
From: Christi Leupold
Sent: Friday, August 19, 2022 10:17 AM
To: Anastasia Webster
Subject: Social Media Maintenance

Stasia,

I completed the bi-annual social media maintenance of WDM's Facebook Page. Below are the details:

1. Replace header photos: *Attached are the new profile and header photos I added to our page.*
2. Review "About" information and propose updates: *This has been revised to the below*

About
















Webster Digital Marketing will help your business develop and maintain your digital footprint with website design, search engine optimization (SEO), social media management, online advertising, and review building,

Additional information
















Give your business a jump start with a free, full evaluation of your online marketing efforts and at least 10 personalized recommendations for you to take your business to the next level. If you're just getting started, we can suggest the best ways to increase your web site visibility, which social media sites to use, and ways to get started getting visitors. If you've already gotten started with internet marketing, we'll look at your web site, blog, emails and social media profiles and make recommendations to take you to the next level.

Find more information online at <http://www.WebsterDigitalMarketing.com>

3. Maintain the "call to action" button to ensure it is properly linked and named: *No edits needed, our button is directing people to our contact page on our website.*
4. Checking for new features: *There is nothing applicable to our business to report at this time.*
5. Ensuring sure all products/services are listed: *Added Monthly Video Creation, Website Design, and Logo Design.*
6. Provide report on popular posts and make recommendation for advertisements on Facebook (this is an extra cost if you choose to have us run your ads): *In the past 30 days, here were our top five posts on Facebook as far as how many followers were reached:*

| Title | Type | Reach | Info | Down Arrow |
|--|---------------|-------|------|----------------------|
|  See what Webster Digital Marketing ca...   Webster Digital Marketing, Inc. | View insights | ... | Post | 10 People reached |
|  Sometimes happiness happens even w...   Webster Digital Marketing, Inc. | View insights | ... | Post | 9 People reached |
|  How the Metaverse Will Change Digita...   Webster Digital Marketing, Inc. | View insights | ... | Post | 7 People reached |
|  #SelfCareistheBestCare #Motivational...   Webster Digital Marketing, Inc. | View insights | ... | Post | 7 People reached |
|  The Evolution Of Digital Marketing To ...   Webster Digital Marketing, Inc. | View insights | ... | Post | 6 People reached |

Here were our top five posts on Facebook and Instagram as far as how many likes:

| Title | Type | Likes and reactions | | |
|--|---------------|---------------------|------|----------------|
|  #SelfCareistheBestCare #Motivational...   Webster Digital Marketing, Inc. | View insights | ... | Post | 1 Reactions |
|  This post has no text   Webster Digital Marketing, Inc. | View insights | ... | Post | 0 Reactions |
|  Thank you for the amazing review!   Webster Digital Marketing, Inc. | View insights | ... | Post | 0 Reactions |
|  What is an alt tag, and how does it im...   Webster Digital Marketing, Inc. | View insights | ... | Post | 0 Reactions |
|  We hope you are able to take some ti...   Webster Digital Marketing, Inc. | View insights | ... | Post | 0 Reactions |

Our page does not have much interaction or followers. If we want to build an audience, we may want to invite colleagues and/or BNI members to like the page.

Please let me know if you have any questions or concerns!

Thank you,

Christi Leupold

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