

A photograph of an astronaut in a white space suit floating in space. The astronaut's helmet is clear, revealing a blue-tinted reflection of the Earth. The background is a dark, starry space with a colorful nebula in shades of purple, pink, and blue. The overall mood is futuristic and expansive.

**matter**

A Brand Elevation Agency

Q2 / 2024

# SOCIAL MEDIA CAPABILITIES



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## Overview

Our expert team understands the power of social platforms in shaping brand narratives, fostering community and engaging audiences – because we've been doing it since the days of MySpace and Tumblr.

From crafting compelling content and reputation monitoring to community management and driving leads through paid advertising, we leverage the latest trends and a data driven mindset to launch impactful campaigns that grow your share of voice. We're a proven partner in navigating the ever-evolving world of social media to elevate your brand and key thought leaders to new heights.

## SERVICES INCLUDE:

- Social Media Management
- Social Media Audits + Strategy
- Paid Social
- Executive Social Media Management
- And more!



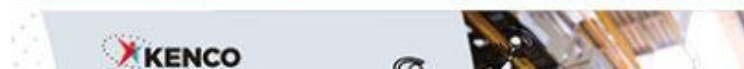
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**Choose the Right Labor Solution.**  
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**Nurse Understaffing Shouldn't Be the Norm**  
Break the status quo with Hospital IQ.  
Hospital IQ



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CVS Health.  
**A digital-first, but not digital-only pharmacy is the key to meeting patients where they are and providing them with the pharmacy services they want and have come to expect.**



LOGICGATE  
**33%**  
of Organizations Cannot Proactively Manage Risk.



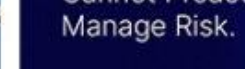
Family



Network



Family



Family

# Social Media Management

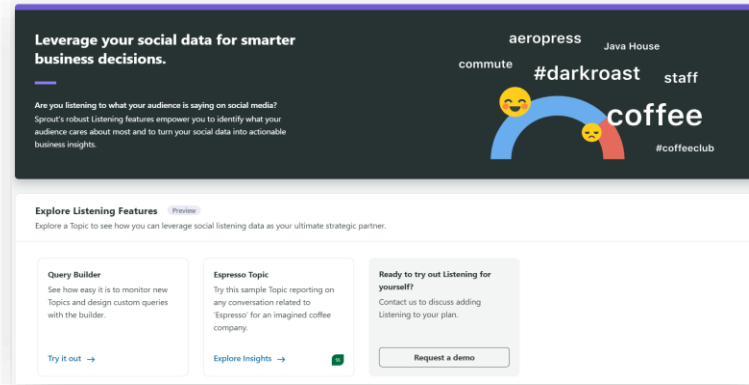
Managing social media channels for brands involves collaborating on a monthly content calendar and strategizing content topics to make every post and every action stand out in the cluttered newsfeed. Managing social channels can also include creating various content elements such as post copy, graphics, photography, and short videos. Posts are then scheduled across social channels using a scheduling platform, and efforts are made to cross-promote content with other channels or partners when appropriate.

Additionally, proactive and reactive engagement with other accounts in the form of responding to relevant inbound comments are conducted through scanning social profiles for industry-related messages.

## KEY SERVICES INCLUDE

- Content Calendar Creation
- Crafting Social Posts
- Community Management
- Reporting

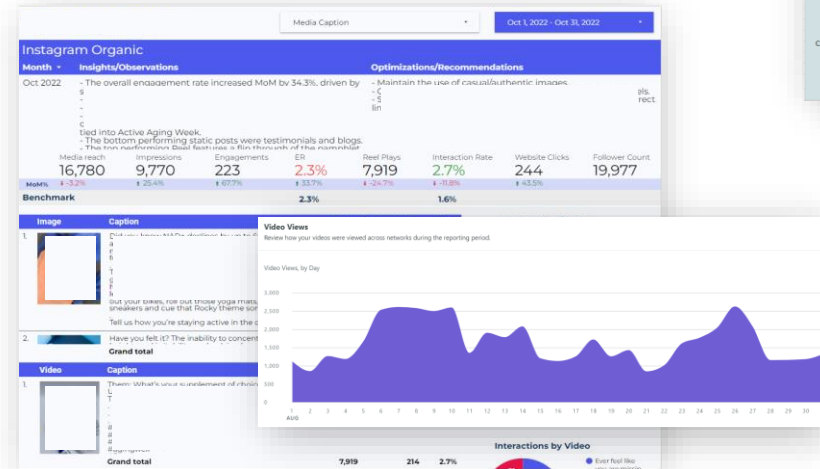
Social listening to ensure the strategy is relevant to conversations...



