



Filene Research Institute Social Media Advisory Programs

Social Media Warranty Program:

Annual support to ensure ongoing effectiveness of social media strategic plan

This annual enrollment package offers:

- **On-demand support** phone calls and emails accessing Filene's experts
- **Quarterly monitoring/adjustment** of strategy
- Assessment and monitoring of **Employee Ambassador plan**
- **Access to exclusive content**, research and resources:
 - quarterly follow-up calls, updates on platform changes and relevant articles
- expert guidance to **refresh and update strategic plan** for future years

Participation Fee:

	Filene Members	Filene Non-Members
Social Media Warranty Program	\$3,500	\$7,000

QUESTIONS?

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