



MOONLIT MEDIA CLIENT

Welcome Pack





Nau mai. haere mai.

Welcome!

Kia ora, I'm Jyn, owner of Moonlit Media.
In this welcome pack, I've included
everything you need to know as a new or
prospective client.

A LITTLE ABOUT ME

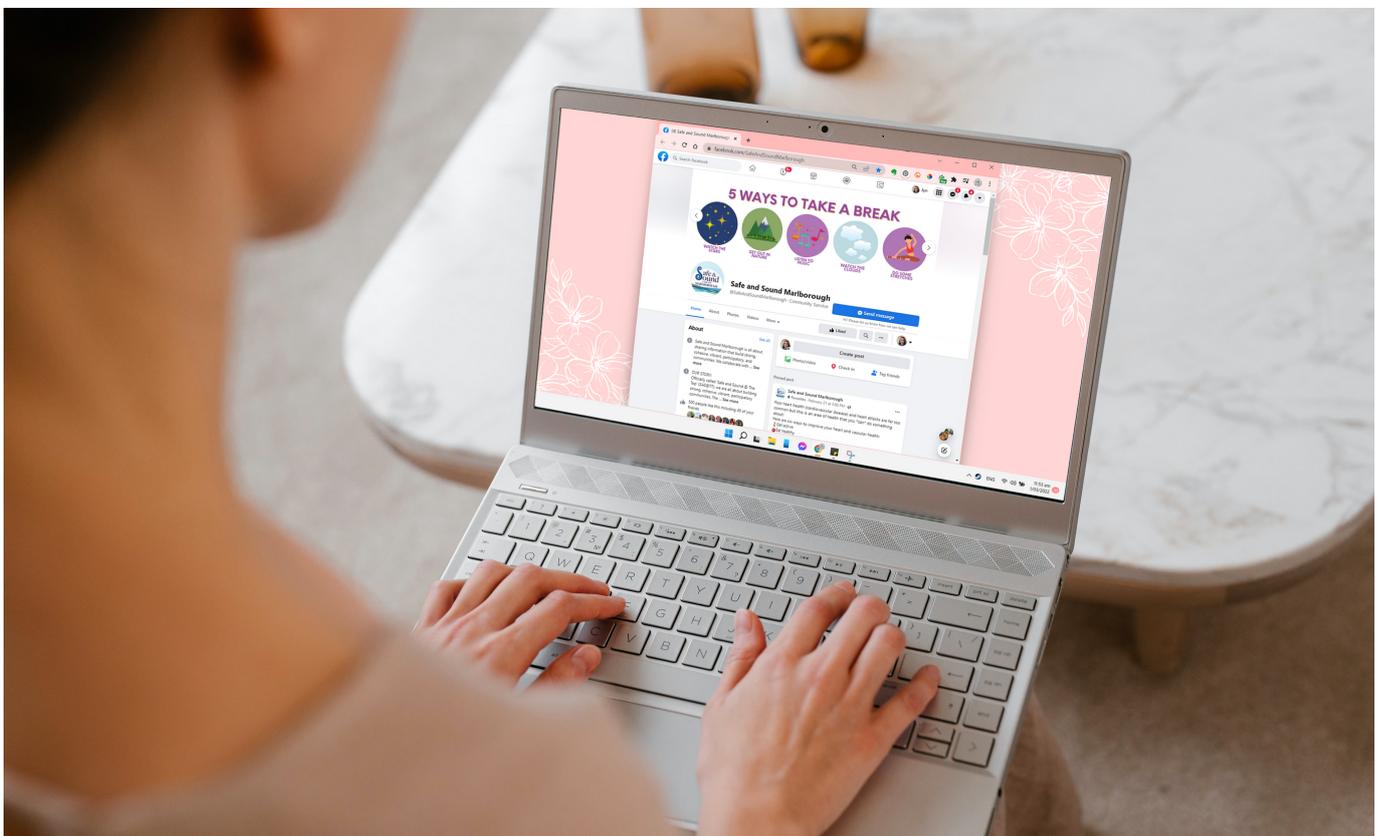
I'm a New Zealander, currently living in the
beautiful Wairau/Marlborough region. I
officially launched Moonlit Media in March
2021 and turned it into a full-time gig in
March 2022. In my spare time, I enjoy reading
and watching sci-fi, sitting in nature, or
spending time with my whānau.

