

Social Media Management Package

Social media is more than just adding content to your account. The most effective social media strategies are a two way street, fostering dialogue between you and your audience - this means interacting and networking with individuals and businesses (more than just posting). The Social Media Management Package at PaperStreet can jump-start your social media campaign and help you build an audience.

What Is Included?

- **Set-Up:** We will create accounts for main social media networks: Facebook, Twitter LinkedIn and Google+, as well as create a Hootsuite account to manage your social media posts. If you are not familiar with the basics of these sites we can provide training. We will also create and upload branding artwork using your existing logo and website artwork. This initial set up requires your assistance with verifications (may be by phone, e-mail or postcard depending on the account) and we will need some basic information about your firm.
- **Consultation:** A brief consultation (30 minutes a week) with a team member to discuss ideas.
- **Posting:** Our team will post twice a day (10 times a week) to all four accounts using Hootsuite. Once a week we will manually add in the 10 posts and schedule them accordingly.
- **Monitoring:** We will respond to comments, follow similar accounts, like and share relevant posts and build an audience.

What Is a Post?

Every social media site is different, but below are some examples of possible posts:

- Sharing your blog post with a one line summary
- Sharing a relevant news article, or other interesting link
- Uploading a photo with a caption
- Asking a question to spark conversation
- Introducing an employee (biographies)
- Sharing recent news about your firm (awards, events ...)
- Search for trending topics and participate

What Is Monitoring?

In order to engage your audience we will interact with other users in the following ways:

- Liking posts and comments
- Replying to direct messages and comments (any legal questions will be directly forwarded to the attorney via phone or e-mail)
- Sharing posts and retweeting relevant content
- Follow other individuals and businesses
- Engage in communities and groups

Budget:

- The initial one-time set-up fee is \$1,500, which includes creating the accounts, uploading artwork and training (if needed). A lower setup fee may be available for those who already have perfectly setup and branded social media accounts.
- After set-up, the PaperStreet Social Media Management Package is \$1,500 a month.

Additional Notes & Expectations:

Partnership : We will do the majority of the work, but we encourage you to take part in the networking as well. Feel free to log into your account and participate in the conversation. We recommend you stay active on all four sites in addition to the weekly scheduled posts.

Knowledge: As a representative of your firm, you have specific knowledge and experience about your industry, company and community, so any input you can provide will positively impact the success of your campaign.

Expectations: This is an added service to supplement your internet marketing efforts. We in no way guarantee that this will significantly boost your search rankings or bring in additional clients. We believe this is important for the growth of your firm in rankings, communication and overall web presence.