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SOCIAL MEDIA CONTENT SUITE



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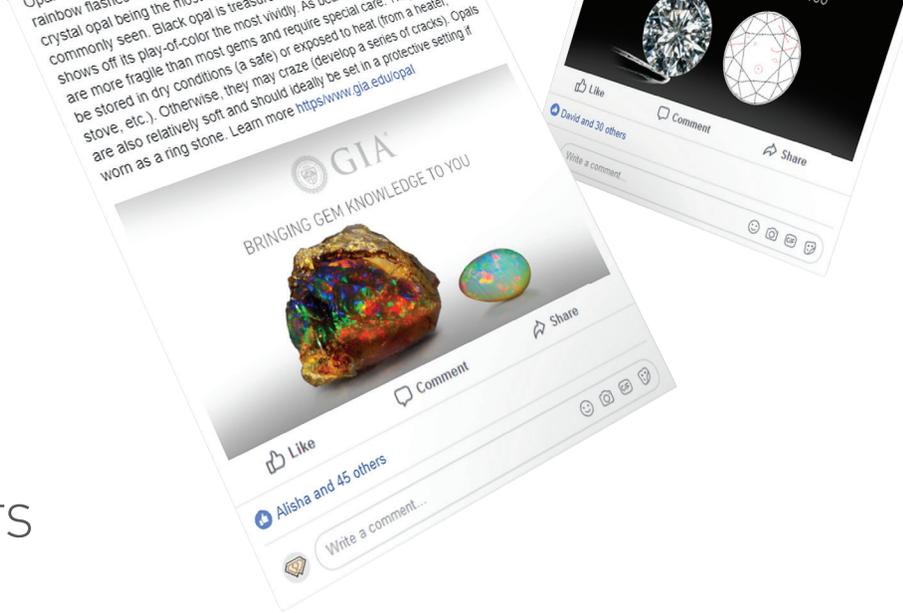
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HOW TO OPEN YOUR PACKAGED FILES

Your files will be sent via a compressed .zip file named **GIA-SocialMediaContentSuite-RSP200038**. Download the .zip file and find it in your File Explorer most likely under "Downloads." Next:

Open on PC

To unzip all the contents of the zipped folder, press and hold (or right-click) the folder, select Extract All, and then follow the instructions.

By default, the compressed files will extract in the same location as the zipped folder, but you can click the Browse button to select an alternative location. Check the "Show extracted files" when complete, option.

Open on MAC

Double click the zipped file.

The file will automatically be saved into the same folder the compressed file is in.

Access the extracted files by clicking the appropriate icons.



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Instagram Instructions

Desktop

- Tap  at the top right of screen.
- Drag and drop or upload content by choosing "Select from Computer."
- Resize according to sizing requirements provided.
- Click "Next" on Filters prompt.
- Copy and paste copy and link provided by GIA to text box.
- Click "Share."

Mobile

- Tap  at the top right, then choose uploaded photo from "Recents."
- Tap Next (iPhone) or  (Android), then add caption and location.
- Tap Share (iPhone) or  (Android).

Note: Links posted in the caption section of Instagram (both desktop and mobile) will not be clickable. In order to access the link, it will need to be typed into a browser. Alternatively, the link can be added to the "Bio" section of your profile and instead of posting the link URL in the caption section, type "Link in Bio."

Desktop link instruction

- Select your profile photo in the top right corner then "Profile" from the dropdown list. Select "Edit Profile".
- In the Website field, add the provided GIA link by copy and pasting it into the field.
- Click "Submit" to save changes.

Mobile link instruction

- Tap the profile (your profile photo) icon in the bottom menu.
- Tap the "Edit Profile" button.
- In the Website field, add the provided GIA link by copy and pasting it into the field.
- Tap "Done" in the top right.



