

SPRING 2025

SOCIAL MEDIA RESCUE

TOPICS COVERED:

- Content creation strategy
- Photo and video best practices
- Photo and video editing best practices
- Content scheduling process and procedures using Meta Business Suite
- Social media best practices
- Tracking stats and analytics to create an evidence-based content plan
- Graphic design software training
- One-on-one consultations with each business
- How to interact with local businesses, events, and hashtags to increase brand visibility
- Creating and utilizing an editorial calendar
- Feedback on social media platforms throughout the duration of the classes
- AI

“It was incredible to be in a small group of like-minded business owners learning the ins and outs of social media”

RESULTS:

All class participants tracked their stats and analytics throughout the class. Here are the results.

AGGREGATE FACEBOOK RESULTS

25% increase in views

20% increase in interactions

88.5% increase in reach

AGGREGATE INSTAGRAM RESULTS

90% increase in views

243% increase in interactions

44% increase in reach

BUSINESSES SERVED:

C & S Media
Fire & Water Restoration
Mallory Smith Consulting
Taylor Made Bookkeeping
Poole Feed
Southern Maid
Turner Design
Wylie Flower

