



# **SWF SOCIAL MEDIA MANAGEMENT**

## **FAQ**

- ***What is Social Media Management and what does SWF do for my company?***

SWF will take care of your social media activities, giving you time to focus on running your business. SWF posts relevant updates and makes sure that you have an active online presence.

- ***What do I need to start using SWF? Do I need a website?***

No website needed to use SWF's services. All you need to start is an activate social media account (i.e. Facebook, LinkedIn, Twitter, etc.), SWF take's care of the rest.

- ***Do I have to give you my login information?***

SWF does require login information for your LinkedIn and Twitter. We prefer to have login information for Facebook as well, although if privacy is a concern, you can also make us an administrator of your page that will allow us to post on behalf of you. Instructions to do so can be found [here](#).

- ***Does SWF respond to comments and questions on our social media pages?***

SWF Managed Services offers an array of services including responding to comments on your social media pages. We ask for a list of common questions and general facts about your company so that we can respond to most questions on your social media pages. If there is something that we don't have the answer to or needs a more detailed response, we will direct them to contact your customer service.

- ***Can I upgrade or downgrade at any time?***

SWF does allow you to change your package at any time, although changes in your account may take up to a week due to our posting and writing process.



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- ***Can I cancel at any time?***

You may cancel your account at any time, however we do require 30 days notice. Once an account is cancelled, SWF will immediately stop posting. We believe in earning your business month after month, so there's no contract involved. We're confident you'll love our service and want to stick with SWF for a long, long time!

- ***How often do you post to my social media sites?***

We offer the option to post anywhere from 5 times a week on one social media site, to twice a day on multiple social media sites. Choose the package that best suits your requirements or ask us to customize a solution for you!

- ***How long does setup take and what does it involve?***

Setup can take up to 5 business days from when we receive all of the required information from you. Our setup process involves our "audit" of your business to research content, and create a pool of resources that we can use to create posts that suit your need and target audience.

- ***When do you start posting?***

SWF will start posting to your social media sites when setup is complete and we have all of the required information from you.

- ***How soon will I see social media growth?***

The timeframe and amount of growth that you will see is directly related to your business and it's market. Small businesses in a very niche market will see smaller growth numbers than a large business with a wider market.

- ***Are there any setup fees?***

We charge a one-time setup fee that includes the 1<sup>st</sup> month of service.



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- ***Will you set up my social media accounts?***

Due to privacy issues on certain social media sites, we cannot set up pages for you, as they are linked to private accounts. If you do not have these accounts set up, we have online tutorials available & we're always available to schedule a phone call to walk you through the process.

[Set up a Facebook page](#)

[Set up a Twitter account](#)

[Set up a LinkedIn account](#)

- ***Does SWF create content to post or do I have to give that to you?***

SWF will create all the content to post to your pages. We spend time getting to know your business so that we can create custom content that focuses on your desired market and target audience. We encourage you to keep us informed about upcoming events going on with your business so we can keep your online fans up to date.

- ***How does SWF create content to post?***

Once you're account is activated, you provide us with a description of your business along with other information that allows us to research and become familiar with your business' brand, voice and niche. We then find content specifically suited for your target audience and market. We post content about your business and industry, establishing you as the go-to authority.

- ***Who will be working on my small business social media accounts?***

Our dedicated SWF Content Specialist will be the one finding and sharing content for your social media accounts. All posts are real-time and human-made by writers based in Canada and/or the US. Our Content Specialists spend hours scouring the web to develop & post content about your business and industry, establishing you as the go-to authority.

- ***Who uses SWF Social Media Services?***



# **SWF SOCIAL MEDIA MANAGEMENT**

SWF Social Media Management is designed as the perfect service to allow small and medium sized businesses to meet their social media marketing needs at an unbelievable price. SWF is all about value.

## ***Industry Classification:***

- Leisure
- Education
- Retail
- Hospitality
- Healthcare
- Transportation
- Business classification

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## ***Business Classification:***

- Hotels, Resorts, Motels
- Restaurants, Bars & Cafes
- Shops & boutiques
- Museums, Events/Attractions, Theme Parks
- Spas, Golf/Country Clubs, Fitness centers & Gyms
- Financial Services
- Law / Legal Services
- Consulting Services
- Private Health Clinics
- Alt. Medicine
- Personal Trainers
- Dental Offices
- Vision Care, Eyeglass clinics
- Photographers
- Catering
- Taxi, Car & Limo Service
- Marinas
- Auto Service Centers