

SOCIAL

FACTOR

Social Factor Agency Capabilities

.....
Digital Experiences,
Human Connection.



Our mission is to
make social spaces
more valuable for
Brands, Platforms,
Audiences -

Everyone.



Our Core Services

LISTENING & ANALYTICS

With backgrounds in analytics and moderation, our Analytics team is uniquely suited to extracting insights from the data of community management.

MODERATION / COMMUNITY MANAGEMENT

More than a squad of moderators, our Social Care team is an active and critical part of building deeper and more human connections with your audience.

CHANNEL/CONTENT STRATEGY & OPERATIONS

Strategy connects the work to broader business objectives and uncovers new areas where social media data or actions can unlock greater social value.

GOVERNANCE / SECURITY

Increasing Social Value means getting personal, while still maintaining customer privacy. We help companies manage and adhere to data restrictions and regulations.

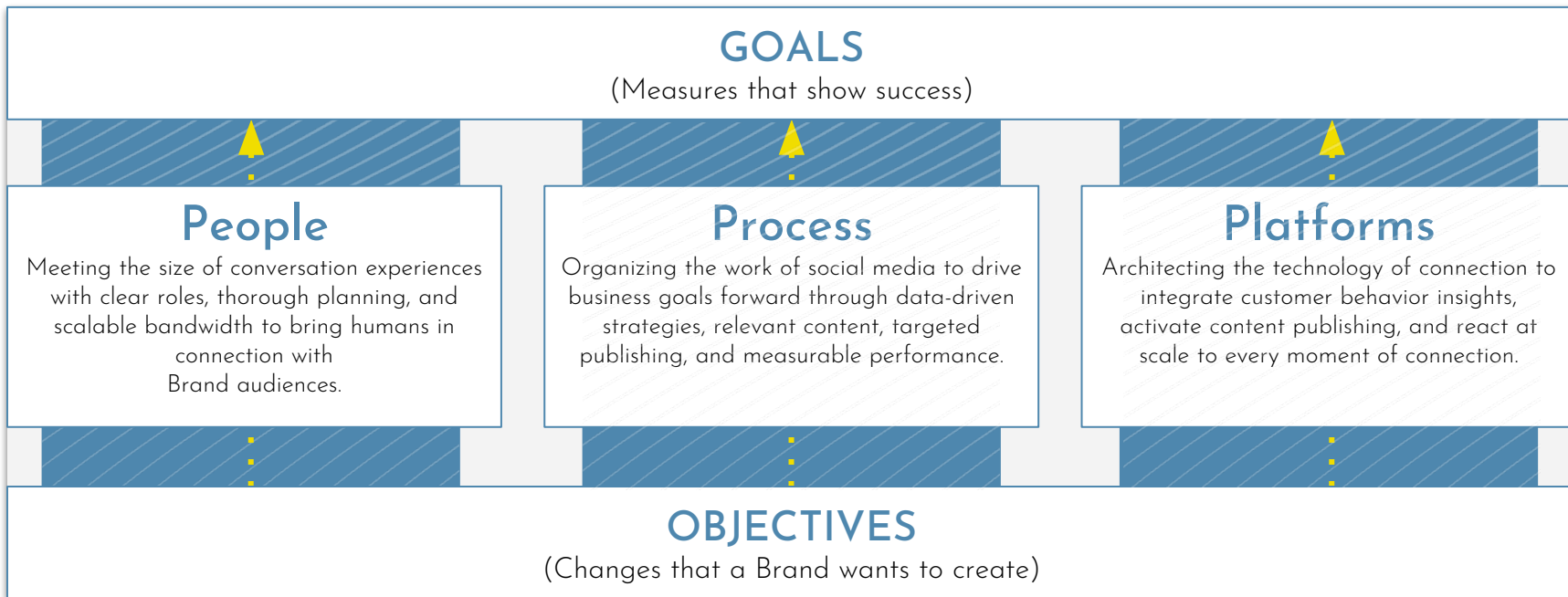
SOCIAL SOFTWARE MANAGEMENT

We're well-versed in the tools of the social trade. We can help you manage your social software so all your feeds are speaking in the same voice.

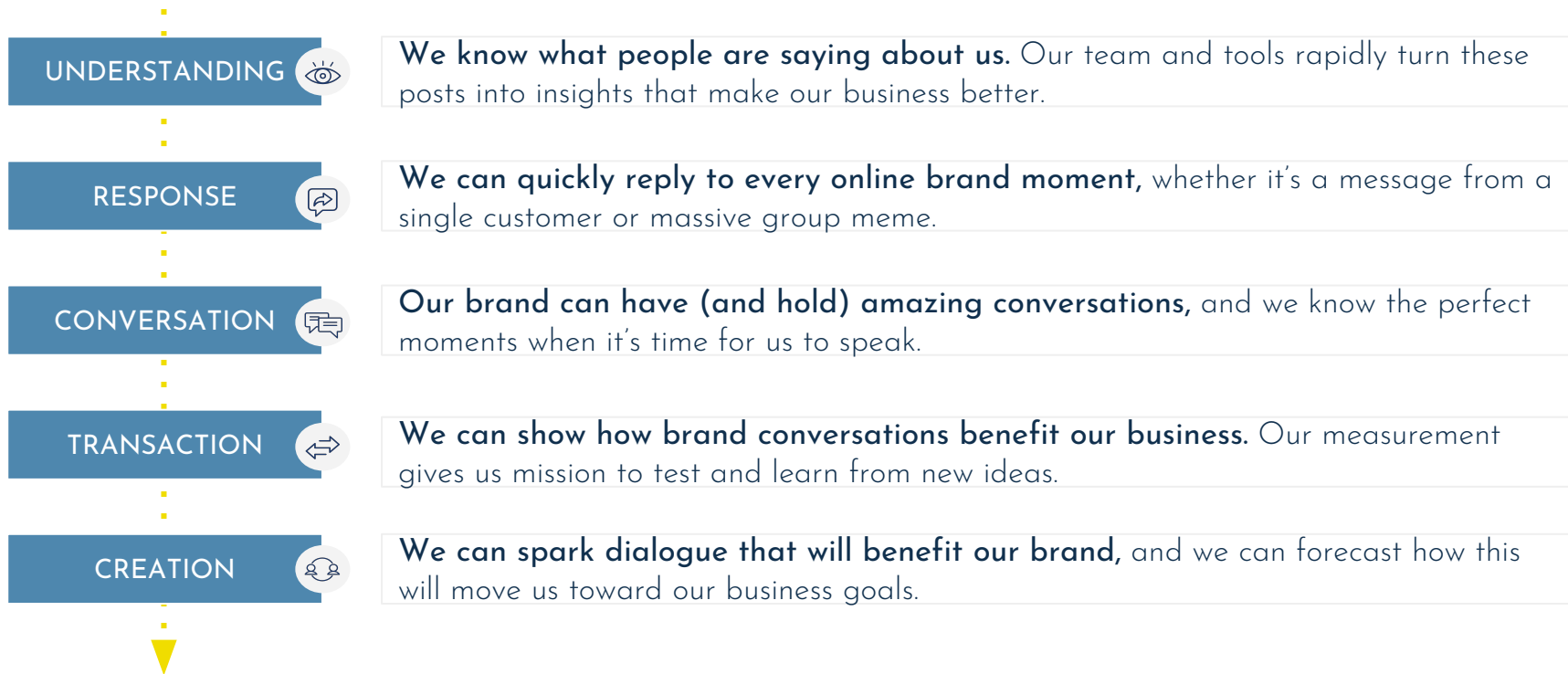
WORKFLOW DESIGN

The creation of successful workflows for our Social Care engagement teams carefully balances speed, effectiveness, and team health.

How We Create Value



The Social Value Ladder



Key Clients



Social Media Governance Creates ROI and Excellence



TOYOTA

OUR CHALLENGE

- Client seeking to build a world-class social media center of excellence to serve all of Toyota North America
- Distributed social team across 9 business units, 6 agencies, 970+ internal / agency users, 12+ executive stakeholders
- No centralized password management, user success support, ongoing training, or dashboards / reporting

OUR SOLUTION

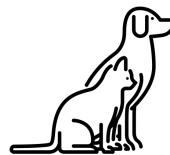
- Comprehensive audit of social content processes, software platforms, brand-owned channels, and team user accounts
- Streamlined monthly reporting to a single deliverable, with sections to serve each business unit
- Rolled out enterprise social credentialing and content management, along 1:1 training and 24/7 support helpline

THE RESULTS

- Executive Governance Council established for social, with shared reporting and voting procedures
- Identified and secured 700+ accounts with unauthorized publishing permissions for Toyota brand accounts
- 4,700+ workdays saved through personalized, on-demand 1:1 training for all social media stakeholders
- \$1.4M+ cost savings since January 2020 through vendor management, training, and platform optimizations

GOVERNANCE AND SECURITY

Purr-fect Weekend Coverage Enables Pet Parent Love



National Pet
Care Retailer

OUR CHALLENGE

- Client seeking triage and response for social over the weekend, mitigating potential for negative PR and viral crises
- Pet parent interactions span a wide gamut from influencer mentions to product questions to health emergencies, requiring diverse responses
- Cases can reference hundreds of different products, brands, or services provided by the client, requiring complex keyword query

OUR SOLUTION

- Deployed our team weeks ahead of work start date to train on client branding and products; updated the client's social care playbook
- Developed situational response time benchmarks through historical data analysis, separating the crises from the questions in the data
- Redesigned client listening dashboards, triage queues, approval pathways, and response scenarios to optimize connection and speed

THE RESULTS

- Active Listening and accurate, meaningful data have improved all aspects of the client's social media presence
- In one client's own words:
"We weren't really looking at the right analytics. We thought we knew what we were listening & monitoring for, but the dashboards that Social Factor has built have significantly impacted our overall response time, brand sentiment, and established proper benchmarks."

