



# Strategy + Execution + Engagement

Strategic use of **social media** to  
connect with your community.

“ ‘Build it, and they will come’ only works in the movies. Social Media is a  
‘build it, nurture it, engage them, and they may come and stay.’ ”  
- **Seth Godin**

Associations are continually challenged with attracting, retaining and engaging members, particularly when it comes to a young professional segment of the organization. Social media is a critical component of a game plan to accomplish this. And while most associations maintain a social presence, the idea of an organized, comprehensive social strategy - executed properly for growth - is not necessarily in their organization's marcom framework. That's where we come in. We understand how associations can use social media to grow their organization, promote their causes, and inform followers about issues that impact their industries. And we're ready to put together a strategic plan specific to your association.

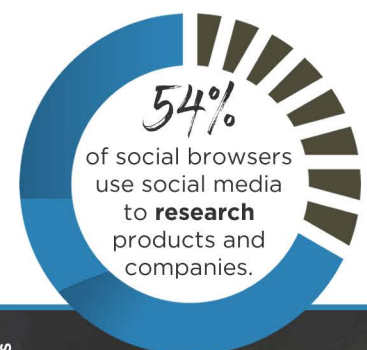
## Features

**Strategy** - we create channel-specific strategies, enhancing engagement across your professional community.

**Engaging content** - our experts follow the most relevant industry hashtags and create content that keeps your association at the forefront of engaging conversation.

**Editorial control** - we do the work, you control the content. Nothing is posted without your association's approval.

**Creative services** - Graphics = engagement. That's why our creative department is at your disposal.



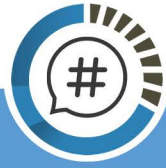
## Pre-Launch

Working hand-in-hand with your team, we pride ourselves in becoming an extension of your marcom staff. We can completely take over your social strategy, or supplement your social media in any capacity you need. Here's our pre-launch process.



### Discovery

We learn about your association, industry, trends, advocacy efforts, and competitors.



### Research

Your dedicated social strategist will begin researching your industry's social presence, including relevant hashtags.



### Sample Posts

Your social strategist will begin submitting sample posts to ensure proper voice and relevancy across your social channels.



### Connections

Working with your team, our experts will connect to your applicable social accounts, allowing us to post on your behalf.



### Launch

Once a strong comfort level is achieved, Association Briefings will launch your strategic social program.

## Our Process

Your association is assigned a dedicated, social media strategist with strong news judgment, trained to learn your industry by monitoring relevant hashtags and curating the most important news for your followers. That strategist works with your team to establish a robust, engaging social presence for your association.



### Content Calendar

We work with the association to produce a monthly content calendar specifically for association announcements.



### Curate

Your dedicated social strategist curates news from reliable, industry and mainstream media sources.



### Compose

Using your association's voice, your strategist will compose various posts optimized for each social channel.



### Approve + Post

Once approved by the association, your strategist will schedule posts across multiple channels.



### Engage

Your strategist will engage with followers when appropriate, or keep you informed of posts that need attention.

