



# Social Media Package



- ✓ Want to establish a Social Media presence, but not sure where to begin?
- ✓ Using Social Media but not achieving the results you want?
- ✓ Finding it difficult to manage content and build a consistent identity?

Social media is the buzzword of the decade. Yet effectively Tweeting and posting on Facebook is often easier said than done, especially in the public sector which is still relatively new to the concepts like content generation, brand building & marketing.

To address this challenge, 21c has designed a customized package to help governments around the world build capacity, plan strategically & successfully deploy Social Media.

**21c helps Government worldwide engage digitally**



Improve  
Citizen  
Satisfaction

Increase  
Transparency  
& Trust

Make  
Services  
Better!



## 21c's Social Media Solution helps you to:



### **BUILD CAPACITY**

Accelerate internal resources in **Content Generation, Brand Building & Marketing**



### **ESTABLISH STRATEGIC LEADERSHIP**

Create a world-class model for **Citizen Engagement & Participation**



### **MAINTAIN INTERNATIONAL COMPETITIVENESS**

Increase rankings in prestigious **UN eGovernment Survey**

## STEP 1. Social Media Introduction Workshop



Getting started on social media can often be overwhelming. 21c's Introduction to Social Media Workshop introduces popular platforms, explains their key purposes and explores successful use cases. By the end of the workshop participants will be familiar with the major channels and understand which best resonate with their citizens and organization.

## STEP 2. Social Media Strategy



After the decision to use social media has been made, it is essential to develop a strategic plan that aligns digital engagement with key business objectives. 21c helps organizations assess their current resources and objectives, identify key requirements, select the right channels and develop a strong online presence that delivers real value. 21c will ensure your social media presence is focused, consistent and citizen-oriented.

## STEP 3. Content Development & Management



Being true to your organization's voice and conveying a compelling story is key to establishing a successful online presence. In conjunction with your strategic plan, 21c creates 'Customer Voice' profiles, event calendars, content messages and compelling visuals to ensure that your organization makes content informative and entertaining and moves beyond merely 'being on social media' to building a successful brand.

**Contact our team to start your Social Media presence today!**



[info@21cConsultancy.com](mailto:info@21cConsultancy.com)  
[www.21cConsultancy.com](http://www.21cConsultancy.com)