

SYLWIAKORSAK.COM

DIGITAL WELLBEING & SOCIAL MEDIA

Thank you for considering using my services. I provide a wide range of services so please take time to read this document containing a full menu of options.

If you have any questions, get in touch for a more tailored suggestion. Here is my usual process of providing support:

- Initial consultation to understand and scope out your needs (1-2 hrs) - free - Engine Shed/ Central Bristol or online via Skype
- Proposal with specific costs, timings and deliverables
- Client approval/agreement
- Services delivery (one-off or retainer)
- Review (for retainer projects)
- Final summary/report and recommendations
- Feedback, follow up support (for any additional needs)

SOCIAL MEDIA

- Social media strategy & policy advice
- First steps with social media
- Managing personal vs branded social channels
- Taking your social media competence to the next level
- Productivity for advanced social media work
- Content planning, production, positioning and aggregation
- Word of mouth audits and recommendations
- Working with brand ambassadors/ event bloggers
- Social media training
- Social media reporting and analytics

DIGITAL LITERACY

- Social media training for specific platforms
- Unifying social media branding
- Digital advice for startups (choosing cost-effective digital tools for small business)
- Cost-effective website design with branding and social media integration
- Setting up and starting your blog
- Data recovery and new website built (for clients who lost their website support or worked with unreliable consultants)
- Technology coaching (for those who think that tech is one step too far)
- Team training

TRANSMEDIA

- Photography
- Video production
- Podcasting
- Live blogging
- Live tweeting/social media coverage
- Event coverage in multiple social channels
- Live cross-platform reporting - event strategy
- Transmedia reporting training - cross-platform storytelling (incl. microsites)
- New media training - content production, positioning, aggregation, archiving
- Transmedia reporting implementation in your organisation - cost-effective, long-term storytelling

INDIVIDUAL

- Digital literacy advice and training (incl. social media and content creation)
- Personal brand - coaching and mentoring (formulating, articulating, online positioning)
- Digital tools for career planning
- Digital leadership - asking the right questions for informed decisions
- Digital wellbeing - challenges with digital, life-tech balance, healthy digital habits, productivity
- Digital families - understanding new tech landscapes, negotiating agreements with young people
- Digital resilience - responding to adverse situations

NEW: COACHING

- Identifying current blocks in the effective use of digital tools
- Identifying effective and realistic tech solutions
- Critical thinking and decision making skills
- Exploring unique skills and ideas
- Exploring sustainable long-term habits
- Learning to access online support networks
- Developing short-term and long-term plans
- Identifying the best way to apply digital tools to articulate the agreed plans (incl. paid tools)
- Understanding the pitfalls of the social web (algorithms, semantic search, web shadow)
- Digital wellbeing - tech for better habits

COUNSELLING (COMING 2020)

- Confident leadership vs. digital innovation
- Working with a lack of digital literacy
- Working with online bias and echo chambers
- Managing online conflicts effectively
- Online crisis management
- Digital for bereavement and other forms of loss
- Positive thinking in the digital age
- Finding the humanity in the age of automation
- Digital families - positive parenting in the digital age
- Digital families - working with addictive behaviours

KEY POINTS

- **Fees:** I charge a flat fee of £50/hour for all my services with discounts available for charities and groups. (When possible I might be able to offer discounts for individuals or small local causes but please note that my paid clients always have priority and so my availability and response rate might vary.)
- **Approach:** I use a person-centred approach with the integration of other, relevant methods.
- **More information:** go to sylwiakorsak.com for references, education and current articles
- **Next steps:** define your challenges and needs, consider your intention and commitment to change and email sylwia@sylwiakorsa.com for an initial consultation.

I LOOK FORWARD TO MEETING YOU!