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LinkedIn Instructions

Desktop

- Click "Me" in upper right corner.
- Scroll to "Manage" and choose your company page.
- Click the Camera icon in the "Start a Post" box.
- Choose the saved photo to upload.
- Add copy in text box.
- Click "Done" on "Edit Your Post" screen.
- Click "Post."

Mobile

- Click profile photo in upper left corner.
- Click your page under "Pages you manage."
- Click the Camera icon on the "Write a Post" box.
- Choose the saved photo to upload.
- Add copy in text box.
- Click "Post."

Facebook Instructions

Desktop

- From News Feed, click "Search Facebook" on top left.
- Search for your Business page, then select it from the dropdown menu.
- Scroll to "Create Post" and upload saved content to your post by selecting "Photo/Video."
- Add copy in the text box.
- Click "Post."

Mobile

- Click "Menu" from bottom right menu.
- Click "Your Pages" and choose your company page.
- Under "Create Post" choose "Photo."
- Choose the saved photo to upload.
- Add copy in text box.
- Choose "Continue" and then "Publish."



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BUYING ADVICE

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Many people confuse diamond shape with diamond cut. Although related, they are quite different. Shape describes the basic outline of the diamond. The most popular diamond shapes include round, cushion and oval. Cut or cutting style, on the other hand, refers to how a diamond's facets are arranged. For example, most diamonds are brilliant cut. The quality of a diamond's cut is based on its symmetry, polish and overall quality of craftsmanship. Learn more about diamond shape ([link](https://4cs.gia.edu/en-us/blog/guide-diamond-shapes-engagement-rings/))

LINK FOR POST

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4Cs-CUT

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Cut is one of the most important of the 4Cs. This trio of diamonds demonstrates why. From left to right, these diamonds have cut grades of Excellent, Good and Poor. Can you see the difference? Learn more about diamond cut ([link](#))

LINK FOR POST

<https://www.gia.edu/gia-about/4Cs-Cut>



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4Cs-CARAT

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Carat is a unit of weight that equals 0.2 grams. That means a 5 carat diamond weighs 1 gram. Carat weight relates to the size of a diamond, which is one of the most visible things about a stone. How large a stone looks, though, also depends on how it is cut. Stones that are cut too deep may weigh more, but they will not look any bigger face-up. That is one of the reasons why it is important to buy a stone that is well cut. Learn more about carat ([link](#))

LINK FOR POST

<https://4cs.gia.edu/en-us/blog/nine-things-about-diamond-carat-weight-you-need-to-know/>



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4Cs-COLOR

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What many people call "white diamonds" are actually colorless diamonds. These diamonds are graded on GIA's D-Z color grading scale, with D being completely colorless. The more colorless a diamond is, the rarer and more valuable it is. D-F diamonds are considered colorless while G-J diamonds are near-colorless. If you are looking for a diamond that doesn't have noticeable color and would like to save money, consider diamonds in the near-colorless range. Learn more about diamond color ([link](https://www.gia.edu/gia-about/4cs-color))

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4Cs-CLARITY

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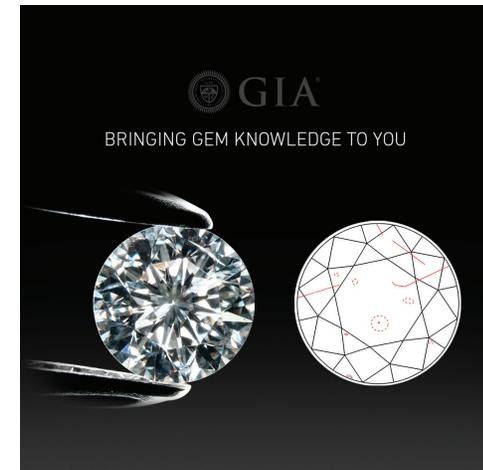
Diamonds almost always contain inclusions, such as tiny crystals or feathers, and blemishes, such as nicks or scratches. Clarity considers the number, size, location, color or relief and type of these inclusions and blemishes (called clarity characteristics). The less noticeable they are, the rarer and more valuable the diamond is, if everything else is the same. Diamonds that are Flawless have no visible inclusions or blemishes at 10x magnification. Learn more about diamond clarity ([link](https://www.gia.edu/gia-about/4cs-clarity))

