



DEAD SOCIAL PLATFORMS? *TIME FOR A REVIVAL.*

When your organization has too much on its hands to give your social media platforms the TLC they deserve, things can fall by the wayside: Twitter accounts remain quiet, Instagram stories disappear, followers disengage, and public interest fades.

But there's no reason even the most dormant of socials should stay dead. At DCS, we like to think of ourselves as social media stewards; we love to carefully revive and maintain platforms that can then be ready for activating advocates at any time. In fact, our team believes in running things holistically: we execute social media strategies deliberately integrated with your campaign's strategy. **Here's what DCS can do for you:**

1. **Full-time Management:** With over a decade of collective experience in social media management, we've got the chops you need. We can create and schedule content, respond to messages, engage with other accounts, and manage your social media platforms from Instagram to LinkedIn. With our "always on" attitude, our social media team is great at keeping your pages awake and active. We've had great results with accounts of all kinds, from statewide healthcare coalitions to hyperlocal children's foundations.
2. **Pre-filled Content Calendars:** When you just need help for a few months, or for the duration of a specific campaign, we've got your back. The DCS social media team can create pre-filled content calendars fit to match any objective, whether it be keeping channels afloat or promoting a major expansion in your organization.
3. **Style Guides:** Are you tired of having an inconsistent voice across your social media? A style guide can help! It's a guide to the voice of your brand, identifying your tone, key words, coalition partners, accounts to keep an eye on and more. This means you can keep a consistent voice regardless of who is managing socials, for years on end.
4. **Strategy:** Beginning the journey on social media can be daunting, but it's not so bad with a strategy. We can help you figure out who exactly you want to target, what you want to say, how to say it, and most of all, how you might go about doing all that.

Here's the deal with social media platforms: they're always changing. When you need someone who has their finger on the pulse to stay up-to-date, you can consider Denny Civic Solutions your EKG machine. *Just schedule a 20-minute call with us at DennyCivicSolutions.com/Contact to see if we might be a good fit!*