



Social Media

HEALTH CHECK

Why conduct a Social Media Health Check?

Your social media activities are going well. After all, positive reports from your staff or agency show increases in easy-to-obtain, channel-based metrics such as followers and engagement. But what do these metrics really mean for your business KPIs, and are they telling the whole story? Can your current investment in social provide greater ROI? What should you change immediately to be more effective? Which key considerations do you need to implement now to meet your long-term objectives?

Conduct a strategic audit to ensure your social media strategy is based on insights, not assumptions.

Bring Clarity and Focus to Your Social Efforts

Anyone can generate metrics, but to unlock business value, your social media approach should inform strategy moving forwards. Our detailed audit evaluates your key platforms, content and communities and provides actionable tactics designed to immediately improve your social media ROI. Our communication research and analytics will:

- ▶ Provide new insights that will help you make tough decisions and inform future communication strategies
- ▶ Create a baseline from which you can measure, quantify and assess future social media efforts
- ▶ Highlight specific industry best practices that you can immediately apply to benefit your business
- ▶ Provide a snapshot of what your key competitors are doing in this space
- ▶ Issue clear recommendations so you can take the appropriate next steps, immediately and long-term

The Advantis Advantage

- ▶ Our approach combines the best tools for the job with our social media knowledge, communication expertise and business acumen
- ▶ Advantis experts regularly speak on social media and teach Social Media Strategy and Communication Management at the University of Toronto School of Continuing Studies
- ▶ Our analytical, senior team fuses together social media strategy, implementation, monitoring and training for organizations including: BMO Bank of Montreal, CPA Canada, City of Mississauga, College of Dietitians of Ontario, Grand & Toy, Rand Worldwide and Teranet

Connect to book your Social Media Health Check:

Contact: [Cyrus Mavalwala, ABC](#) | 416.848.1885 | cyrus@advantiscomm.com | advantiscomm.com
blog: captaincomm.com | twitter.com/advantiscomm | youtube.com/advantiscomm