as a “real” person and not a marketing platform.

 American Eagle Outfitters
27 September 🌟

This weekend only. Apply and be approved for an AEO Credit Card and receive 25% off your entire purchase in stores and online. Use code 45223061 when shopping at AE.com. <http://on.ae.com/18qctQd>

Apply now: <http://on.ae.com/1freB1H>


25% OFF
*YOUR PURCHASE WHEN YOU USE YOUR AEO CREDIT CARD. SUBJECT TO CREDIT APPROVAL. NOW THROUGH SUNDAY, 9:29 AM STORES & AT AE.COM. EXCLUDES CLEARANCE.
WHAT ARE YOU WAITING FOR?
USE CODE: 45223061



Like · Comment · Share 16

 393 people like this. Top Comments ▾

 American Eagle Outfitters
6 October 🌟

Meet Nathan, a leather crafter from Mays Landing, NJ and winner of American Eagle Outfitters' Project Live Your Life featured in the Back to School 2013 campaign: <http://on.ae.com/1FO9clj>



NATHAN
LEATHER CRAFTER
FROM MAYS LANDING, NJ

Like · Comment · Share 14

 661 people like this. Top Comments ▾

 Write a comment...

 Daniella Ariana Bryan He is a cutie 🍷
Like · Reply ·  2 · 6 October at 15:29

 Hasan Rubel you can add me as your friend, thanks
Like · 6 October at 19:21

 Write a reply...

 Joyce Ikswonazep of course, hes adorable and does a hands on creative job. hes a winner for sure 😊
Like · Reply · 7 October at 10:50 · Edited

 View 7 more comments

The Truths

- Our fans are savvy
- They want authenticity
- They expect dialogue and engagement: “talk with” not “talk to”
- They expect frequent communication in real-time
- What you say lives on in perpetuity



What we say lives forever...

- Respond quickly but think carefully.
- Never erase a comment on Facebook but use FB tools to help manage a situation.
- Own up to mistakes. The faster you address something, the more likely a community is to forgive.



Content Creation Strategy

Understanding our demographic and our company's goals:


- Is what we are sharing relevant to our fans?
- Is it relevant to our brand?
- Does it affect our customers or our brand personally?



Boston Bombings vs. OK Tornadoes



 **McDonald's** 
@McDonalds

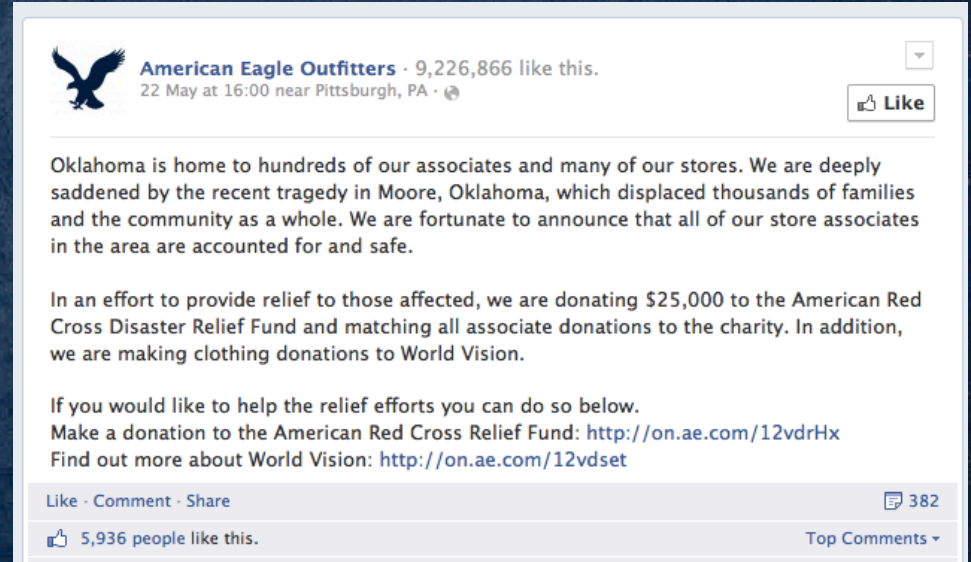
 Following



We are going to take a pause on Twitter while our thoughts turn to Boston.


 Reply  Retweet  Favorite  More

337 RETWEETS 193 FAVORITES

3:49 PM - 15 Apr 13




 **American Eagle Outfitters** · 9,226,866 like this.
22 May at 16:00 near Pittsburgh, PA · 


 Like

Oklahoma is home to hundreds of our associates and many of our stores. We are deeply saddened by the recent tragedy in Moore, Oklahoma, which displaced thousands of families and the community as a whole. We are fortunate to announce that all of our store associates in the area are accounted for and safe.

In an effort to provide relief to those affected, we are donating \$25,000 to the American Red Cross Disaster Relief Fund and matching all associate donations to the charity. In addition, we are making clothing donations to World Vision.