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BIRTHSTONE-JANUARY

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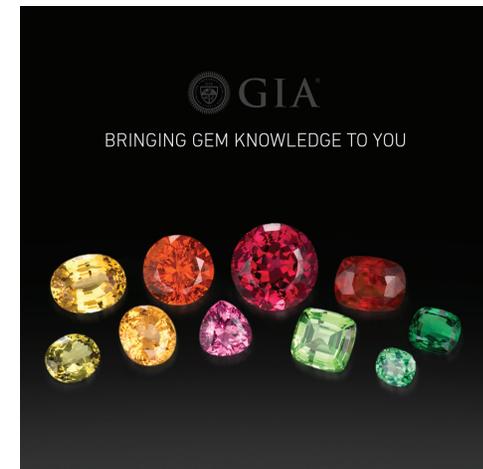
People typically think of garnet, January's birthstone, as being red, and many of them are. But garnet also comes in a wide variety of colors, including orange, yellow, green and rarely, purple or blue. Bright orange garnet is known in the trade as "mandarin" garnet. Tsavorite and grossularite are two types of green garnet that can sometimes rival emerald in color. Learn more about January's birthstone ([link](https://www.gia.edu/garnet))

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BIRTHSTONE-FEBRUARY

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Amethyst, February's birthstone, is the purple variety of quartz. It was especially beloved by the Romans in antiquity, who thought of purple as a royal color, and it was priced similarly to ruby and emerald until the 19th century, when large deposits were discovered in Brazil. Today, amethyst is a relatively affordable gemstone that comes in high clarity and incredibly large sizes. The finest amethyst color is a rich medium-dark to dark reddish-purple or purple. Learn more ([link](#))

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BIRTHSTONE-MARCH

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Aquamarine, March's birthstone, means "seawater" in Latin, perhaps because it ranges in color from greenish blue to a rich, saturated medium blue. Brazil is the most important producer of aquamarine, with Santa Maria being its most famous locale. Aquamarine can come in large sizes with high clarity. It is a variety of beryl and is related to emerald and morganite. Learn more ([link](#))

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BIRTHSTONE-APRIL

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Diamond, April's birthstone, is the hardest gem on Earth and one of the most popular gems in the world. Not only did diamonds form under great heat and pressure deep within the earth, they were also brought to the surface by volcanoes. Did you know that diamonds range from 90 million to billions of years old? Each diamond is a time capsule that gives scientist insight into Earth's geologic history. No wonder diamonds are treasured as symbols of strength and eternity. Learn more ([link](https://www.gia.edu/diamond))

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BIRTHSTONE-MAY

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Emerald is the perfect birthstone for spring. To many ancient cultures, its lush green symbolized fertility and rebirth. The first known emerald mines were in Egypt, and emeralds were beloved by many powerful rulers, especially Cleopatra. This gem tends to contain many inclusions and is often oiled or fracture-filled. This means emerald jewelry should never be cleaned in an ultrasonic cleaner, which can remove the oil and even cause damage. Some connoisseurs believe that inclusions give emeralds a lush look. That's why emerald inclusions sometimes are called 'jardin' or 'garden' in French. Learn more ([link](#))

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BIRTHSTONE-JUNE

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Pearl – one of June's birthstones – is perhaps the best-loved gem of all time. Natural pearls sometimes form when an irritant enters a mollusk. The mollusk secretes layers of an iridescent substance, called nacre, to surround the irritant. These layers break up light in a way that creates pearl's unique luster and orient. Natural pearls are rare, but today, cultured pearls are farmed in large quantities in many countries around the world. The most popular pearl types include: South Sea, Tahitian, akoya and freshwater. Learn more ([link](https://www.gia.edu/pearl))

