

| 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 |