

FolkMedia Starter Pack

For organizations with little to no social media expertise

- **Strategy & Consulting:** Create a social strategy that works for your brand.
- **Account Management:** Guide and manage your organizational social media platforms.
- **Content Creation:** Create content collaboratively to produce engaging and creative posts.
- **Social Analytics:** Monitor your organization's platforms, providing regular reports and suggestions for optimization/improvement so you can measure the return on your marketing investment and realize maximum results.

\$350/month: minimum of six months

\$300 /month: minimum of 12 months

FolkMedia Plus

Additional services that can be selected based on the needs of the organization

Paid Ads

Target the audience you want to reach and create a customized, integrated, and strategic paid marketing plan to get your content in front of a larger audience through paid promotions. This includes boosting posts, advertising on social media platforms, and the option to utilize TCJewfolk's social platforms.

\$54+

Community Management

Social Interaction: Use social media (comments, polls, inbox) to interact with audience.

Price varies based on organization's needs

Jewfolk Package - Customizable

Includes ads, sponsored content, and/or exposure on Jewfolk's social media

\$225 - \$5,400

Pre-Event Promotion

"You're Invited" social posts, feature article, links to event registration

\$250 / \$125 as add-on to Live Event Support

Live Event Support

Cover live events with the appropriate social media. Also use social media to promote future events. Includes coverage on organizational social media as well as TCJewfolk's.

\$375

Post-Event Recap

Who was there, sharing of photos, post-event article

\$150 / \$75 as add-on to Live Event Support

FolkMedia 2.0

For organizations that have one year or more
of social media training

Social Accountability Sessions and Reporting

Monthly

FolkMedia will meet with your organization staff once a month for two hours to help you plan content, strategize on a particular issue or event, or solve social media issues.

Reports will be prepared and presented quarterly.

\$300/month or \$3,000 for one year.

Bi-Monthly

FolkMedia will meet with your organization staff once every other month for two hours to help you plan content, strategize on a particular issue or event, or solve social media issues. Reports will be prepared three times during the year.

\$300/month or \$1,500 for one year.

Quarterly

FolkMedia will meet with your organization staff once per quarter to help you plan content, strategize on a particular issue or event, or share best practices for your specific social media strategy. Reports will be prepared twice per year.

\$1,200 for one year.