



# Social Media

Inconsistent or absent social media sends a signal to potential clients that a business is quiet, disengaged or possibly even closed - even when the opposite is true. But producing regular quality social media content takes time most business owners simply don't have.

Mel produces consistent on-brand social media content that builds a business's presence without consuming its time. Everything is scheduled, polished and written to sound exactly like the business owner.

Social media services include:

## **Content creation:**

Writing captions, posts and accompanying copy for the platforms the client uses. Mel writes in the client's voice so the content feels authentic and consistent.

## **Graphics:**

On-brand social media graphics that match the client's visual identity.

## **Scheduling:**

Content scheduled in advance so the client's social media stays active without them having to think about it.

## **Platform management:**

Managing one or more social media accounts on behalf of the client.



### **Strategy:**

Helping clients decide which platforms to focus on, how often to post and what kind of content will resonate with their audience.

Mel currently produces social media content for clients on Facebook, Instagram and LinkedIn. Content is tailored to each platform and to each client's specific audience.

### **Contact:**

mel@grahamconsulting.ie | [grahamconsulting.ie](http://grahamconsulting.ie)

