

## SOCIAL MEDIA PROGRAMS—ASSESSMENT, STRATEGY, AND SUPPORT

Social media isn't just a "nice to have" for brands anymore—it's a business imperative. It's also a huge opportunity for your organization to connect with new and existing audiences and deepen relationships in a way not possible before social media. **Take advantage of this powerful tool to drive engagement, strengthen loyalty and amplify your credit union's voice.**

Our social media programing covers all vital components you'll need to hit "go" on a successful social media presence. From pre-strategy assessment and audit work, to strategy development, to ongoing support and education, we will empower you to put social media to work.



### ASSESSMENT & RESEARCH

#### BASIC SOCIAL MEDIA ASSESSMENT

Suggested as pre-strategy work for credit unions that have an existing social media presence.

- A report card assessment of current-state social media performance, including account set-up, keyword use, content/timing appropriateness, competitive analysis, and improvement recommendations.

#### EXPANDED SOCIAL MEDIA ASSESSMENT

For credit unions taking advantage of Filene's Digital Strategies Program, we offer a social media assessment specifically designed to prepare your credit union for the development and use of a social media strategy.

- All the above assessment elements, plus research on the current landscape of social media, on-demand support and exclusive content.



### SUPPORT, EDUCATION, & REFRESH

#### SOCIAL MEDIA WARRANTY PROGRAM

Annual support to ensure the ongoing effectiveness of your social media plan.

- Enrollment includes on-demand support, quarterly monitoring and measurement, and access to exclusive content.



### STRATEGY, TRAINING, & EXECUTION

#### SOCIAL MEDIA STRATEGY

Comprehensive strategy development that positions your credit union for success in achieving business objectives through the appropriate and effective use of social media channels. Your strategy build includes:

- Hands-on training and objective development
- Strategic document with content calendar and campaign recommendations
- Brand ambassador plan for deepening engagement from within

#### BRAND AMBASSADOR STRATEGY

Available as a stand-alone plan focused on leveraging your employees, your brand ambassador strategy includes:

- Best practice guidance on employee selection, technology, culture, process and resource needs
- Employee incentive/gamification strategy
- Policy guidance
- Success measurement framework

#### QUESOCIAL

Subscribe to the QUESocial platform for daily content delivery, training and incentives to enhance the effectiveness of your ambassador program while minimizing the effort for your ambassador team.

#### QUESTIONS?

HOLLY FEARING, SOCIAL MEDIA ADVISOR  
608.213.5194  
HOLLYF@FILENE.ORG



#### FILENE RESEARCH INSTITUTE

612 W MAIN ST – SUITE 105  
MADISON, WI 53703  
P. 608.661.3740

# HIT “GO” ON A SUCCESSFUL SOCIAL MEDIA PRESENCE THIS YEAR BY SELECTING ONE OF THESE PACKAGES

Social Media Program Features:	Assessment & Research Phase	Strategy, Training & Execution Phase	Support, Education & Refresh Phase
<b>Basic Assessment:</b>	<b>\$4,000 (Member)</b>		
Connectivity & Set-up Evaluation	•		
Keyword Optimization	•		
Content/Use Appropriateness	•		
Competitor Analysis	•	•	
Quick-fix Recommendations	•	•	
Long-term Recommendations	•	•	
<b>Expanded Assessment</b> (20% discount when paired with Digital Strategies Program) <b>All above, plus:</b>	<b>\$3,000–\$6,000 (Member)</b> based on asset size (20% discount available)		
Research & Best Practices	•	•	
Exclusive Webinars & Content	•		
<b>Social Media Strategy Development:</b>		<b>\$10,000 (Member)</b> Optional plans for small CUs in collaboration	
Social Media Training		•	
Social Media Channel Selection		•	
Social Media Channel Set-up		•	
Strategic Objective Guidance		•	
Social Media Strategy Development		•	
Brand Ambassador Strategy & Social Media Policy Guidance		•	
		Available as a stand-alone plan: <b>\$3,000 (Member)</b>	
Social Media Content Calendar & Execution Plan		•	
Metrics Tracking & Measurement Plan		•	
Staff Training for Plan Execution		•	
<b>QUEsocial for CUs/Leagues:</b>		Per seat fee, ask for details	
<b>Social Media Warranty Program:</b>			<b>\$3,500 (Member)</b>
On-demand Expertise & Support			•
Quarterly Monitoring & Check-in			•
Ongoing Guidance for Ambassador Continuation			•
Annual Refresh & Update of Strategic Plan			•

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