



# Social Media Products & Services

It is crucial to be aware of the how, who, where and when of social media.

At akkanto, we translated these needs into a roadmap, divided into four phases and several products.

## **akkanto's Social Media Products & Services roadmap**

### **Step 1 – Basis**

**Intake questionnaire report:** The intake session provides us with the opportunity to draft a report on the current social media status and your company's precise needs. Based on this, we evaluate which monitoring tool is most appropriate. This forms the basis of all your future social media activities.

**Benchmarking report:** Are you an innovator or a laggard in the field of digital communication in your sector? Our benchmarking report shows how you are positioned in your sector in comparison to your competitors.

**Monitoring tools report:** Based on the intake report, three tools are compared in order to select the most appropriate solution to suit your requirements.

**Social media strategy:** Definition of objectives, action plan, KPIs and budget strategy, based on thorough research that identifies your current social media presence.

**Internal social media policy:** How will your company deal with social media internally? How can employees be involved in conversations via social media and how can social media platforms be activated through their involvement?

**External social media policy:** What are the guidelines for using social media to start external conversations? What can be communicated and how is it best done?

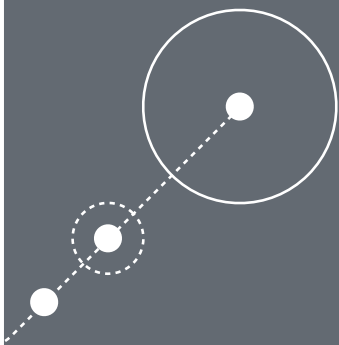
### **Step 2 – Implementation**

**Implementation of social media platforms:** Based on your needs, we help you get started with social media by setting up your desired social media platform: Twitter, Facebook, LinkedIn or any other social media platform.

### **Step 3 – Conversation**

**Identification and training of your social media team:** A social media strategy can only be successful if a conversation manager or social media team supports it. In line with the organisational structure, we define and train your social media team.





Basic social media training: A general overview of the 'why' and 'what' of social media.

Specific social media training: Learn to use a specific social media platform, such as Twitter, Facebook or LinkedIn.

Social media content plan: What are you going to communicate and talk about and when should you be saying what? We develop a long-term social media content plan.

Activation of social media platforms: Once your platforms have been set up, you need to activate them. We develop a creative concept to activate your platforms and draft a social media advertising plan to make sure your platforms are followed and populated.

#### **Step 4 – Measurement and Monitoring**

Training on free social media monitoring tools: How and which free tools to use to monitor social media easily at no cost? We will provide the appropriate tools and show you how to use them.

Monitoring report: We help you discover the e-reputation of your company, your CEO, your products and services, on which platforms people speak about you, what influences your company and what is the impact of your communication or a crisis on your reputation.

## **Practical information**

### **Basic social media training**

Who should attend? Management and communication teams who want to start with digital communication or understand its purpose.

### **Specific social media training**

Who should attend? Management and communication teams who already have basic knowledge about social media but want to deepen it.

### **Training on free social media monitoring tools**

Who should attend? Communication teams who perceive the importance of monitoring but do not have budget to invest in it.

Duration: ± 3 hours

Cost: between €1,400 and €2,000 according to specific needs (for 6-8 participants)

#### **For more information please contact:**

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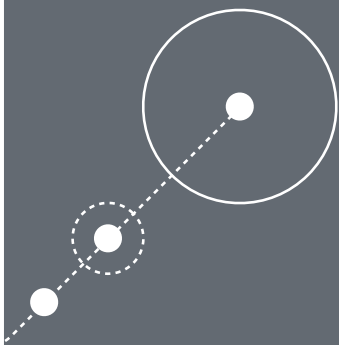
*To ensure you have the latest version, please check our website: [www.akkanto.com/stakeholders/social-media](http://www.akkanto.com/stakeholders/social-media). You will also find testimonials from companies who have benefitted from our Social Media Products and Services, as well as information about akkanto's consultants who lead the training sessions.*



# Implementing a successful social media strategy



IMPLEMENTING SOCIAL MEDIA STRATEGY



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