

# LET'S WORK TOGETHER

448 STUDIO SOCIAL MEDIA  
RETAINER OPTIONS  
2019 / 20





## MONTHLY ACADEMIC SUPPORT

Sometimes you need a little bit of extra help engaging with your Academic community and giving them social media guidance, training and support. This monthly support 'package' puts your mind at ease with the knowledge that your Academics have someone to answer their questions and prompt them to be active advocates of the University on their social media. The points below can be updated and customised to fit your needs.

### WHAT WE CAN DO

- Weekly 'check - in' emails customised to each Academic's social media objective
- Monthly trends, content inspiration and 'how-to'
- Giving Academics a prompt when a topic is coming up that they might be interested in posting about
- Social media 'help-desk' available to field any social media related queries
- Help promote social media roundtables and upcoming workshops to Academic community
- List of stakeholders both within the UK/EU and Internationally that Academics can engage with on social media and encourage online collaboration
- Two video conference calls per month between the 448 Studio team and support staff to discuss effectiveness of programme and develop ideas to refine and make it better
- Promote and host a half day social media round table at the end of the 6 months open to all University Academics engaged with social media (optional)
  - Gives the opportunity for Academics from multiple teams to sit in a room together and discuss social media usage
  - Build a strong internal community around social media
  - Showcase the amazing work the teams have accomplished while outlining the road map for social media over the coming months
  - Easy and efficient way to address individual challenges and encourage collaboration

### HOW MUCH?

It costs £560 per month **without** the roundtable or £680 per month **with** the roundtable. This is based over a term of 6 months.



## SOCIAL MEDIA COMMUNITY CONSULTANT

Essentially this role can fill any gaps identified by the University team, it's a way to continue improving and supporting social media usage across your institution. For small social media teams giving support to University staff on top of their daily tasks can be overwhelming, this takes that pressure off. The points outlined below can be updated and changed to fit the needs of the teams as work is ongoing.

### WHAT WE CAN DO

- Two video conference calls per month with University staff
- Support on social media management and listening tools
- Ongoing advice to team members
- Monthly update emails / comms that showcase new social media trends, content tips and ideas, plus social media goals and objectives relevant to the University (as identified in our monthly conference calls)
- Social media 'helpdesk' for University staff - available to be reactive and find solutions that fit with the overall goals of the team
- Manage content submissions from multiple sources - we'll be the buffer to compile content (no more forwarded email chains)
- Promote and host a half day social media round table every 6 months open to all University staff engaged with social media (optional)
  - Gives the opportunity for staff from multiple teams to sit in a room together and discuss social media usage
  - A way to build a strong internal community around social media
  - This meeting can be used as a way to showcase the amazing work the teams have accomplished while outlining the road map for social media over the coming months
  - A round table is an easy and efficient way to address individual challenges and encourage collaboration
- Spend a half day with the University central team after round table to catch-up and plan the next 6 months

### HOW MUCH?

This option costs £650 per month **without** the roundtable or £780 per month **with** the roundtable. This is based over a term of 6 months.

If these options don't fit what you're looking for you but you need monthly support, let's develop something that works for your budget and objectives.

