

The background features a light grey background with several decorative elements: a large orange ring in the top left, a solid orange diamond in the top right, a solid orange semi-circle on the right side, and another solid orange diamond in the bottom left. A series of thin, grey, wavy lines flow from the top left towards the bottom right, passing behind the text.

# **Social Media Management Service Overview**

# Social Media Audit



Evaluation of current social media presence




Analysis of existing strategies and performance metrics



Identification of areas for improvement

# Social Media Strategy Development

- Development of customized social media strategy
- Goal-setting and KPI establishment
- Content planning and editorial calendar creation

A graphic of a smartphone with a black frame and a white screen. The screen displays the Meta logo, which consists of a blue infinity symbol followed by the word "Meta" in a black, sans-serif font. The phone is positioned on the right side of the slide, with a large orange circle behind it and a smaller orange circle above it. The background of the slide is white with orange curved shapes at the bottom and right edges.

∞ Meta

# Content Creation and Curation

- Creation of engaging and relevant content
- Content curation from relevant sources
- Visual content creation (graphics, videos, etc.)

# Platform Management

- Daily management of social media platforms
- Content scheduling and posting
- Community engagement and audience interaction



# Social Media Advertising

- Development of targeted advertising campaigns
- Ad creation, placement, and monitoring
- Budget management and performance tracking



# Reporting and Analysis

- Regular monitoring of social media performance
- Analysis of key metrics and performance indicators
- Monthly reporting and insights for optimization

# Service Deliverables

- Detailed social media audit report
- Customized social media strategy document
- Content calendar and creation plan
- Monthly performance reports and analytics
- Ongoing support and communication



The background features a series of thin, grey, wavy lines that create a sense of motion and depth, curving from the top left towards the bottom right. In the bottom right corner, there is a large, solid orange shape that partially overlaps the grey lines. Additionally, a smaller orange L-shaped graphic is visible in the top right corner.

**Thank You**