

# doors hardware

## INSTALLATION/ TROUBLESHOOTING

*8 Steps to Properly Undercut a Wood Door*

*Project Managing through the Eyes of an Installer*

*Case Study: NASCAR Hall of Fame*

*A Second Look at Pre-Installed Hardware*

*Best Practices for Door Hardware Installation*



**WELCOME TO SOCIAL INTERACTION**, a new column on how you can grow your business and your professional relationships by leveraging the power of social media. This column will alternate in this space with the Closing Thoughts column. We would love to hear from readers about your social media experiences, successes and tips. Email Managing Editor Denise Gable at [dgable@dhi.org](mailto:dgable@dhi.org).

## SPREADING THE MESSAGE BEYOND OUR INDUSTRY

Ginny Powell

Many of us in the door and hardware industry have an affliction. Everywhere we travel, we look at doors and hardware. We check exit doors and take photos when the pathway is blocked. Oftentimes we send them into Mark Berger for the Real Openings column. When we see hardware incorrectly installed, we take photos. If we see code violations, we take photos. We make our family and friends wait while we stop and take “just a quick pic” that sometimes turns into a discussion on why the photo is being taken. How many of you have received the ‘eye roll’ from your kids or spouse when this happens?

Social media gives us a vehicle to share these photos beyond our family, friends and industry peers. Many people that walk through a door opening don’t give it a second thought. Posting a photo on a social media platform, with an explanation as to what the issue is, allows us to share and educate the general populace on door openings and their importance in life safety. It can also give the building owners and maintenance managers an opportunity to correct those issues.

The LaForce, Inc. team does a great job at catching potential door and hardware issues and writing about them on their blog, which you can find at [laforceinc.com](http://laforceinc.com). They then promote the blog post on their social media platforms. Here is an example from their Twitter feed (middle right). By using the hashtag in front of codes, design and maintenance their tweet will be included in any search with those specific words.

Social media is the one of the most cost effective ways to reach a large audience. It can amplify any message. It can start a conversation.



**GINNY POWELL** is Digital Marketing Specialist for Hager Companies. She can be reached at [gipowell@hagerco.com](mailto:gipowell@hagerco.com) or @GinnyPowell on Twitter.

## ANATOMY OF A SUCCESSFUL TWEET

Amanda Wilson

While my account shows that I follow over 1,600 Twitter accounts, I do not have the time to keep up with that much activity. To focus on our industry, I created a Twitter list of 427 (and growing) door and hardware professionals. These professionals cover a range of users, including manufacturers, distributors, installers, etc.

But even with that narrowing of focus, it is impossible to read every tweet. Most get scrolled by without more than a second glance. It takes something special and organic to catch my eye.

Special-Lite’s video tweet from mid-December (top right) definitely did that. The video shows the testing of security glass by an eager sledge hammer. In the short 12-second clip, the glass gets pummeled 10 times without failing.

It’s catchy at first glance, and you keep watching to see if the glass eventually explodes. When it doesn’t, you are interested in finding out more about the products.

Author of the post, Shelby Watkins, Marketing & Graphic Technician at Special-Lite, encourages that by including a mention of Covestro Group, (@CovestroGroup) the manufacturer of the glazing. This helps to support their efforts while providing the opportunity for deeper engagement from the reader.

Shelby also makes good use of hashtags. The addition of a “hashtag” (the pound symbol) placed in front of a word or phrase, makes that content easily searchable.

In this case, the additions of #schoolsafety and #schoolsecurity make this video visible to anyone searching for content regarding those phrases. Think teachers, school administrators, and parents all seeing this video and saying, “we want that!”

Thanks to Shelby and the Special-Lite team for representing our industry well on Twitter!



**AMANDA WILSON** is President, A.G. Wilson Building Solutions, an independent manufacturers’ sales agency. She can be reached at [amanda@wilsonbuildingsolutions.com](mailto:amanda@wilsonbuildingsolutions.com) or @AGWilsonBS on Twitter.