Consistent and well thought out cadence that aligns to holidays, events, and mindsets

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
Monthly Holidays	New Year Resolutions & planning National Blood Donor Month	Black History Month	Women's History Month America Saves Week Campaign	Financial Literacy Month	Medical Health Awareness Month Small Business Month	Pride Month		Black Business Month	Suicide Prevention Month Heritage Heritage Month	Business Mo National Heritage Month
Financial Planning & The Economy	Retirement Planning New Jobs, Pay Increases, and Promotions	National Entrepreneurs Week	Taxes	Pay Increases and Promotions		Summer Internships	Retirement Planning Season	Debt	IRA	Home
Home & Homebuying	Preparing to buy new home	High personal savings		Highest new home sales		New home sales	Home Improvement			
Parents, Children, & Education	High School of Divines	College Admissions Season	Spring Break	Graduation Season & First Jobs	College Savings	College Savings	New Parent / Birth	Back to School		
COVID & Healthcare		1 year mark of COVID						Potentially missing herd immunity		
Sports	Agames Water Games	Super Bowl LV Special Olympics 2021	March Madness NBA Playoffs	Wrestlers NFL Championship	Earth Day	2020 Olympics MLB & NBA World Series	Tennis US Open			
Misc. Mindsets	CEJ Sundance	Daylight Savings				Summer Activities and outdoor time	Wedding Season	Wedding Season	Or Year Election Se	Practical Fall 2021
Twitter Conversation Spikes	New Job Headings Travel Card	Tax Refunds Social Security	Loans	Pregnancy College	Great School	Ranking	Travel Rewards	Debt	Home Loan	Mortgage Refin
	Investing Alma Mater / Alumni	Salary / Pay Raising IPO's		Travel Rewards Home Improvement Credit Cards	Engagements Back to School	Weddings	Salary / Pay	Weddings	Salary / Pay	

Analytics & optimizations are critical to build success



# Content Social Media Audits + Strategy

In the social media world, it is critical to have a foundation to guide the future and understand what you're going up against. This is why we create comprehensive social media strategies and audits. This includes analyzing the brands and competitors' presence, followed by the development of a strategic social media plan. This plan encompasses defining content pillars, tone of voice, creative guidelines, and updating profiles.

Also, the process entails providing audit insights and strategic recommendations for current and potential new social media platforms. The strategies are aligned with predefined Key Performance Indicators (KPIs) such as increasing awareness and follower growth.

## KEY SERVICES INCLUDE

- Brand Social Profile Audits
- Competitor Analysis
- Content Pillar Development
- Performance Metrics + Analytics

## EDUCATION

The education content bucket aims to teach the audience by showcasing thought leadership and industry expertise.

- Podcast episodes
- Blogs
- Webinars
- Branded infographics
- Expert written articles
- How our tech works & Product demos
- Case studies

## TIMELY

Timely content will be pushed out on an ad hoc basis. Pieces of content that fall under this bucket are often timely and have a specific posting window to achieve optimum user engagement – examples include:

- Holidays & events
- Announcements
- Product releases
- Press releases
- Awards
- Commentary on industry trends

## CAMPAIGNS

Campaigns are a series of posts built around specific topics or an important date. They can be created from larger cross-channel programs or can be social media specific. Sample names for a campaign series include:

- Testimonial Tuesday
- Employee Spotlight
- Podcast Series
- The Future of Public Safety
- AI & Emergency Response Trends

## PEOPLE & BRAND

This content bucket is intended to humanize the brand and create real connections with your consumers.

