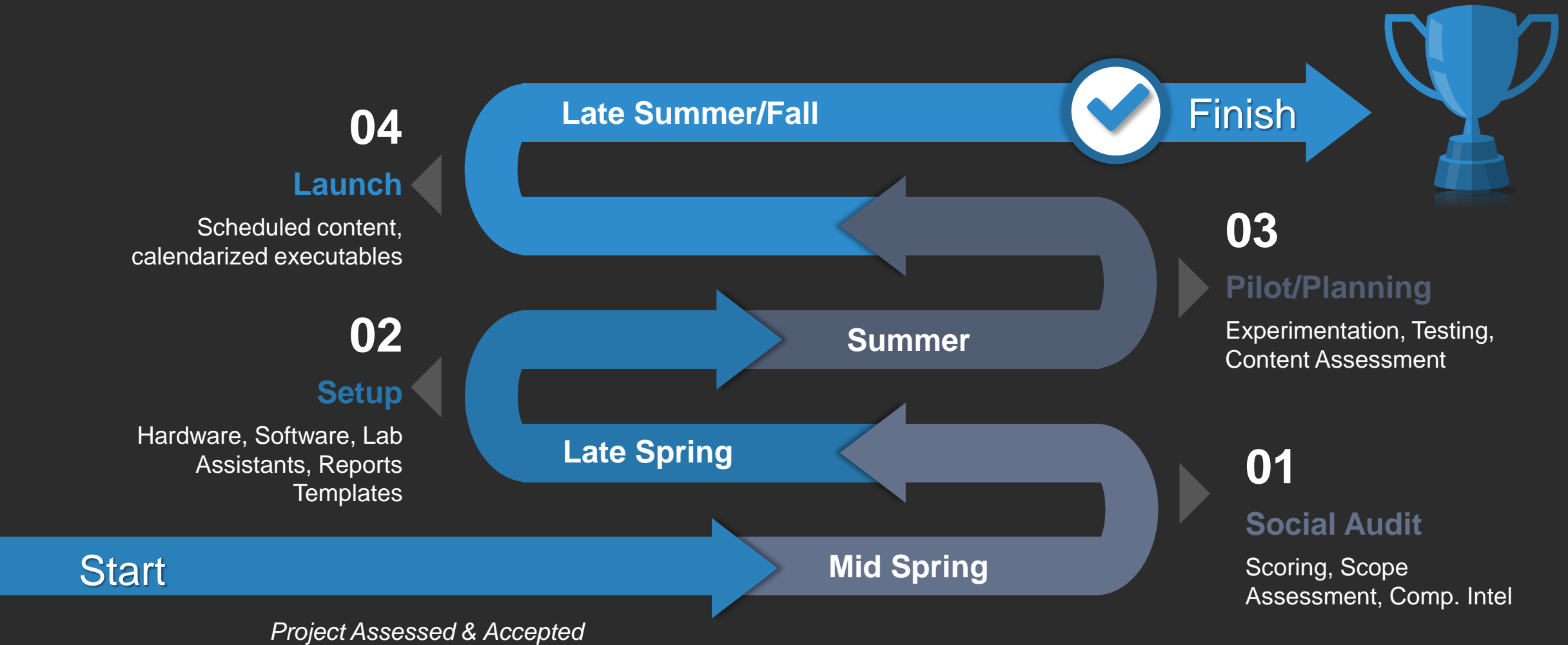




Strategic Social Media Lab

Launch Process



Social Media Audit

Assessments will include examining the RCOB's SM accounts, recent engagements, and varied reach. Also, look for a survey.



