



Filene Research Institute Social Media Advisory Programs

Expanded Social Media Assessment:

(20% discount when bundled with Digital Strategies Program)

Providing a positive and convenient digital experience for consumers today is essential. Progressive credit unions realize any digital strategy must include integration with social media. For credit unions taking advantage of Filene's Digital Strategies programs, we offer a social media assessment specifically designed to prepare you for the development, advancement and use of a social media strategy and improve your onmi-channel presence.

What you get:

- **Research on social media landscape:** current state and future trends, resource/budget needs and best practices for brands
- **Social media report-card assessment:** connectivity, keyword use, timing and frequency appropriateness, content appropriateness, fast-fix channel recommendations, long-term direction recommendations
- Social media **competitor analysis** and best-use case studies
- **Exclusive content and quarterly webinars** on current and pressing social media topics; plus briefs, reports, research and articles covering tactical and strategic issues. Webinars also available on-demand

Social media landscape research, report-card assessment, and competitor analysis will be delivered in report form along with your Digital Strategies report. Exclusive content and webinars will follow over the course of the year in tandem with other Digital Strategies program deliverables.

Participation Fee: *20% discount for members when paired with Digital Strategies programs.*

Expanded Assessment (with Digital Strategies)	Filene Members	Filene Non-Members
CUs <\$100M Assets	\$3,000 <i>(\$2,400 with discount)</i>	\$6,000
CUs \$100M – 999M Assets	\$5,000 <i>(\$4,000 with discount)</i>	\$10,000
CUs +\$1B Assets	\$6,000 <i>(\$4,800 with discount)</i>	\$12,000

Ready to take a deeper dive into Social Media Strategy? Member credit unions will also receive 20% discount on Social Media Strategy Development when booked within 2 months of Digital Strategies work.

QUESTIONS?

Contact Holly Fearing at 608.213.5194 or e-mail hollyf@filene.org