

SocialVelocity Program

So, you've got a Facebook fan page for your organization and a Twitter account. But there's something just not quite connecting — you're not getting as much engagement as you wanted. **We can help.**

Our SocialVelocity Program provides a boost to the social media strategy for organizations of all sizes and industries.

Social Media Audit and Gap Analysis

We start by doing a thorough **five-point analysis** of your existing social media channels. We **test your monitoring** to see how effective your content managers are being at creating contagious engagement. We'll also **research your competitors** to find out where they're seeing success.

Training Workshop: Get Your Team Up to Speed — Fast!

Then, we'll conduct an **on-site three-hour workshop** to help your team understand the critical elements of social media: from best practices in increasing follower count, to targeting high-influencers, to how to monitor the Internet for brand references. It's a **fun, interactive, fast-paced** time and your team will walk away with their own workbook containing everything we cover.

Strategy Blueprint

During the workshop, we'll dive into your organization's specific objectives: Who are you trying to reach? What action do you want them to take? Our Blueprint report will bring it all together with an **actionable plan**, broken down by each objective and channel. This document is yours to use internally, hand off to your existing provider, hire us to develop the strategies, or use it as a base for an RFP process. It's up to you.

Social Media Policy

We'll work with your legal and compliance/regulatory teams to help them develop a **customized internal Social Media Policy** for employees so they know what to post and, perhaps more critically, what not to post.



Our Assured ROI™ Social Media Strategy methodology is a results-based, seven-part system providing the strongest potential return on investment for social media activities.

It is designed to bring internal buy-in to the project steps, identify existing efforts, develop a strategic action plan, and implement the strategy — from design to platform page creation to moderation.

Fan Engagement Plan

Your Blueprint won't be effective without a clear roadmap on how to create contagious audience engagement. Our Fan Engagement Plan will give your team a recommended **schedule of posts** and suggested content items, along with the latest research on the **best day/time to post** for your industry.

Negative Response Strategy

We will develop a customized **Negative Response Strategy** in the event your brand receives negative attention online. Having this plan available organization-wide can turn a bad situation into an opportunity to demonstrate your company's commitment to transparency, listening to your stakeholders, and service.

In-Person Training on Monitoring/Engagement Tool

tMedia uses the Hootsuite social media dashboard — an in-depth tool for monitoring brand mentions, engaging with your followers/fans, and giving team members access to your channels without handing out your main passwords. We'll do an on-site, **intensive training session** to teach your content team how to use Hootsuite to schedule posts, **locate local high-influencers**, and manage your entire social media suite. And we'll leave them with a training guide and access to **on-demand videos** when they need a "refresher."

One Year Access to tMedia University

Your entire team will have **unlimited access** to tMedia University — our exclusive client-only library of on-demand tutorial videos/courses on topics ranging from negative response strategy to how to moderate your Facebook page to geo-targeting your tweets.

Isn't it about time you gave your social media and digital marketing efforts some Velocity?

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