CRITIQUE OF COMPANY'S SOCIAL MEDIA SITES FOR POTENTIAL CLIENT

Background:
I was asked to review a company's social media presence and advise them on what is needed to improve their various sites. Below is my critique. Since this company is a potential client, I have removed any specific references to their social media sites, as well as any potentially identifying information in order to protect their privacy.

Findings:
As requested, I have conducted research on the company's public-facing communications. This included reading the web site, LinkedIn page, Facebook, and Instagram. *Table 1: Findings and Recommendations* shows what I found and my recommendations of what needs to worked on. My goal is to have these various social mediums as attractive as possible so that your traffic increases and no one has to hunt for information about your company.

Item	Recommendation
Facebook	Nothing has been posted in years. Need to start posting there regularly.
LinkedIn	Some postings, but still hard to find anything about the company. Need consistent postings which will increase the company's visibility in searches.
Instagram	Only found two postings here, with only one posted by the company. Need to post regularly for consistent visibility.
Web Site – Overall (applies for nearly all the pages)	Need to have uniformity between all pages. Way too much text on most pages and the font is too small. If I wasn't purposely researching the site, I would have stopped reading almost immediately. *Recommendations*: - Less text on pages (can provide links to pages with all the info). Need to capture folks' interest so that they will want to continue to explore the site. - Include crisp visuals on each main page. - Consistent usage of fonts so that each page looks like it belongs to the company. - Update the copyright date. As of now, it looks like nothing has been updated in nearly two years. This gives the impression that the company isn't able to update things. Not what you people to think.
Web Site – Our Team page	- Have the bios shorten, at least what is visible. Include a clickable "read more" so that it can be expanded to read the full bio. - Need to get the missing photo for one of your engineers. - If there is just one advisor, the header there needs to be changed to "Company's Advisor:" to accurately reflect the situation.

Item	Recommendation
Web Site – Customers page	- Page needs to be arranged and preferably retitled as it really isn't talking about the customers. - The customer contact form should be at the bottom of the page. - Needs a brief introduction to explain what the page is talking about. - The "Cybersecurity" diagram is nice, but I have no idea why it is there. (I'm guessing that you want to show that you incorporate cybersecurity in the products.) There is nothing tying it to the rest of the page. - The four tabs are nice, but each one displays differently and needs to be adjusted so that they all display the same size, etc. I would have these at the top of the page, not at the bottom.
Web Site – Area of Focus 1 page	- Utilize the links in there and simply send folks to another page instead of further down the same page. - Hard to read some of the labels.
Web Site – Area of Focus 2 page	- Nice number of visuals, though need consistency. - Hard to read some of the labels. - Utilize links to send folks to another page.
Web Site – Area of Focus 3 page	- Very nice visuals. - Provide links to the more detailed text.
Web Site – Area of Focus 4 page	For the map, remove the initial text so that only the map is what one sees in that box. The initial text can be the intro to the map.
Web Site – Area of Focus 5 page	- This page has a decent ratio of text to visuals. - Need to have the same font and size for the text. - Link to the press release is broken. Either needs to be fixed or removed.

Table 1: Findings and Recommendations

To further address the findings in Table 1, while I am not a web designer or marketing person, I have several suggested ideas that can be flushed out by the web designer and/or marketing person (contractor or employee).