



## **Filene Research Institute Social Media Advisory Programs**

### **Social Media Strategy Development**

Our research on social media indicates that this important communication tool has moved well beyond nice to have and is now a “cost of doing business” expectation in consumers’ eyes. However, consumers also expect brands to exhibit a level of proficiency in the channels, engage where and how they want to be engaged and provide real-time interaction and response. Having an effective strategy in place is essential for daily execution to run smoothly and to meet these expectations.

#### **Why it works:**

Done effectively, social media efforts can:

- Engage current and potential members
- Enhance communication efforts
- Amplify work toward organizational objectives
- Grow bottom line results
- Build social equity and awareness for the credit union

#### **What you get:**

- Research on current social media channels / social media best practices
- Hands-on, in-person social media training
- Analysis of competitor’s social media presences
- Social media channel set-up (for brand and key individuals)
- Strategic decisions and objectives guidance
- Comprehensive social media strategic plan
- Brand ambassador strategic plan
- Social media content calendar and execution plan
- Social media campaign creative ideas
- Social media metrics development and scorecard measurement plan

Participation Fee:

<b>Social Media Strategy Development</b>	<b>Filene Members</b>	<b>Filene Non-Members</b>
Customized for individual CU	\$10,000	\$20,000

\*Fees do not include travel, which will be billed to Client at cost.

#### **QUESTIONS?**

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