

## Preview of Social Post Order Information

*Please have this information readily available before placing your order. If this information is not provided at the time of your order, it may result in fulfillment delays. Please keep in mind, this is not an exhaustive list and questions may vary depending on product ordered.*

### General

Name, Address & email for Business

A window of time you'd prefer to have an introductory call. Specify what time zone you would like us to book it in? (e.g. CST (America/Regina), EST (America/Cancun), etc.)

Choose the social media platform where your posts will be published:

- Facebook
- Instagram
- LinkedIn
- Twitter
- Google Business Profile
- Pinterest

If you need a social page build, upload the business' logo and cover image

What is your business name that you would like displayed in the posts?

Business Phone Number, this may be used in posts

What is your current website domain?

Login credentials to your current social media accounts you wish to have posts on

What is the main goal you wish to accomplish with the social posting service?

- Gain new customers/generate leads
- Build awareness of my brand
- Engage with my target audience

A brief summary of your business

Can you tell us about your ideal customer? What are commonly asked questions from customers or clients?

### Industry

What are the most popular goods/services you offer? What are products you wish your client base had more knowledge about? Are there any regular sales or promotions you would like us to feature?

Is your website up to date?

Is there content on your website/about your business you'd like us to focus on?

Are there pages we should avoid gathering information from?

Would you like us to share articles/blog posts/news?

Where do you tend to go for industry research, inspiration, or information?

Do you have any industry topics/information you think would be valuable to discuss with your audience?

We write our posts to be conversational with occasional family-friendly humor. Is there a different tone you would prefer?

When we talk about your business is there a specific voice you would like us to use? If not, we generally default to a 1st person plural using "we, us, and our" pronouns.

## **Posting Details**

We follow a content strategy of 30% promotional posts about your business, 30% industry posts (ex: articles about your industry), and 30% engaging posts (ex: local events, fun holidays, questions for your audience). Would you like to stick to this strategy or change the division of posts?

Do you have any keywords/hashtags you would like us to use in posts? Is there a catchphrase you would like us to use?

Would you like posts around employee features? If so, please provide content below. In posts about your business, we typically include a link to the website or call number in posts, do you have a preference on which one we refer to in posts?

Are posts on major holidays ok? E.g Christmas, Thanksgiving, and Veterans Day. While we are on the subject of Christmas would you prefer Merry Christmas or Happy Holidays during this season?

How about posts of Major Observances? E.g., St. Patricks Day, Mother's Day, Father's Day, etc. Would you like us to post about Fun Observances if they are relevant? E.g., National Take a Nap Day, Nutrition Month, etc.

How do you feel about emojis being used in posts? Are there any specific to your brand that you would like us to use?

When posting on social media, we aim to avoid topics that spark controversy and can lead to a lot of back-and-forths commenting on the posts. The three topics we have found it best to avoid are politics, your competitors, and religion. Are there any other topics or websites we should avoid?

Will you be able to provide us with up-to-date images of your products/services/employees in action on a monthly or bi-monthly basis?

Have content ready for submission (Images, brand guidelines, upcoming events, logo, ect.)