



CLEVER DOGS
MEDIA

CleverDogsMedia.com



ABOUT US

A marketing agency that believes first and foremost in **content**.

We have:

- a combined **75 years of experience** in business ownership, technology, media management, marketing and entrepreneurship.
- more than **30 professional partners** located throughout the United States.
- **certification** in Inbound Marketing, Social Media Project Management, Google Analytics and many software applications.





WHAT WE DO



Custom Content



Website Development



Marketing Plans

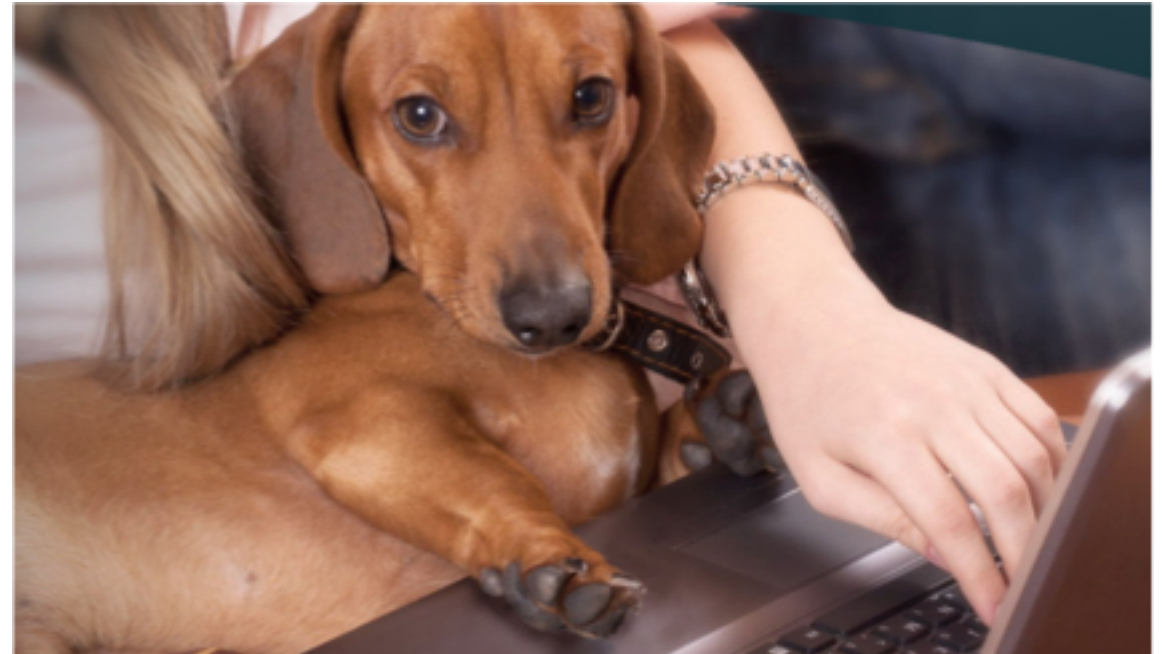


3 WAYS TO USE SOCIAL MEDIA FOR YOUR BUSINESS



1. ATTRACT, SCREEN QUALITY WORK FORCE

- 84% of companies recruit via social media.
- 71% said it decreases time required to fill non-management or salaried positions.
- 70% of employers use social media to screen job candidates before hiring them.



- CareerBuilder.com

1. ATTRACT, SCREEN QUALITY WORK FORCE

- Nearly 70% use search engines to research candidates.
- Privacy rights still in play.
Cannot use social media profile to discriminate on age, gender or national origin.
- HR can view pictures and text that would raise red flags about job candidates.



2. TELLS YOUR COMPANY'S STORY

- Shares publicly your culture, values.
- People want to do business with people, not companies.
- Promotes your company to potential employees.
- Shows the personalities of your people and company.



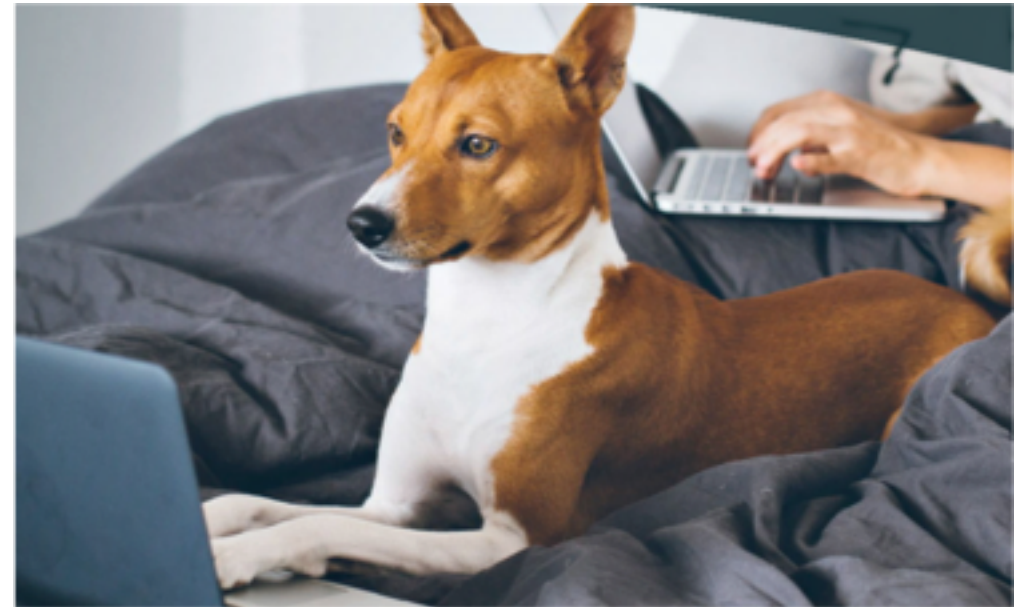
2. TELL YOUR COMPANY'S STORY

- Walk carefully when **sharing** information, photographs of employees, clients.
- Implement a **vetting system** within your organization.
- Have a plan to deal with **negative comments** - including by current, former employees.



3. SHARE YOUR COMPANY'S GOOD NEWS

- Announce promotions, **projects**, new clients.
- Link to press releases on your **website**.
- Inform **shareholders**.
- Post about your **community** involvement.
- Address **rumors**.



FINAL THOUGHTS ABOUT COMPANY SOCIAL MEDIA

- Remember: Every post is **public**.
Can be used against you in court.
- Have a **social media plan**
on usage, messaging.
- Post where your **key audience** hangs out.
- Control the keys (**avoid interns**).
- Avoid **politics**.
- **Think** before posting.





THANK YOU
QUESTIONS?

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