



SOCIAL MEDIA FOUNDATIONS STRATEGY SESSION

There are three phases involved in our Social Media Foundations Strategy Session:

PHASE 1: SOCIAL MEDIA NEEDS ASSESSMENT/AUDIT

We evaluate all your social media platforms and current analytics reports, then we create a recommendations document for us to review together.

PHASE 2: E CREATIVE SOCIAL MEDIA ONBOARDING MEETING

We meet to discuss our strategic recommendations for your pages. After recommendations are reviewed and next steps are determined, we provide a tutorial to introduce you to our collaborative scheduling platform.

PHASE 3: SOCIAL MEDIA ACCOUNT REFRESHES

We begin to implement approved recommendations to refresh your pages. Account refreshes may include, but are not limited to, the following:

- Account Creation
- Google My Business Account Setup
- Profile Picture/Avatar Refreshes
- Development of a Graphic “Look” for Future Posts
- Cover Photo Refreshes
- “About” Info/Bio Refreshes
- Development of a Social Media User Agreement/Policy
- Development of a Standard Response for Public Complaints and Negative Reviews
- Development of Standard Response for Inbox Messages/Direct Messages

