

## Why JSH&A?

At JSH&A, our signature **Social LIF™** approach is key to creating effective social media strategies infused with **LIF™style PR**. When we look at the Life Influence Factors, the LIF™ that drives brand choice and brand loyalty, we align communications with the needs, aspirations, and life patterns of the brand enthusiasts. The messages, the media – both traditional and social – and the overall PR strategies are driven by and reflect the connection between brand and stakeholder.

We'll help you listen, plan, execute and measure according to your needs. View our Social LIF™ packages below and **contact us** for more information about working with JSH&A to make Social LIF™ work for you:

**“In many ways, we’ve been immersed in social media long before it had a name”**

### Basic Package

The Basic Social LIF™ Package includes:

- **Online monitoring** – Listening to conversations about your brands and your competitors, identifying top influencers and the communities where they live online, and providing recommendations on how to become part of the conversation(s)
- **Blogger relations** – Updating media lists with relevant blogger contact information and personalized outreach to top blogger “friends”
- **Measurement** – Working with bloggers to secure traffic information, placement screen grabs, and analysis of placement tone/relevance/key message, etc.

### Premier Package

The Premier Social LIF™ Package includes the Basic Package elements, plus:

- Creating and implementing a tactical plan for effectively engaging employees, stakeholders, bloggers and key influencers in social media on behalf of your company
  - Examples:
    - Facilitating larger group conversations among target blogger networks
    - Developing a social media newsroom (SMNR) and updating content
    - Building a deeper understanding of competitor’s social media practices

\*Premier Packages are tailored to your specific PR program

### DIY Social LIF™ Seminar

A half-day session, JSH&A’s Social LIF™ DIY seminar will help you discover the social media world and embrace new communications techniques to get your team energized internally and “get social” online. We will educate your team on top social media networking sites such as Twitter, Facebook and Tumblr, leaving you equipped and enabled with the tools to directly connect your brand with target consumers.



## **Social Media Audit**

We will interview your key communications leaders to understand your company's current social media programs and your team's capabilities. The final deliverable will include an in-depth overview of your social media efforts as well as strategic recommendations to bring added LIF™ to current programs and tactical suggestions for improving effectiveness and building a bigger online presence with existing initiatives.

## **Message Mapping**

This half-to-full-day session will help reframe traditional media and brand messages into "regular lingo" for social media use.

## **Hourly Social LIF™ Consulting**

Whether developing a social media news room or building WOM buzz, we can help with strategy, blogger relations, community building and much more.