If you would like to help the relief efforts you can do so below.
Make a donation to the American Red Cross Relief Fund: <http://on.ae.com/12vdrHx>
Find out more about World Vision: <http://on.ae.com/12vdset>

Like · Comment · Share  382

 5,936 people like this. Top Comments ▾



The most engaging content:

- Asks for participation. Co-creation culture.
- Behind the Scenes Content.
- Real People over Celebrities
- Contests and Sweepstakes.
- Video and Photos.
- Leverages all your social media platforms across the board to boost visibility.



Project Live Your Life



American Eagle Outfitters · 9,226,919 like this.

9 July at 14:00 near Pittsburgh, PA · 🌐

👍 Like

Project Live Your Life will be back later this month. We're looking for inspirational people doing cool things to become part of the AE brand. Get inspired to enter Project Live Your Life by reading a photo shoot testimonial from Leanne, a student activist from Fairfax, VA and a member of our Back to School Cast: <http://on.ae.com/18KYe70>

Like · Comment · Share

👍 738 people like this.



American Eagle Outfitters · 9,226,915 like this.

22 August at 10:26 · 🌐

👍 Like

Check out week 3 winners from Project Live Your Life! Its up to you. Who will be in our next campaign? Vote now for our Project Live Your Life finalists: <http://on.ae.com/13VDRWN> — Project Live Your Life Week 3 Winners (25 photos)



Like · Comment · Share

👍 1,773 people like this.

🗨️ 23

Top Comments ·



American Eagle Outfitters · 9,226,913 like this.

23 July at 16:00 near Pittsburgh, PA · 🌐

👍 Like

Project Live Your Life is back and we're looking for inspirational people with unique style to be a part of our brand. Each week we'll share entries that are standing out to us to help you with building your profile. Read on to learn about Kelly R., a writer for The Oklahoma Daily: <http://on.ae.com/15FZzw4>

Like · Comment · Share

👍 686 people like this.

🗨️ 12
Top Comments ·



Write a comment...



Richard Van Kelly Nicole Rogers 🙄

Like · Reply · 🗨️ 1 · 23 July at 17:09 via mobile



Kelly Nicole Rogers Wow, I'm just now seeing this!! Jason Dydyski

Like · Reply · 🗨️ 1 · 24 July at 00:51



Brittany Nicole Fortune If anyone wants to vote for me leave your link in my comments and I will vote back!! <https://live.ae.com/#/entries/5QsvtWk9h6DnZqLjfl>

Like · Reply · 23 July at 22:22



Adrian Olivarez pick my friend Leslie Lozano, that girl can dress & shes a fashion major!

Like · Reply · 🗨️ 1 · 23 July at 16:41



Ashley McCray I just entered the campaign and would love your support! Check out my profile! 😊

Thanks so much! <https://live.ae.com/#/entries/TVnmikAEFpe1XUmR8Z8>

Like · Reply · 🗨️ 1 · 23 July at 16:31



Nvania Longoria <https://live.ae.com/#/entries/xmetfmw5nyr9qsrzEB6> Vote for me pretty please!

Like · Reply · 25 July at 01:39



Shien Fuentes Worth a vote <https://live.ae.com/#/entries/SNueKznyUaUjw4m6FBt>

Like · Reply · 24 July at 19:26 via mobile



Nicole Newman Vote for me and I'll return the favor!!! <https://live.ae.com/#/entries/DQPDcyNqoxQkCxxspgHA>

Like · Reply · 24 July at 18:12



Nicole Rachelle Kille <https://live.ae.com/#/entries/4UPmYmrX5S9EbwZLuEP> please vote!!

Like · Reply · 24 July at 10:18



Chelsea Wolfgang ANYONE that votes for me, I'll vote twice on yours! Lets help each other out 😊

<https://live.ae.com/#/entries/fZxpCSxnFyc4kkGvomDu>

Like · Reply · 24 July at 09:41



Behind the Scenes: Preston

 **American Eagle Outfitters** · 9,226,930 like this.
3 September at 14:00 · 

 Like

Our Director of Styling, Preston, shows you how to wear the Glam Grunge trend for Back to School. We love the mix of feminine and masculine elements this season. Team a lace dress with a vintage-inspired anorak, then add a flannel shirt and moto boots for a great juxtaposition of glam and grunge elements: <http://on.ae.com/1dL9c56>



Shop the look:
AE Lace Dress: <http://on.ae.com/1dL9YOY>
AE Safari Shirt: <http://on.ae.com/14VdlgB>
AE Plaid Shirt: <http://on.ae.com/14Vdq3Z>
AEO Slouchy Moto Boot: <http://on.ae.com/17BEaVR>




AE STYLE TIPS
GLAM GRUNGE

Like · Comment · Share  3

 616 people like this. [Top Comments](#) ▾

Styled by Preston: Glam Grunge  




STYLED BY PRESTON: GLAM GRUNGE
August 26, 2013 STYLE

Our Director of Styling, Preston, shows you how to wear the Glam Grunge trend for Back to School. We love the mix of feminine and masculine elements this season. Team a [lace dress](#) with a [vintage-inspired anorak](#), then add a [flannel shirt](#) and [moto boots](#) for a great juxtaposition of glam and grunge elements.

