**Lowe's Uses Social Media for Education, Accessibility Outreach**

Lowe's first installation in its 360-degree "Made in a Minute" video series has been deemed a success by its social media followers. Lowe's strives to make do-it-yourself projects accessible to the younger generation, who didn't necessarily develop such skills as hanging drywall or mending holes, Chief Marketing Officer Marci Grebstein said.

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<http://digiday.com/brands/inspiring-entertaining-plus-utility-inside-lowes-social-media-strategy/>