About Moonlit Media

Moonlit Media is here to support you with your social media through a range of social media management and content creation services, coaching, and consultation.

Whether you're brand new to social media or you've been online since Bebo, the ever-changing world of social media marketing can be intimidating and overwhelming. For many small business owners or non-profit staff, running social media accounts is also one more thing to add into an already busy schedule! That's why I started Moonlit Media - so I can relieve some of that pressure and let you get back to doing what you do best! As we work together, my goal is to show you how social media is worth the effort, time, and money, while growing your following, and increasing interest in your products or services. While I am particularly focused on supporting non-profit organisations and small businesses, I am open to working with any individual, business, or organisation.

A list of services begins on page 5 or visit moonlitmedianz.com/services



Policies

✨ Confidentiality

All confidential information will be kept private and not shared with any third parties unless I have obtained written permission from you first. This includes passwords, contact details, and your business strategy. Please let me know if you have any particular details you would like to ensure are kept confidential.

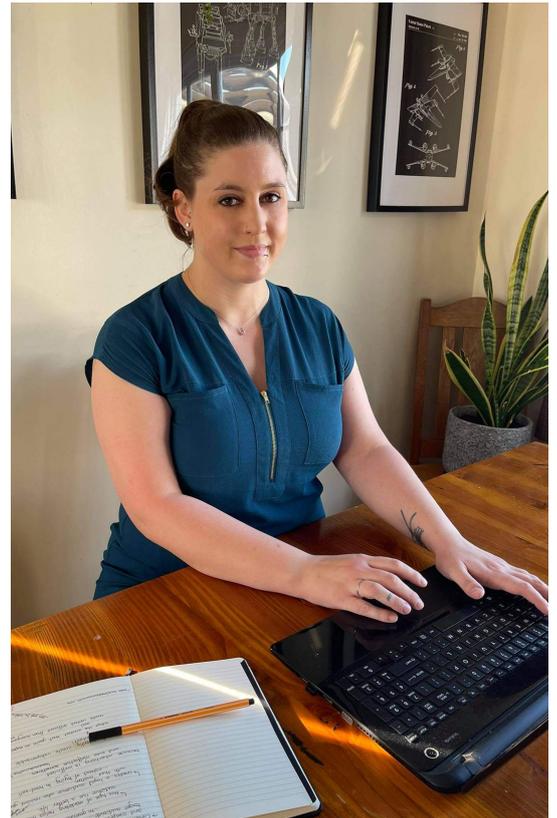
Communication

While my work hours are generally 10am to 6:30pm, I am happy to be contacted outside of these times if you have a time-sensitive matter. If you need support or a question answered urgently, I recommend calling or texting me as well as or instead of emailing.

All Social Media Management clients automatically receive support via phone and email at no additional cost.

Te Reo Māori

I am committed to working in a culturally respectful way. For me, living in Aotearoa, this involves using (where appropriate) and promoting Te Reo Māori, an official language of NZ and the language of our indigenous peoples. If you would like to discuss usage of Te Reo in the work I do for you, please let me know.



COMMITMENT

I am committed to providing affordable services while upholding my guiding principles of proactive development, quality, and balance in all that I do. I also strive to work in a culturally respectful way, backing equality and non-discrimination.

Services

Set-Up

I meet with you to learn about your brand, services, and goals, and then I set up a new Twitter or Instagram account, or Facebook page for your business/organisation. I do all the behind-the-scenes work so that you can hit the ground running and dive straight into sharing your message with the world!