- Company culture
- Brand values
- Customer testimonials
- Philanthropy
- Careers
- Internal communications
- Diversity & inclusion





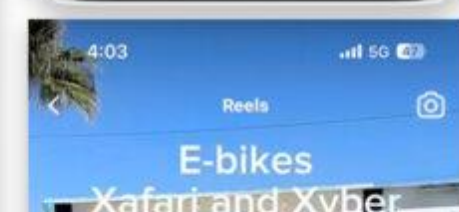
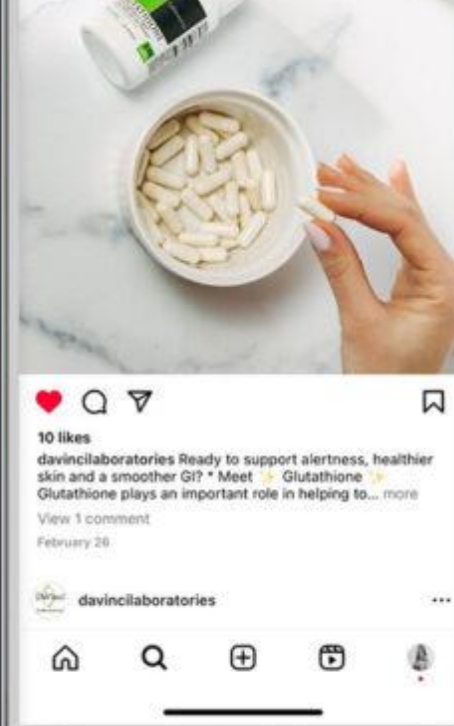
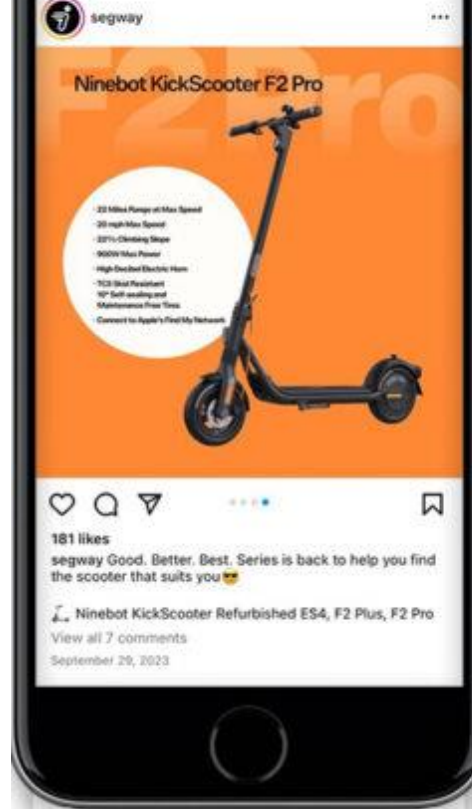
# Paid Social Advertising

Our paid social experts know how to effectively get your ads in front of the right people in the cluttered social media news feed. The paid social media program involves creating a comprehensive strategy that determines audience selection, ad account setup, budgets, timing, and back-end tracking. Specific goals and objectives are outlined for each campaign or target audience, utilizing projected results and benchmarks to create achievable goals.

Our team continuously monitors ads and makes optimizations needed to drive success and outperform benchmarks, using reporting to articulate the data and information in a digestible way.

## KEY SERVICES INCLUDE

- Ad Campaign Strategy + Planning
- Ad Creative Development
- Audience Targeting & Segmentation
- Campaign Management & Optimization





# THANK YOU

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**matter**

A Brand Elevation Agency

With 250+ professionals across offices in Boston and Newburyport, MA, Rochester, NY, Providence, RI, Dallas, TX, and Denver, CO, Matter is one of the fastest-growing PR, marketing and creative firms in the country. Matter has won 14 "Agency of the Year" accolades and has been consistently recognized as a top place to work.

**About Matter Communications**

Matter is a Brand Elevation Agency that integrates PR, marketing and creative services into campaigns that inspire action and build value. Founded in 2003, with offices spanning North America, Matter works with the world's most innovative companies across healthcare, high-technology, consumer technology, professional services and consumer markets.

For more information, visit <https://www.matternow.com>.