Shop the Look:
[AE Lace Dress](#)
[AE Safari Shirt](#)
[AE Plaid Shirt](#)
[AEO Slouchy Moto Boot](#)

Plus, show us how you wear AE on [Twitter](#) & [Instagram](#) with #AESyle for a chance to be featured on our blog!

TAGS: [#aestyle](#), [back to school](#), [how to wear it](#), [how to wear it](#), [preston](#), [style](#), [styling tips](#)



Real People Preferred

 American Eagle Outfitters
7 October

Drew Barrymore looks cozy in AE Jeggings and an over-sized sweater.

Get her look: <http://on.ae.com/GJhrQv>



Like · Comment · Share

👍 62 people like this.

 American Eagle Outfitters
7 October

Jessica Alba steps out in AEO Premium Skinny Jeans.

Get her look: <http://on.ae.com/1agscln>

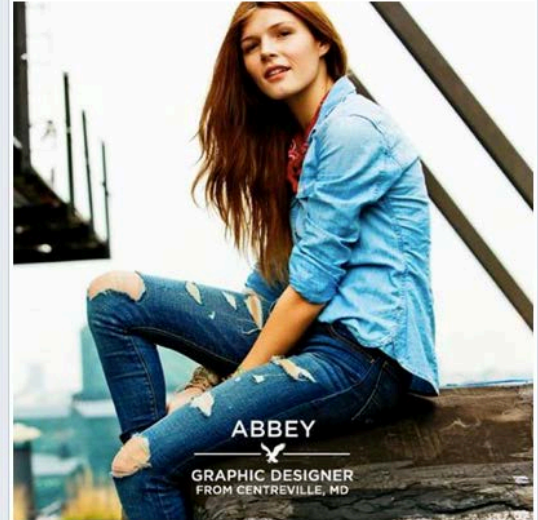


Like · Comment · Share

👍 89 people like this.

 American Eagle Outfitters
8 October

Meet Abbey, a graphic designer from Centerville, MD and winner of American Eagle Outfitters' Project Live Your Life featured in the Back to School 2013 campaign:
<http://on.ae.com/18Mpp4d>



Like · Comment · Share

👍 687 people like this.

🗨️ 18
Top Comments ▾

Social Media Crossover

 American Eagle Outfitters shared a link.
12 October near Pittsburgh, PA

American Eagle Outfitters is all about expressing your individual style. That's why we asked you to share your personal look with #AEOStyle on Instagram and Twitter for a chance to show us how you live your life in fashion.



#AEOStyle Roundup
www.ae.com

American Eagle Outfitters is all about expressing your individual style. That's why we asked you to share your personal look with #AEOStyle on Instagram and Twitter for a chance to show us how you live your life in fashion. Shop the look: AE Elbow Patch

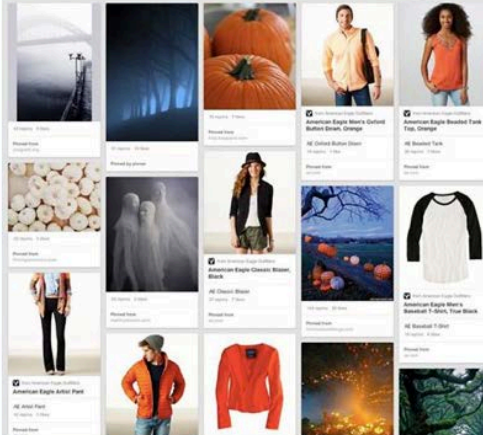
Like · Comment · Share

 183 people like this.

 American Eagle Outfitters
13 October

Orange and black are our two favorite colors this month! Help us get into the Halloween spirit on Pinterest with pumpkins, ghosts, witches and more: <http://on.ae.com/1g2lLtA>

AEO HALLOWEEN



Like · Comment · Share

 492 people like this.



American Eagle 
@AEO
Inspired by those who take what we make and make it their own, American Eagle Outfitters celebrates real individuals everywhere. #LiveYourLife.
Pittsburgh, PA · ae.com

20,136 TWEETS 3,004 FOLLOWING 228,878 FOLLOWERS





American Eagle Outfitters
Inspired by those who take what we make and make it their own, American Eagle Outfitters celebrates real individuals everywhere. #LiveYourLife.
Pittsburgh, PA · www.ae.com

158 Boards 5,372 Pins 101 Likes **Follow All** 35,005 Followers 192 Following

AEO Holiday 2015- Into the ... AEO Halloween Meet Nathan: AEO Holiday 2...



Digital Commerce is the future flagship

- Mobile Revenue up 122% from last year
- Conversion up 64.8%





AMERICAN EAGLE
OUTFITTERS®