



Social Media Report for Gap Inc.

On Facebook, Gap Inc. has generated 9,243 likes for its corporate profile page. In addition to this main page, each of Gap Inc.'s brands (Gap, Banana Republic, Old Navy, Piperlime, and Athleta) has their own profile page as well. Gap Inc. posts regularly about product promotion and news within and outside the company. Each of their posts generate several likes and comments, but they would benefit from more activity.

Gap Inc. has its own YouTube channel with 171 subscribers and nearly 108,000 views of their 17 videos. The videos typically focus on the employees, the company and the positive impact Gap Inc. has made both locally and globally. Gap Inc.'s family-friendly image is a major theme portrayed in the company's YouTube videos. There are existing channels for each of their 5 brands, as well, and they each have more videos and views than the corporate channel. The company would benefit from focusing on posting videos on their corporate channel more often.

On Twitter, Gap Inc. tweets under the Twitter handle @GapInc and has 2,220 followers. With a total of approximately 600 tweets and 220 followers, the company's profile could use more activity. Gap Inc. sometimes goes days and even months without posting a single tweet. They would generate a larger following by following more users and tweeting more often. Gap Inc. posts many tweets engaging in conversation with its followers as well as about promotions for its Banana Republic, Gap, and Piperlime brands but fails to include many tweets for the Old Navy and Athleta brands.

Gap Inc. operates a corporate Pinterest account with 4 boards and 87 pins. The boards range from artsy photos and employee gatherings to modeling shoots and new store openings. Like most other forms of social media, Gap Inc.'s five brand stores have their own Pinterest profiles with more extensive boards and pins. The company could look to focus more on the corporate Pinterest account in the future.

The official blog of Gap Inc., titled "aDressed" is a very extensive blog located on the company's website (blogs.gapinc.com). Blog posts are made anywhere from 5-15 times each month and are complete with pictures and hyperlinks. The topic with the most posts written about it falls under the "Do what's right" category, highlighting Gap Inc.'s CSR efforts to keep portraying its positive image.

Gap Inc. on Twitter (@GapInc)

Oct. 5: Gap (@GapInc): Want a cute shirt AND 1 for your dog? Our #PetPeople line benefits @pet_partners animal-assisted therapy www.gapinc.com/petpeople

Nov 1: Gap (@GapInc): Join us in our dedication to help fix the devastation of #Sandy! Donate today to the Red Cross. <http://www.redcross.org/>

Nov. 13: Gap (@GapInc): Black Friday is just around the corner! Check out the fantastic sales at all of our brand stores: bit.ly/Sgkjmj

Gap Inc. on Facebook

Oct 10: Are you a Pet Person? Then you should jump on the 'Pet People' bandwagon! Gap has developed a new clothing line that will directly benefit the animal-assisted therapy programs of the non-profit organization, Pet Partners. Purchase a T-shirt, sweatshirt, collared shirt and more from <http://www.gapinc.com/petpeople/> today, and get a matching one for your pet!

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Nov. 6: Gap Inc. hopes to help as many victims of Hurricane Sandy as possible. So far, we have supported our burdened communities with \$1 million in cash and clothing. Help by donating to the Red Cross today. <http://www.redcross.org/>

Nov 13: As the weather gets colder, so do our pets! Normally, our pets are forced to take walks with us through the snow while we are bundled up in Gap's scarves, sweaters, gloves and hats. Now, Gap has options for your pets too, with the proceeds of these items leading to more patients being aided by the animal-assisted therapy programs of Pet Partners. Purchase a 'Pet People' item today and keep your pets warm this winter!

Gap Inc. on YouTube

"Getting Ready for Black Friday": This video will take about a 4-minute look at the preparations the Gap brand stores make to prepare for the busiest shopping day of the year.

"Promoting Animal-Assisted Therapy": This 90-second video will illustrate the effects of the animal-assisted therapy demonstrated by Pet Partners. It will open with a hospital room showing a young boy in a hospital bed and his father, mother and older sister standing around him, looking solemn. A black Labrador Retriever and a Pet Partners worker enter and brighten the spirits of the entire family before beginning the therapy program.

"Every day should be Denim Day at the office": This video will be a fun behind-the-scenes look at those who work in Gap Inc.'s corporate headquarters in San Francisco. Gap Inc. embraces the Denim Friday tradition, and the 2.5-minute video meets some of the workers and lets them show off their favorite Gap brand jeans.

Gap Inc. on Pinterest:

Pin 1: Samantha wearing a pair of Gap corduroy pants, as featured on the blog Blitt and Witt, paired with a 'Pet People' T-shirt that will directly benefit the efforts of Pet Partner's animal-assisted therapy.

Pin 2: The warmest items that you can't go without this season. Banana Republic's scarf collection, in 23 different colors to fit every outfit. Pin to your wish list now: gap.us/PintoWin

Pin 3: Riley, a Chihuahua mix, sporting a wool sweater with the 'Pet People' logo. Support the efforts of Pet Partners here: gapinc.com/petpeople/

Gap Inc. Blog ("aDressed")

Gap wants to help Pet Partners bring more holiday cheer to the patients in need this winter season. The holiday season is a time where everyone wishes to surround themselves with warmth, cheer and loved ones. Unfortunately, many are forced to spend their holiday season in a dreary hospital room. Gap is working to make it possible for more of the lovable, therapeutic animals of Pet Partners to brighten the holidays for those in need.

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