# Asking questions about social media? Social Signal has the answer.



How can social media engage our customers, supporters or team?

# The Concept Jam

A workshop-driven process that creates your compelling social media concept: a vision for the online presence that will actively engage your key audiences and deepen your relationships. How can we get more from our social media investment?

## **Engagement Audit**

Research, analysis and recommendations on how to take your online community's participation, traffic and value to the next level.

How can we try out social media for ourselves?

#### Social Media Pilot

A complete solution offering the technology, strategy and support you need to launch a simple blog or social network presence, engage your audience and learn from your success.

How can we build on our successful pilot?

How can we ensure the success of our social media vision?

## Social Media Strategic Roadmap

#### **Technical Blueprint**

A development plan specifying functionality, site structure, navigation and content areas. Includes both mockups/wireframes and detailed requirements for user experience and workflow.

# Engagement and Promotions Plan

A complete plan for launching and running your social media presence, including a marketing plan, community management guidelines, participation incentives and key messages.

#### **Business Plan**

A document mapping out the risks, costs and ROI of your social media presence. An optional document created on request for review by your board or funders.

How will we build our social media presence?

We need a complete solution for online community success.

#### **Community builder**

We convene and manage your social media dream team from our global network of design, development, marketing and community experts.

Project management

Visual design

Site development

**Content creation** 

Documentation and FAQs

Community management

Marketing & promotions

We want to use our existing design and development team.

# **Community advisor**

We work with your team and suppliers to deliver on your social media vision and ensure you have the expertise you need for success.

Platform requirements

Development advice

Content creation

Documentation and policy

Staffing strategy

Community coaching