

Social Media is not a game – it's a game changer

Social media is a **growing** and **powerful** medium that can work for your organisation as an information gateway, promotional tool, or an **effective way to engage** and receive feedback from customers, the community or other stakeholders.

e-interact is an interactive media and communication business with a 13 year history of **engaging end users** and **simplifying the process** for our clients - SME's, government and national/international corporations.

Focussing on outcomes, methods and systems, we can help your organisation use social media in a positive and responsible way.

Risk management is an important part of any social media strategy - do you have the in-house expertise or resources to develop and implement a Social Media Emergency Response Plan?

We seek to partner and assist organisations that:

- May be using social media already but don't have a strategy in place to fully utilise the medium
- Don't understand social media but see its potential in the organisation
- Haven't really had time to look at how it could help
- Are afraid to take the social media plunge

Services/Results

- Create **goals** and improve **outcomes** with a social media **strategy** at an organisational level
- Needs analysis and platform **set-up assistance** (e.g. Facebook, Twitter etc)
- Introduce **systems** and "ease of use" via writing, publishing and monitoring guides
- Customised **marketing** initiatives
- Competent and confident staff with an understanding of **responsible social media use**

Delivery

- Ongoing onsite and remote consultation – one month, three months, six months or longer
- Training sessions – single or a series
- Partnership/external resource – ad hoc as required

Testimonials

"We had been dabbling in social media for a few months but needed help. We didn't realise just how much help until e-interact sat down with us and outlined how we could plan and implement a social media strategy that would cover all our bases. The clarity we now have is allowing us to move forward in this area."

Emma Smith,
Media & Communications Co-ordinator,
Frankston City Council

"Derek helped our national team understand the role social media can play in an organisation, and empowered us with the confidence to communicate and engage with our audience in a manner that is best practice."

Alison Vickers
National Manager – Policy and Projects
Education and Training
THE AUSTRALIAN INDUSTRY GROUP

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