

TECC Social Media TA Business Rules



TECHNICAL ASSISTANCE (TA) TYPES

Approved TA Types



- Account Setup
- Platform Introductions
- Creating Social Media Plans
- Social Media Strategy and Plan Review
- Customization of TECC Social Media Assets
- Content Review (e.g., caption review, graphic review)
- Functionality Assistance (e.g., using stories, live, hashtags, Canva tutorial)
- Platform Analytics Training and Review

Not Approved



- Assistance with paid media (e.g., social media advertisements, boosted posts)
- Content creation (e.g., creating posts, graphics, or videos for you to post)
- Translations

ESTIMATED TA TIMEFRAMES

Type of TA	Initial Request*	Revisions and TA*
Account Setup: TECC can assist with setting up social media accounts for your program. Answering questions and troubleshooting start-up issues.	1-2 weeks	1-2 weeks
Platform Introductions: TECC will provide an overview of a specific platform, share best practices that will help you decide if a platform fits your capacity and strategy. (e.g., Facebook 101 etc.)	1-2 weeks	1-2 weeks
Creating Social Media Plans: Define your audience, create your logic model, and put together a strategy and calendar for an effective social media presence.	1-2 weeks	1-2 weeks
Social Media Strategy and Plan Review: TECC will review your social media plan and provide feedback.	1-2 weeks	1-2 weeks
Customization of TECC Social Media Assets: Defined as adding a program's name, contact info, and logo.	1-2 weeks	1-2 weeks
Content Review: Submit your caption and/or graphic for review and feedback.	1-2 weeks	1-2 weeks
Functionality Assistance: Ask questions about certain platform functions you may not be comfortable using, but would like to explore (e.g., Facebook Live, Stories, Reels, Polls, creating graphics using Canva)	1-2 weeks	1-2 weeks

LIVE VIRTUAL TECHNICAL ASSISTANCE

TA Session Type	Session Length	Initial Session Provided**
Functionality Assistance: Defined as a review of 1-2 functions of a platform and assumes the requester has access and a basic understanding of the platform for which help has been requested. (i.e., walkthrough for posting your first Instagram Reel, using Canva video editor)	45-60 minutes	1-2 weeks from the initial request*
Platform Introductions: This option is best for someone brand new to a platform or with limited knowledge of how to utilize a particular function and requires more 1-on-1 assistance. Includes overviews of account setup, platform navigation, best practices, and an introduction to TECC social media strategy planning tools.	1 hour	1-2 weeks from the initial request*
Platform Analytics Training and Review: TECC will review the platform analytics you submit and teach you how to use them as a part of your social media strategy.	1 hour	1-2 weeks from initial request*

*Timeframes may change depending on the volume of TA requests TECC is working on and the timeliness of response from the project in MatTrack.

**This timeframe applies to the initial session provided. If additional assistance and sessions are needed, this timeline may change

BUSINESS RULES

- + Technical Assistance (TA) for social media must fall under activities written in your scope of work (SOW) under earned media activities. Provide the SOW activity number in MatTrack. