



# Welcome!

Here is an overview of how we will get started and what CMM will need from you.

- **Step 1:** A quick call to talk about which platforms you would like us to work on, your call or calls to action, your goals, a timeline, and anything else you would like to discuss.
  - Use this link to book a call: <https://calendly.com/cmmct/30min>
- **Step 2:** Access to all necessary social media networks, content folders, and communications tools will be shared and tried. Note: Some tools can only be accessed with two-factor authentication, which is easiest to access during a video or phone call.
  - Facebook: Grant Page and/or Group Admin Access
  - Instagram: Share username and password. Check the connection to Facebook.
  - LinkedIn: Add Kayleigh to your business Page as a Superadmin.
  - TikTok: Share username and password.
  - Twitter: Share username and password.
  - Existing content (photos, videos, blogs, books, information)
  - Share branding information (logos, colors (hex codes), fonts, etc.)
- **Month 1:** A snapshot of current stats will be compiled and a strategy with sample social media posts will be created and submitted for approval. All necessary access to
- **Months 2-6:** Posts will be published on a regular basis and the strategy will be tweaked each month based on findings in the stats.
- **Months 3, 6, 9, 12:** Tweaks and adjustments will be made to the strategy.
- **Expectations:** At the end of each month, an invoice will be sent along with a tracking report. This report will include post stats including reach, impressions, and engagement.

# Contact Details

<b>Name</b>	<b>Phone</b>	<b>Email</b>
Kayleigh Mihalko	475-400-1407	Kayleigh@cmmct.com