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## Case Study

### Creating an Effective Social Media Strategy

A nonprofit association sought Maverick's help in managing the social media efforts around their published journals and other vehicles, such as newsletters and podcasts.

#### Goals

With numerous team members posting to the social media accounts, restoring brand consistency for the journals and organization was a central goal of the project. Other goals included expanding visibility and reach, promoting stakeholder engagement, and increasing awareness of the content.

#### Approach

Maverick evaluated the current program, created a strategy for leveraging and maximizing the effectiveness of the accounts within a manageable framework, established a mechanism for providing feedback and analysis of results, and supported training and orientation.

#### Implementation

Maverick worked with the team to implement the strategy and develop tactics. This process entailed consolidating the accounts and establishing guidelines for posting. Once the framework was in place, design templates and a dashboard for monitoring metrics were created.

A handbook was prepared for both staff and editors that included guidelines, processes, and protocols for posting. This handbook formed the basis of two training sessions delivered to editors and staff.

#### Results

The association implemented all of the recommendations and hired a social media manager to oversee the work of the team and manage the program.

Maverick's social media services can help you identify your key challenges and develop strategies that are best placed to meet both your organizational and customer needs.

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