Scorecards – All activities counted and qualified

Channels -

Social Platforms & Audiences Assessed



Engagements – Dialogic exchanges examined

Sentiment-

Positive, Negative, Neutral & Ambiguous Activities tabulated



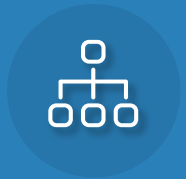
Foundational Cycle Codification



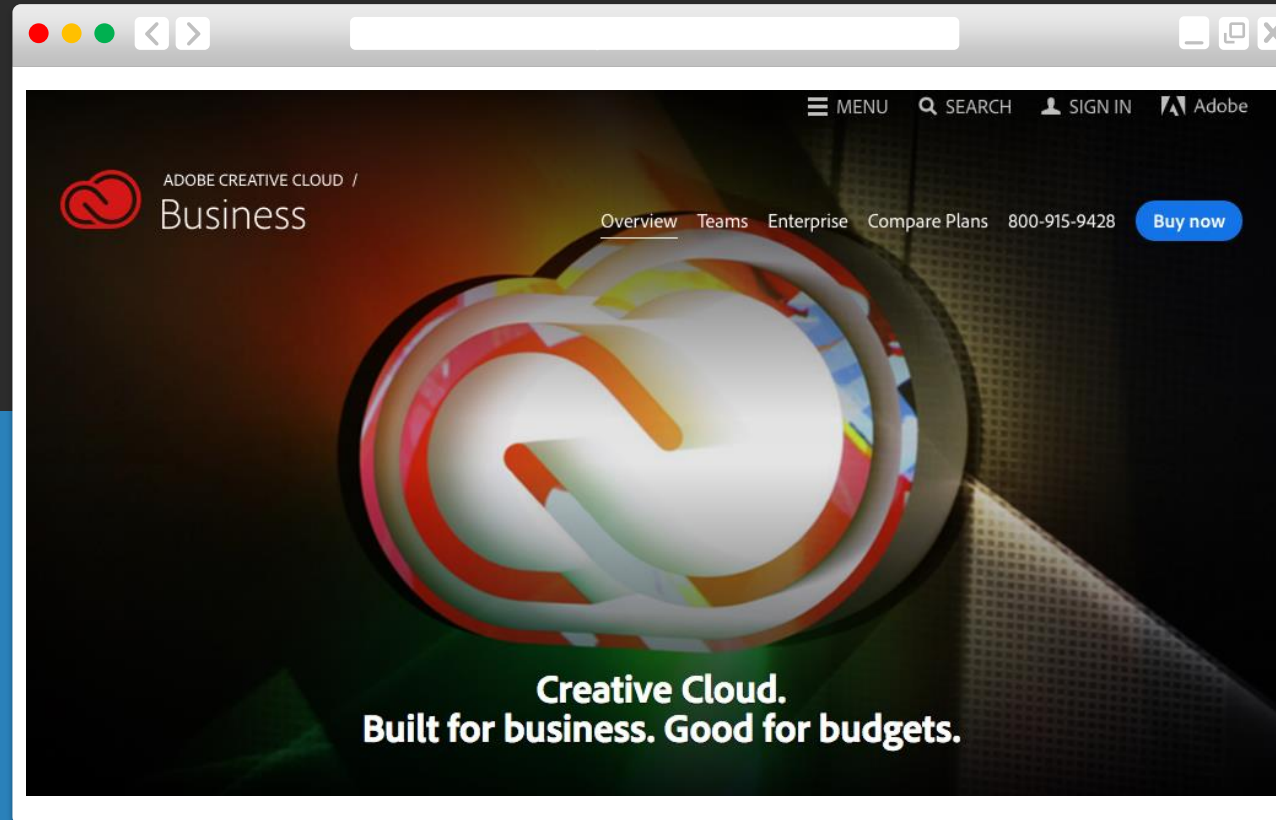
Adobe Cloud: Editing & Production



Mixed Media



Video



Photos



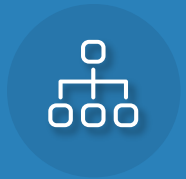
Graphics

20+ apps, including Adobe Premiere Pro CC, Photoshop CC, InDesign CC, and Dreamweaver CC

Hootsuite Intelligence & Scheduling



Manage



Schedule

The screenshot shows the Hootsuite website interface. At the top, there's a navigation bar with the Hootsuite logo, a search bar, and links for 'Products', 'Plans', 'Education', 'Sign Up', and 'Log In'. Below the navigation bar, there are four main sections: 'My Videos', 'My Posts', 'My Tweets', and 'My Analytics'. The central focus is a large promotional banner with the text: 'Manage all your social media in one place'. Below this, it says 'From finding prospects to serving customers, Hootsuite helps you do more with your social media.' There are two buttons: 'Start Your Free 30-Day Trial' and 'Compare Plans'. The background of the banner shows a collage of social media posts, including a video of a dog and a tweet about a bakery.



