

# Social Results

Communication and Community: Online and Off

[socialresultsltd.com](http://socialresultsltd.com)

[emma.dingle@socialresultsltd.com](mailto:emma.dingle@socialresultsltd.com)



# Contents



- About us
- Client relationships timeline
- Client portfolio
- Services
- Rates and Charges
- Contact us



# About us



**Social Results Limited was founded in 2012 by [Emma Dingle](#)**

Emma's professional life has always involved working directly with customers, clients, partner organisations, volunteers, and the general public.

She specialises in customer service, community engagement, complaints resolution, reputation management, and anticipating need.

By 2012, as social media use picked up, she decided that it was time these skills were used to improve online social media engagement for business, social enterprise, and charity.

Social Results now provides content creation, copywriting and editing services.

Emma's also extremely talented with a spreadsheet and even enjoys analytics reporting for web and social.

Social Results is built on the idea of quality ethical engagement. This means only using automated AI and machine learning tools to improve service delivery and to increase genuine human interaction.

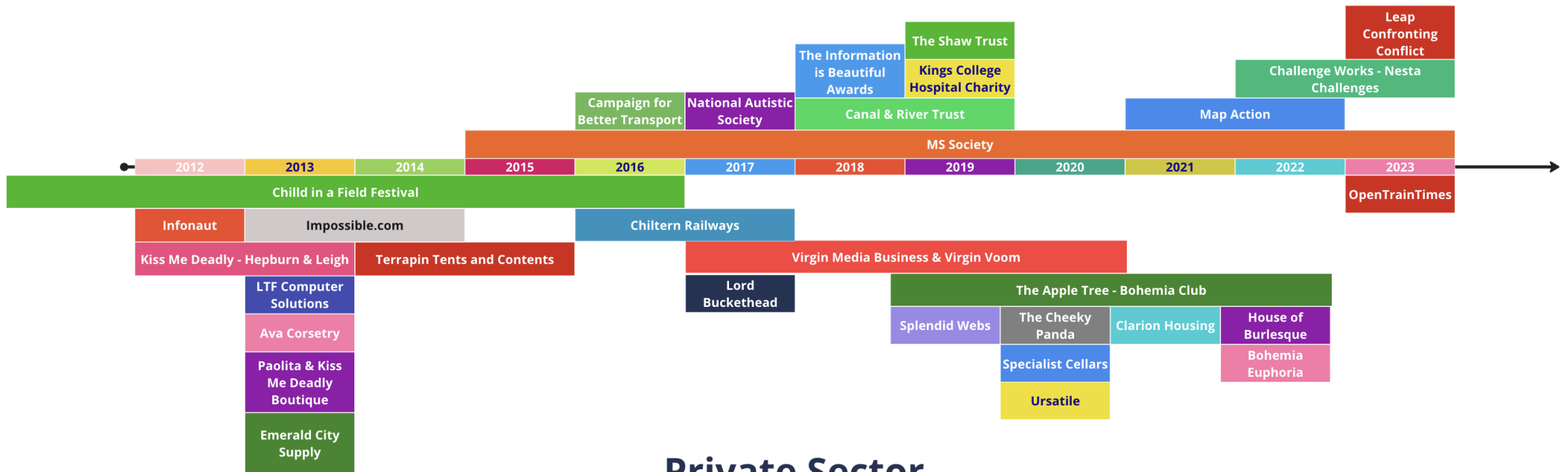
No bots, no fake accounts, and content creation made with the greatest level of care.



