

Community Management

DESCRIPTION

Eighty-four percent of consumers report that they expect companies to respond within 24 hours after posting on social media.¹ On Twitter, the expected window of engagement shrinks to one hour. That's where we come in. Likeable's skilled community management team makes sure your brand is there for customers in the moments it matters most.

We offer three coverage levels for community management: Maintenance, Full-Time, and Active. Each is designed to suit your unique needs and budget. Maintenance coverage is a great choice for brands looking to start or supplement their community management program. Full-Time coverage provides increased eyes and ears on your pages to ensure customers receive the fastest response, regardless of when they contact you. Active coverage gives you all of the same benefits as Full-Time, with added outreach to influencers and brand ambassadors.

PRODUCT OVERVIEW

All packages include a dedicated Account Manager who will be available to answer questions as needed.

SERVICES	MAINTENANCE	FULL-TIME	ACTIVE
RESPONSE DOCUMENT	-	✓	✓
ESCALATION PROCESS	-	✓	✓
REACTIVE COMMUNITY MANAGEMENT	Business hours, M-F OR Evenings, 6-9 p.m. & weekends	Business hours, M-F Evenings, 6-9 p.m. Weekends & holidays	Business hours, M-F Evenings, 6-9 p.m. Weekends & holidays
PROACTIVE COMMUNITY MANAGEMENT	-	-	Up to 50 outbound engagements per week
NETWORKS	Up to 3	Up to 3	Up to 3

¹ [Source](#)