Director, Corporate Communications

LISTENING AND ANALYTICS

Community Management Gets a New Set of Wings



OUR CHALLENGE

- Client sought to highlight 4/20 and connect with “craving” customers in a unique way, using a different voice just for this event moment
- This online change had to happen at the same time as multiple big offline activation events in San Francisco and across legalized states
- Brand teams developed “Lil’ Ranchy” (a bucket of ranch dressing) as a persona for social channels to adopt during this event

OUR SOLUTION

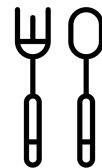
- Trained and deployed a team within 48-hours to provide turnkey social coverage, all using the client’s social management platforms
- Created custom engagement moments that extended the new brand persona, bringing Lil’ Ranchy to life through conversation
- Designed workflows and response teams to escalate negative sentiment in real time while maintaining positive brand character

THE RESULTS

- 250% increase in comments against benchmark averages across all channels managed for this campaign
- 1.2M+ total impressions for the campaign attributed to channels managed by Social Factor
- Campaign “far exceeded” client expectations for response volume, audience engagement, and ease of escalation procedures given the tight turnaround timeline

MODERATION AND COMMUNITY MANAGEMENT

Beating the Summer Heat of a Content Publishing Rush



National
Restaurant Chain

OUR CHALLENGE

- Client launched a new initiative to welcome guests back to on-premise dining following the height of the pandemic
- With a company history of caring for employees and guests like family, the effort aimed to demonstrate and inspire acts of care
- Client asked us to publish and moderate reactions to the 50+ pieces of content supporting across Facebook, Instagram, and Twitter

OUR SOLUTION

- Set and managed all content and asset logistics plans with client and agency creative partners
- Developed posting and moderation schedules from campaign calendar, with real-time status updates for all stakeholders
- Amplified positive sentiment by engaging with reactions, answering questions, and rapidly addressing issues

THE RESULTS

- Total campaign reach for all content published over 16M users
- Engagement levels that beat average benchmarks and previous successes, including: over 92K likes, over 22K shares, and over 7K comments
- Significant positive sentiment from audience reactions across the entire campaign (63% of measured messages)

CONTENT AND CHANNEL STRATEGY

Better Content Usage with Money and Time Saved



TOYOTA

OUR CHALLENGE

- Social media publishing and analytics were distributed across a variety of platforms, with different owners and/or duplicative content
- These scattered point solutions created overlapping processes, each owned by separate teams with their own objectives
- Client sought to build an integrated content flow for their Social Center of Excellence, blocked by this level of fragmentation

OUR SOLUTION

- Partnered with client team to comprehensively evaluate every platform touching social media and provided recommendations to streamline
- Conducted interviews with each content stakeholder team to understand current process and design new workflow
- Rolled out platform optimization and standardized procedures with training and support for all contributors

THE RESULTS

- Over 1,600 existing content assets reused across business units, driving down overall cost per engagement
- Over 26,000 work days of effort saved through process optimizations and shared asset collaboration
- \$5.7M saved on original content creation through asset management
- Over 250 users migrated to a single shared content planning process

SOCIAL SOFTWARE MANAGEMENT

We Built This Workflow to Rock and Roll



OUR CHALLENGE

- Client had a social software platform in place, but couldn't use it effectively to collaborate, publish content, or respond to audiences
- Inbound messages ran the gamut from detail-oriented product questions to first-time players to celebrity-level rockstars
- Responses were inconsistent to these and many more scenarios, plus escalation paths for issues weren't clearly defined

OUR SOLUTION

- Evaluated and documented all client processes in place, identified areas of risk and/or open opportunity for growth
- Developed customized workflows with adjustment levels for client priorities based on channel, engagement type, and volume
- Defined escalation processes for each common issue type, reducing time to resolution and clarifying roles across the organization

THE RESULTS

- 726% increase in total responses achieved in less than 90 days
- Six-figure annual investment in social software platform realized positive ROI through optimization
- Unlocked the ability to respond to positive brand love messages, thanks to processes successfully managing daily queue of negative issues

WORKFLOW DESIGN



FACTOR

Thank
You!

Contact Us:
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