# Client relationships timeline



## Third Sector



## Private Sector

# Client portfolio



A selection of some of our client work:

- MS Society
- Virgin Media
- Challenge Works (Nesta Challenges)
- National Autistic Society
- The Apple Tree - Bohemia Club
- Kings College Hospital Charity
- Lord Buckethead
- Chiltern Railways





- Social media management.
- Copywriting and editing for website and social media.
- Cataloguing past and finding new medical research information.
- Editing information to show latest MS medical research findings.
- Editing current information for tone of voice and formatting to suit website.
- Identifying new categories required to ensure everyone living with MS can find the information and support they need.
- Web content editing Drupal and Sitecore CMS.
- Content production for the MS Society version of a new Digital Health Assistant AI machine learning app for chronic illness management.
- Website content audit.
- Moderation of the Scott Mill's Facebook Live pub quizzes. An extremely popular and busy, weekly fundraising event to help fund the MS Helpline during the COVID-19 pandemic lockdown.
- Working with Community and Events fundraising team to create fundraising resources for supporters.
- Multi-stakeholder project management.
- Design project management.
- SEO copywriting project.



- Social media strategy - content production and scheduling.
- Facebook, LinkedIn, Instagram, Twitter, and YouTube content creation, moderation, signposting, and public relations
- Campaign management #ScareMS, #MSEnough, #WrapUpMS, #LoveAndMS
- Event project management #MSAwards
- Silverpop (IBM Watson Marketing)
- Eventbrite
- Moderation of MS Community microsite on Drupal
- Copy editing for tone of voice, accessibility, and social audiences
- Creative project management of digital video appeal
- MS community, research, and general web editing, editing and copywriting
- User journeys, UX, fundraising events
- Crisis communications management
- Targeted social fundraising, campaign and event recruitment campaigns
- Photoshop and various image editing software





# Virgin Media & Virgin Voom 2018



- Social media draft posts and strategy for late 2020 and early 2021 campaigns.
- Social media and community engagement support and management for VOOM 2018.
- Live event social media.
- Content creation.
- Web-editing including tracked shortlink production.
- Social media channel management.
- Reporting to Virgin Media Business team.
- Copywriting, copy editing for social media and website.
- Photo editing from events and brand campaigns.
- Research of business sectors and startups to showcase.
- Ongoing social media and community engagement for VOOM Pioneers.
- Entrepreneur community manager for [virg.in/VoomPioneers](https://virg.in/VoomPioneers)



# Virgin Media & Virgin Voom 2018



- Community management.
- Content creation and design work.
- Brand development.
- Website content management and editing.
- Social media channel management.
- Community management and digital engagement for the VOOM 2018 pitching competition.
- Everything entrepreneur.
- Helping startups, small business owners, not for profits, social enterprises and charities make the most of VOOM 2018.
- Also, the home of the Virgin Unite Impact Award.
- Social and Community Engagement Manager.



# Challenge Works (Nesta Challenges)



- Building website analytics reports from GA4 using Looker Studio.
- Advice and recommendations to aid the analysis accuracy of future campaigns.
- Management of the content migration from the organisation's website on an older version of WordPress to the Gutenberg editor, rebranding at the same time.
- Management of the rebranding design and deployment changing from Nesta Challenges to Challenge Works.
- Information architecture for new Challenge Works and reworking of the Longitude Prize on Dementia websites.
- Print and digital design work to ensure event deadline was met.
- Rebranding deployment across the organisation, and online.
- Building new website for The Longitude Prize on Dementia.

# Challenge Works (Nesta Challenges)



- Building and content management of Mombasa Plastics Prize website.
- Training staff how to use older and newer WordPress platforms depending on whether they are working on older legacy or newer CMS.
- Working directly with Senior Leadership Team.
- Email and newsletter redesign and messaging.
- Web editing, digital comms guidance, standard editing.
- Video editing feedback. Video editing for website homepage and social media.
- Social media assessment and light touch management.
- Managing one staff member..
- Sourcing and managing one freelancer whilst covering for the two full time comms team members.





- Management of Facebook, Twitter, LinkedIn, YouTube, and Instagram channels.
- Delivery of TMI 2017 Campaign #AutismTMI with partner agency Don't Panic with in-excess of 6 million views of the Make It Stop film so far.
- Live social media for London Marathon working with the Fundraising team, supporters, and 194 runners.
- Live social media from Autism Uncut Awards at BAFTA. #AutismUncut
- Live social media from Autism Awards and Professionals Conference in partnership with Network Autism the professional branch of the organisation. #ProfConf.
- Live social media from the National Garden Scheme launch event.
- Streamlining of social media procedures to improve delivery times for internal clients.

