

SOCIAL MEDIA FORM

Your answers to the following questions will provide our social media team with valuable information about your business and the content you do or do not wish to share with your audience. We'll use this information to create the most beneficial posts for your platforms that capture your unique voice. Should you want to see any specific wording used, please indicate so below.

Business Name:

Social Content:

1) Who is your target audience?

2) Are there any holidays that you prefer we avoid posting content for?

3) What important dates would you like us to be aware of? Ex: Office anniversary, employee birthdays, employee work anniversaries, etc.

4) What events does your business participate in throughout the year? Ex: festivals, parades, etc.

5) What events or occasions do you hold at your office? Ex: holiday parties, seminars, etc.

6) Are there any charities, sports teams, local schools, or local organizations that you'd like us to follow and publicly support on Facebook?

7) Is there anything you would like us to avoid posting?

Educational Content:

1) What are some main topics related to your services that you'd like us to educate your audience on?

2) What time of year is most appropriate for educating your audience on your main topics?

3) What are some online resources you'd like us to refer to for educational content?

Promotional Content:

1) What elements of your business separates you from your competitors?

2) What awards and honors have you received?

3) What are your main services that you'd like us to promote on social media?

4) Are there seasons that make more sense for certain services? If so, what are they?

5) Are you OK with us linking people to your website? If so, is there any part of your website that you'd like us to avoid (outdated pages, services you no longer offer, etc.)?

6) What areas of interest would you like to dedicate your Facebook Advertising budget to?