Review and Revamp

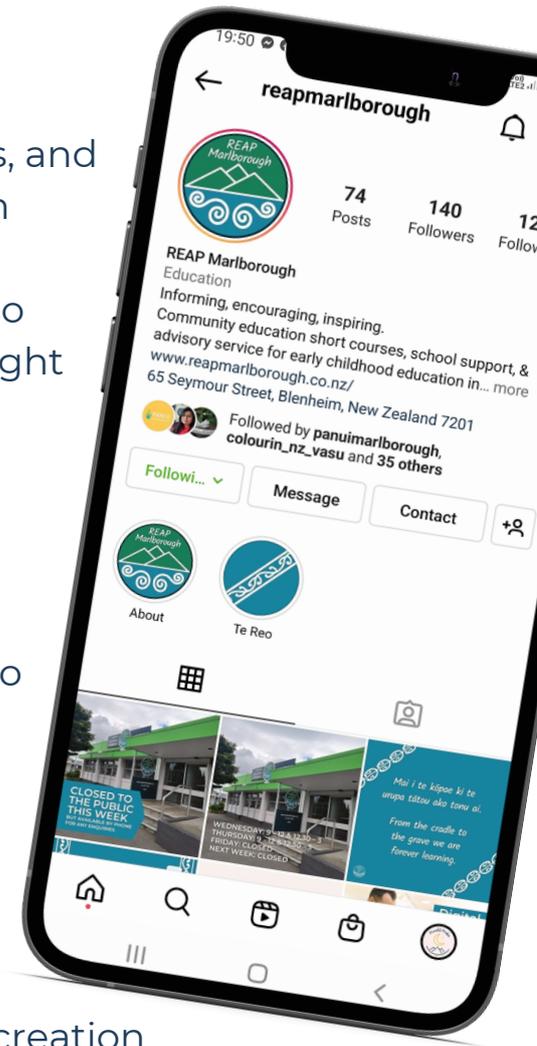
A newly revamped page will show off your brand and services in a way that is inviting to new followers and encourages your existing audience to engage more! So let me check out your Facebook or Instagram, optimise your settings, and suggest a few improvements.

Content Creation

For those of you who still want to do some the social media management work, I offer a content creation service. Under this service I create quality images that fit with your branding, write the copy that shares your message, describes your services, etc., and hashtag suggestions to fit the copy, image, your brand, and your industry. Choose from images only, images + copy, or images + copy + scheduling.

Social Media Management

Full social media management allows you to focus on what you're good at - the day-to-day running of your business/organisation - while I do what I'm good at - managing and growing your social media presence. I currently offer four full management packages but if none of these suit you and your business/organisation, I'm always happy to discuss creating a bespoke package that specifically matches your needs.



Services

Coaching

What would you like to be able to do for your socials? I can help you navigate the world of social media, upskilling you along the way. My coaching service is available to both individuals and small groups, and both businesses and non-profits.

Documents and Promotional materials

From formatting lesson plans and annual reports to creating a poster to match your social media campaign, I can support your mission as part of my design service.

✨ *Not-for-Profits Discount*

Since the community sector is where my passions lie, all not-for-profit organisations receive a 15% discount on all Moonlit Media services.



FAQs

Why do I need a Social Media Manager? Businesses and non-profits hire Social Media Managers for a variety of reasons but it basically all boils down to making your life easier. A Social Media Manager can also save you time or just take a task off your plate so that you can focus on doing what you do best.

Does Moonlit Media offer a discount for not-for-profits? I offer a 15% discount for all NZ-based or Australian not-for-profit organisations. This is **not** a limited time offer; it's 15% off year-round!



Can Moonlit Media help me learn to do things myself? Definitely! I'm always happy to teach and empower people to manage their own social media; this is part of my [One-To-One Coaching service](#).

Do you charge extra for last-minute work? I may charge a 15% fee if you need work completed within 3 days.

How does Moonlit Media post to my accounts? On Facebook, you will need to make me an editor or admin; this is something I can show you how to do. On other platforms (e.g. Instagram), I log into your accounts directly.

Useful Links

I am building a library of resources on my website for clients to use.

moonlitmedianz.com/resources

Read my blog for social media management tips, inspiration, and news.

moonlitmedianz.com/blog

Learn about my other clients.

moonlitmedianz.com/portfolio

Connect with me on LinkedIn.

linkedin.com/in/jyn-cunningham-MM

Follow me and join the kōrero on Instagram, Facebook, and Twitter.

@moonlitsocials