# The National Autistic Society



- Working closely with Content team to ensure smooth delivery of content suited to various social channels.
- Introduced Trello for project management, and testing of major campaign materials.
- Social community management, including signposting, conflict resolution, moderation, and escalation of cases requiring safeguarding.
- Research into and activation of Facebook Workplace for testing by internal comms team.
- Working with digital team for the smooth transfer of the NAS Community Forum to a new platform.
- Introduced colleagues to Facebook Dark Posting as a new communication option to enable specific audience segments to be targeted appropriately.
- Creation of social media training resources for NAS Branches.



# The Apple Tree – Bohemia Club



- Social media content creation and management.
- Community management.
- Organic event promotion.
- Creative strategic social media channel management.
- Live events social media.
- LGBTQIA+ content creation, management and moderation.
- Digital engagement online and emails.
- PR consultancy.
- Web editing.
- External communications.
- Eventbrite and Outsavvy.





- Social media strategy and content creation for The Great Hospital Hike fundraising event
- Social media content creation and deployment for Christmas Countdown
- Social content creation and strategy plans for New Year's posts
- Social media assessment and training
- Genral social media strategy planning
- Facebook Page management troubleshooting with Facebook team



# Lord Buckethead (2017 only)



- Social media training.
- Facebook management.
- Strategic and tactical Facebook in-character engagement and interaction.
- Election day character interaction with public.
- Paid social Facebook ads.
- Social media backup and support all channels.
- Some PR and Comms guidance for election team.



- Social media customer relations cover for week between Christmas and New Years and first week of January.
- This followed employment of 8 months leading the social media team, providing full communications services on-platform and online, real time customer service, Train Controller team liaison, Network Rail engineering communications liaison, real time ticketing information, social and online customer service team training, crisis comms, print and design, and PR services.

**Chiltern Railways**

*If you think our way, travel our way.*

# Services



Our Services are tailored to meet the specific needs of each organisation or individual we work with.

All work is carried out by delightfully nerdy jargon-free tech-loving humans.

A passion for language and communications

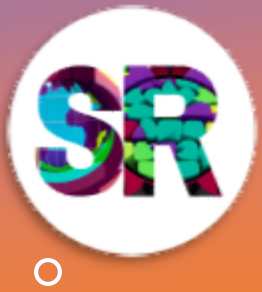
A deep practical understanding of group and individual behaviour

A creative eye, and a solution based approach.

We excel at hitting deadlines and take pride in being an oasis of calm in any situation.

- Strategic creative digital comms.
- Community engagement.
- Copywriting and editing.
- Event social media.
- GA4 reporting.
- AI copywriting and hacking/testing.
- External and internal comms.
- Crisis communications.
- Social media - creative, strategy, technical and planning.
- Digital engagement.
- Content management and web editing.
- Brand management and deployment.
- Digital and print design.
- Medical copywriting.

# Charges and fees



Prices start at £350.00 per day. Increases depend on people management responsibilities, and at which project stage we're brought in to work with your team.

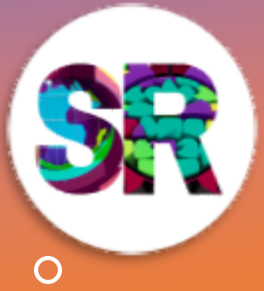


If your deadline is short, or something needs fixing, get in touch. We're here to help get you and your team successfully across the line.



If it needs doing we always find a way. And if we don't have the time or the knowledge, we have a great network of trusted specialists on hand to help.

# Contact us



[socialresultsltd.com/contact-us](https://socialresultsltd.com/contact-us)



[emma.dingle@socialresultsltd.com](mailto:emma.dingle@socialresultsltd.com)