



Various social media platforms such as Facebook and Twitter are an incredibly powerful tool for product manufacturers.

These platforms provide an excellent means of communication and engagement for prospective clients, current clients, and more. Many companies are already leveraging these platforms in ways that are effectively driving sales and increasing yield.

SOCIAL MEDIA ASSESSMENT & STRATEGY

Every social media platform has its own set of specific best practices and guidelines. While seemingly simple guidelines, these practices, if not followed, stand to threaten your company's online reputation. *BUILDINGS* will work with your team to develop best practices and a comprehensive brief that outlines your entire approach to social media, including objectives and tactics for achieving goals, a work flow for addressing feedback, and a plan for ongoing web participation.

BUILDINGS will offer companies with already established social media accounts an optimization assessment, ensuring each social presence has been set-up and established appropriately on the platform. This includes reviewing graphic elements such as background or avatars, information fields and any necessary clean-up.

For those companies that do not yet have an established presence, *BUILDINGS* will work with your company to set-up and establish the account, leveraging existing creative and content to create any needed background, avatars or profile images and populate information fields with strong marketing content.

ADVANCED FEATURES FOR FACEBOOK - CUSTOM TABS OR APPLICATIONS

Leveraging custom tabs and applications on your Facebook Page are a great way to engage first-time visitors to the Page, serve additional content to users, and tie-in existing presences to populate your Page's content (without having to recreate content manually for Facebook). Examples include using a custom tab that pulls in a company's current YouTube channel or Twitter stream, or a default Welcome tab, a graphically appealing tab which would appear only to visitors that have not yet "liked" the Page. Facebook tabs and applications can be as simple and complex as desired, and will be determined following a simple discovery process with the client.