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BIRTHSTONE-JULY

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Ruby – July's birthstone – sets the standard for all red gems. Long associated with passion and courage due to its fiery color, it is the gem of lovers, kings and warriors. Burma (Myanmar) is a famous historical source known for producing fine-quality rubies, sometimes called "pigeon's blood" in the trade, that are a saturated red to slightly purplish red with glowing red fluorescence. Most rubies are heat-treated to improve their color and clarity. Untreated rubies with saturated color and clarity are rare. Learn more ([link](https://www.gia.edu/ruby))

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BIRTHSTONE-AUGUST

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Peridot – one of August's birthstones – is known for its bright, grass-green to yellowish green color. A relatively affordable gem, it is found in large sizes with high clarity. Peridot is 6.5-7 on the Mohs scale, which means it requires some care when worn. It may show scratches if worn in a ring, but it is well suited for a pendant or earrings. An extreme gem, peridot forms in Earth's mantle and reaches the surface through volcanoes. Peridot has also been discovered in meteorites and in outer space, including on the moon and on comets. Learn more ([link](#))

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BIRTHSTONE-SEPTEMBER

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Sapphire – September's birthstone – sets the standard for all blue gemstones and has been beloved by royalty and clergy throughout history as a symbol of nobility and fidelity. The most legendary sapphire locales are Kashmir, Ceylon (Sri Lanka) and Burma (Myanmar), with the most prized color being a violetish blue to pure blue, sometimes called "cornflower blue" in the trade. When used by itself, the term "sapphire" refers to blue stones, but there are also fancy colored sapphires that can be pink, purple, green, yellow, orange and more. Sapphire is one of the hardest gemstones on Earth after diamond and is a beautiful, durable choice for any type of jewelry. Learn more ([link](https://www.gia.edu/sapphire))

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BIRTHSTONE-OCTOBER

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Opal – one of October's birthstones – is a phenomenal gem that shows rainbow flashes of color. There are many types of opal, with black and crystal opal being the most valuable and white and jelly opal being more commonly seen. Black opal is treasured because its dark body color shows off its play-of-color the most vividly. As beautiful as they are, opals are more fragile than most gems and require special care. They should not be stored in dry conditions (a safe) or exposed to heat (from a heater, stove, etc.). Otherwise, they may craze (develop a series of cracks). Opals are also relatively soft and should ideally be set in a protective setting if worn as a ring stone. Learn more ([link](https://www.gia.edu/opal))

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<https://www.gia.edu/opal>



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BIRTHSTONE-NOVEMBER

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Historically, topaz – one of November's birthstones – was thought to be a golden yellow stone. But modern gemologists know that topaz actually comes in a wide variety of colors, including blue, pink, red, purple and more. Imperial topaz, a trade name for medium reddish orange to orange-red topaz, is among the gem's most desirable colors. Blue topaz, most of which has been irradiated and heated, is one of the most popular and affordable gems on the market today. Topaz has high hardness and makes for durable jewelry. Learn more ([link](https://www.gia.edu/topaz))

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BIRTHSTONE-DECEMBER

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Tanzanite – one of December's birthstones – is among Earth's rarest gemstones. This blue to violet or purple gemstone is found only in one place – at the foot of Mount Kilimanjaro in Tanzania. Its color can rival that of the finest sapphire. Tanzanite shows three different colors when viewed in three different crystal directions: red-violet, deep blue, and yellow green. Today, most tanzanite is heat treated, which removes or reduces the yellow green or brownish pleochroic color, maximizing the blue and violet. This gorgeous stone's main drawback is that it has perfect cleavage, meaning it can break or split if hit in the right (or wrong) direction. That means it is best suited for a pendant or earrings and should probably not be worn as an everyday ring stone. Learn more ([link](https://www.gia.edu/tanzanite))

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