



A fresh set of eyes on your social media efforts

Is your Facebook flagging, your Insta uninspired, or your Tweets tiring?

Do you wish that someone could provide you with timely, informed and honest feedback on your social media efforts?

Kristy Schirmer, Principal Consultant, Zockmelon is available to personally provide a short review and new perspective on your social platforms. It's a chance to help troubleshoot any issues you are having with your social media presence and get a fresh viewpoint on how you can improve and grow as you implement your strategy for the remainder of the year.

You'll get practical and tailored feedback (with suggestions) for your social media page/s.

Feedback is based on both current best practice in social media and through the lens of contemporary health promotion and public health.

What you will receive:

You will receive a review up to 2 of your chosen social media platforms (e.g. Facebook, Instagram, Twitter, LinkedIn).

You will be emailed a brief and practical report with feedback within 3 weeks of your order and upon receiving your completed context survey.

The review and feedback service will help you to better understand what you are doing well as well as suggestions for improvements you can make within the constraints of your limited resources.

The fine print:

It is not possible to review any past Facebook or Instagram ads, however current Facebook ads will be included in the review of Facebook pages.

Facebook groups and Facebook pages are each considered separate platforms for the purposes of the pop-up service.

As a guide, the previous 2 months or so of content will be reviewed to get a feel for the content and nature of your social media presence.

We encourage you to also allow permissions to your insights by granting access as an 'Analyst' on your page. You can later revoke access. These are the details of how to give and revoke access:

https://www.facebook.com/help/187316341316631?helpref=faq_content

These are the details of different permission levels.

<https://www.facebook.com/help/323502271070625/>

Please be aware an analyst cannot post or moderate any comments. Providing analyst access is not a requirement of the service, but it will assist with providing quality feedback and suggestions.

All your/your organisation information will be kept confidential.

If access is not provided to your stats and insights, your review will just relate to your public posts.

To help us gain a clear picture of your organisation and your social media platforms we require you to respond to a short context survey which will help provide us with an understanding of your objectives and struggles. You will be sent a link to the context survey when you are ready to proceed.

Your social media platforms will be reviewed based on the following criteria. Not all criteria may be used depending on the nature of your organisation and social platforms.

Criteria used for the review

- Engagement
- Social proof
- Content
- Strategy
- Storytelling

How you'll benefit

We understand that you are doing it all yourself or in a very small team. In many instances, 'social media' is just another dot point on your job description. This service will give you a fresh perspective and some professional insights into all your hard work online.

You'll have the opportunity to tell me your big struggles or goals via the context survey which can be considered when providing suggestions. It's a fantastic opportunity to get some timely feedback and advice which will help you grow in confidence as you plan for remainder of the year.

Payment and next steps

If you would like to proceed, please email kristy@zockmelon.com.au and you will be sent an invoice for payment. You will also receive link to the context survey and details for providing analyst access (if required).

The cost of this service is \$1,100.

Please note that this service is limited to 2 organisations each month.