From: Christi Leupold

Sent: Friday, August 19, 2022 10:17 AM

To: Annastasia 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.
- Review "About" information and propose updates: This has been revised to the below About

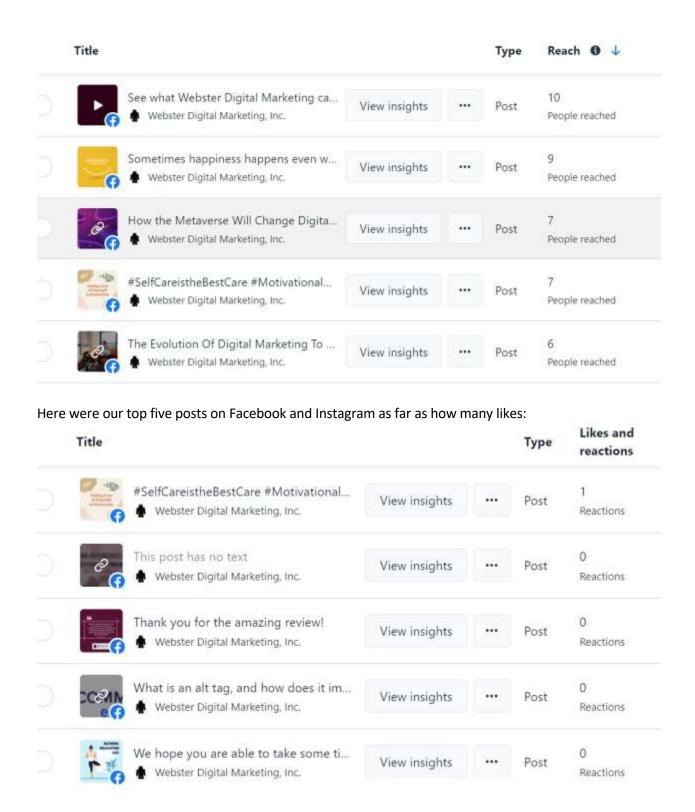
Webster Digital Marketing will help your business develop and maintain your digital footprint with website design, search engine optimization (SEO), social media management, online advertising, and review building,

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- 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:*



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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