Social Channel Offerings

Facebook, Twitter, Instagram or LinkedIn ($25): $25 for original post per channel, $10 to boost the post to appear higher in audience News Feed or Timeline

Newsletter feature ($25) featured in the bi-weekly “Social Enterprise Scene” or “Members-Only” newsletter located 3 quarters of the way down the e-mail.

Job Board Listing for Non-members ($50 first month, $30/month for each additional month): Listing organization must provide materials/content.

Direct Email sent to the SEA network ($250). Sponsor designs content.

Webinar (SEA designs content ($1,500); sponsor designs content ($1,000/webinar))

Blog post (SEA writes and designs content ($500); sponsor provides content ($250))

30% for organizational members, 15% off for individual members
**Social Channel Metrics**

**Facebook:** 15,000 followers, 300-1k avg. reach per post

**Instagram:** 1.5k-1.7k followers, 300-550 avg. impressions per post

**Twitter:** 13,000 followers, 300-750 avg. reach per post

**LinkedIn:** 3,300 followers, 300-550 avg. impressions

**Newsletter Feature:** 17,000 subscribers, 15-35% open, 8-15% click rate

**Direct Email:** 9,000 subscribers, 10-15% open rate 5-10% click rate

**Jobs Board:** 600+ monthly pageviews

**Guest Blog Post:** 1,900 followers, 100-750 views for guest blogs

**Webinar:** 75-150 average live attendees, promoted widely by SEA across all channels (an audience upwards of 50,000), archived in SEA's webinar archive for continuous viewing.

30% for organizational members, 15% off for individual members