



Filene Research Institute Social Media Advisory Programs

Basic Social Media Assessment:

Suggested as beneficial pre-strategy work for CUs that have existing social media presence

An assessment process that delivers a report card of current-state social media performance, taking into consideration:

- **Connectivity** — optimized or needs improvements, recommendations for fixing
- **Keyword optimization** — assessment of audience preferences/trends and suggestions for optimizing
- **Use appropriateness** — guidance on what's going well, what can be improved; review of top performing and low performing posts
- **Content appropriateness** — assessment of content type, balance and timing; analysis of most engaging / least engaging content
- **Competitor's comparison** — see where you sit in the social media landscape among other brands and organizations
- Recommendations for **immediate improvements**
- Recommendations for **long-term direction**

Participation Fee:

Social Media Program:	Filene Members	Filene Non-Members
Basic Assessment	\$4,000	\$8,000

QUESTIONS?

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