

Facebook							
	Page or Group	Brand Guidelines	Engagement 1-10	Strategy/Purpose	Frequency of Posts	Content Shared	Measurement
XYZ Co. 1	Facebook Page w/ 7,203 "likes."	Follows logo guidelines and uses photo.	Constituents are highly engaged and posting on FB wall - 10.	Build community, awareness, shows brand cares, drives people to website.	Posts are daily.	Articles, photos, videos, blogs, questions, polls, etc.	Facebook Insights
XYZ Co. 2	Facebook page w/ 880 "likes."	Using a different unapproved version of logo and no photo.	Constituents are "liking" and commenting on FB wall - 5.	Build community, awareness, share news and events regarding xyz co. division.	Posts are daily.	News articles, notices, photos, events, etc.	Facebook insights
XYZ Co. 3	Facebook page w/ 90 "likes."	No logo but has a photo of XYZ building.	Constituents are "liking" and posting on the wall - 4.	Share information about this XYZ division Obtain feedback on products.	Posts are monthly.	Giveaways, passes, photos, videos, etc.	Facebook insights
XYZ Co. 4	Facebook page w/ 82 "likes."	Uses official logo with group photo.	Constituents are commenting and "liking" info posted - 6	Sharing info constituents to keep them informed, building a supportive community, showing xyz cares, etc.	Posts are a few times a week although more regularly in March 2011.	Giveaways, articles, photos, videos, notes, etc.	Facebook insights
Twitter							
	Handle	Brand Guidelines	Engagement 1 -10	Strategy/Purpose	Frequency of Tweets	Content Shared	Measurement
XYZ Twitter 1	XYZCo	Yes, Logo & photo	Replying, thanking, retweeting, sharing information - 9	Awareness, community, and drive leads/ prospects to the XYZ website.	Tweeting daily	Links to website, news, events, photos of XYZ events	TweetBeeps
YouTube							
	Channel or Videos	Brand Guidelines	Engagement 1 -10	Strategy/Purpose	Frequency of Updates	Types of Videos	Measurement
XYZ Co. Channel	Channel	XYZ colors, no logo.	Yes, views, 5	An interactive look at expertise of XYZ leaders.	Sporadic updates	CEO video, conferences, product launches	N/A
Picasa							
	No. Albums	Brand Guidelines	Engagement 1 -10	Strategy/Purpose	Frequency of Updates	Types of Photos	Measurement
XYX Co.	14 albums	No logo, no branding	Low engagement - 1	An visual story to illustrate events and product launches	Sporadic updates	Events, conferences, tradeshow, team meetings, product shots	N/A