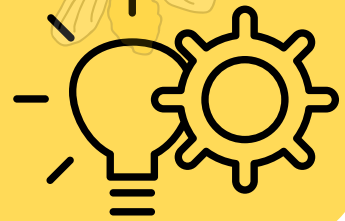


Social Media

Management Process

1. Phone Call

Before getting started, I will book in a phone call with you to discuss your current social media strategy, and what your goals are.



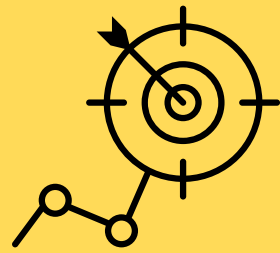
2. Brainstorm

During the call, we can brainstorm ideas on how to reach your social media goals and what content you would like to share.



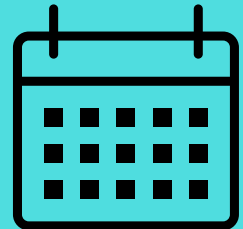
3. Strategy

After our call, I will audit your social media to see what is working and what isn't. Using this, I will begin to put together a social media strategy.



4. Calendar

Using ideas from our brainstorming session and seeing what works/doesn't work in the social media audit, I will create a calendar of content for your business pages.



5. Approval

I will send you the strategy and calendar for you to approve and suggest any changes you would like to make.



6. Time to create

I will begin making your social media content! Depending on our agreement, I will begin scheduling this too.



7. Engagement

While managing your social media, I will respond to comments and messages from your audience, increasing engagement.



8. Re-evaluate

After an agreed period of time, we will have another call to discuss what is working, what needs improving and what our next steps are.