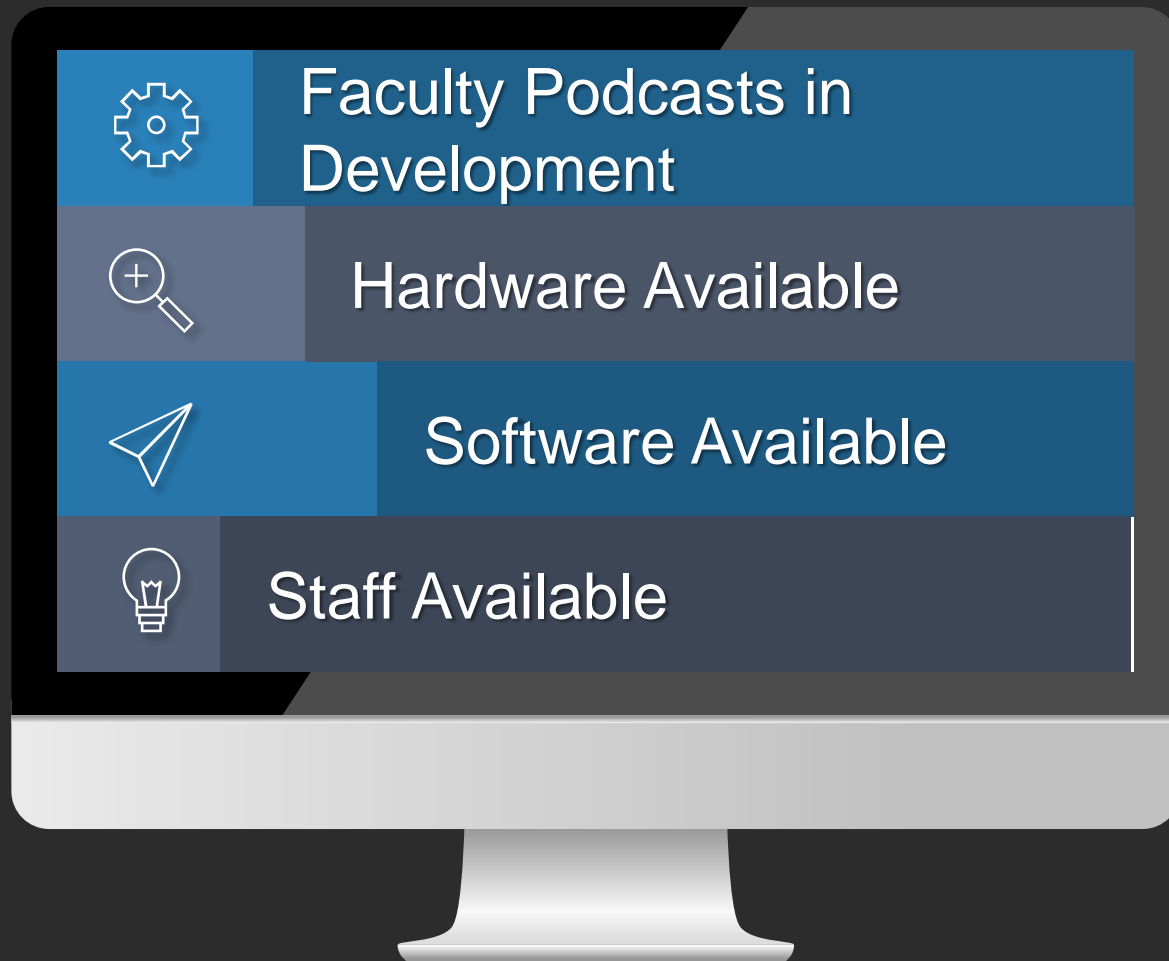
Social ROI



Measurement

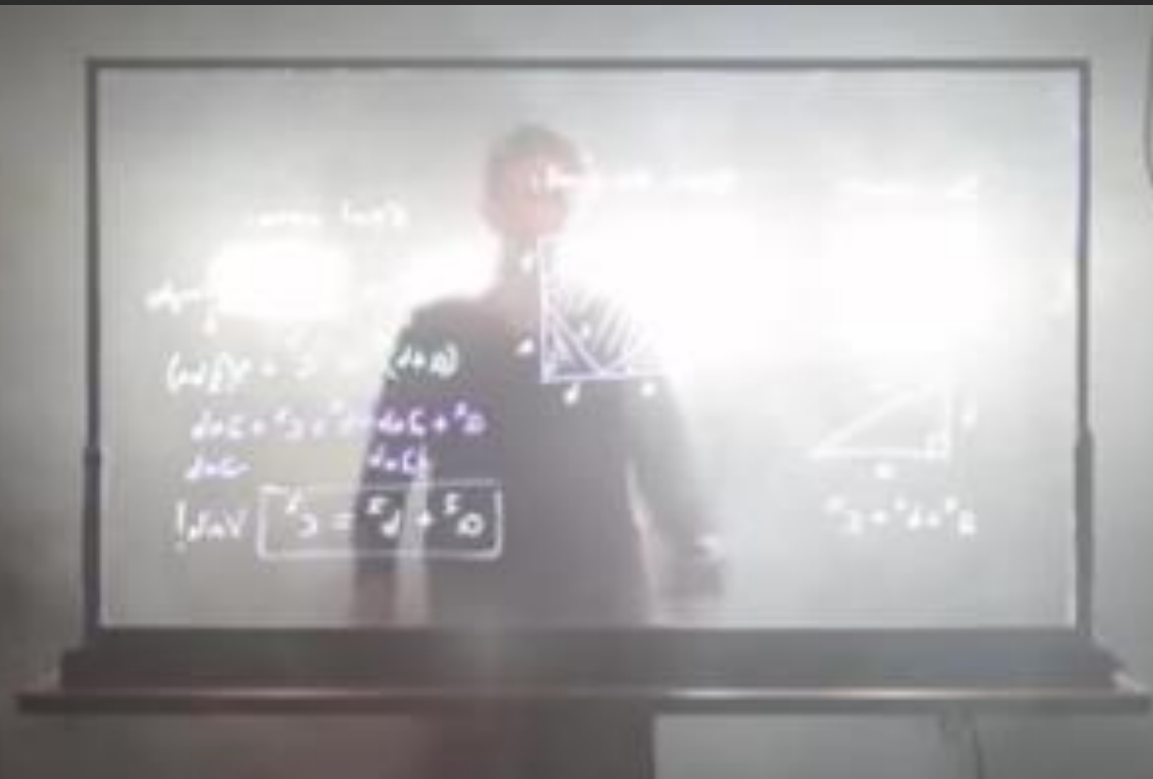
So our SM Team can collaborate effectively, track assignments, and measure SM impact.

Editing Bay & Podcasting Stations



- Current ideas include Economics, Management, and Mobile Marketing
- Mac Pros, Mixer, Voice Capture
- Screenflow, SCoM, Audacity
- Lab Support Staff can help with Training





Learning Glass Studio



Top 10 Free Podcasting Tools (Open list)

SM by SSML Lab
9 days ago




Top 10 Academic Journals for Social Media Research (Open list)

SM by SSML Lab
13 days ago




Romain College of Business Social Wall

SM by SSML Lab
14 days ago



Top 13 Instagram White Papers (Open list)

SM by SSML Lab
16 days ago



Top 10 Videos To Help You Get Started With Hootsuite (Open list)

SM by SSML Lab
19 days ago

strategicsocialmedialab.com



Strategic Social Media Lab