



Social Media Scorecard

2017 Edition

Sociality Squared is a full service social media marketing agency based out of New York City. S2 has worked with over 60 brands since its founding in 2010 including Leica Camera, Dolphin Browser, Fitstar by Fitbit and Microsoft.

Our managed services cover strategy, content production and daily channel management, freeing your marketing team from the day-to-day attention that social media requires.

Each client receives a social media marketing team that includes:

- + Account Manager
- + Copywriter
- + Community Manager
- + Strategist
- + Graphic Designer
- + Customer Support

10 Keys to Social Success

Evaluate your brand's social media presence using these 10 unique indicators.

1. Optimized Channel Presence

Our basic services make sure you're covered on Facebook, Twitter, Instagram, G+, Pinterest and YouTube.

2. Regular Posting Frequency

We create a complete content calendar for your brand, allowing you to post enough, but not too much, on your channels.

3. Following Best Practices

There's a lot to get right on social and best practices continually change. We keep up with the industry so you don't have to.

4. Leveraging Custom Content

Each of our clients stand out with a unique look, feel, and voice on social. Working with S2 will ensure your posts stand out.

5. Sending Regular Newsletters

Email marketing is back. Let us take care of the heavy lifting of design, copywriting, content strategy, and execution.

6. Maintaining a Blog

Extend your reach beyond social and into search with a content library that you own.

7. Providing Social Customer Support

We build and execute a response strategy so your customers never have to wait to hear back from you.

8. Ongoing Community Engagement

Your top fans deserve white-glove treatment, which we're happy to give.

9. Clear Growth Strategy

S2 has helped clients grow communities over 1 million fans. We manage ad budgets of all sizes.

10. Investing in Proactive Outreach

Public conversations are taking place right now about areas hyper relevant to your business. We make sure you're a part of them.

Your Score: ____ /10

How'd you score? Learn more about your results and receive a free consultation by emailing joe@socialityquared.com.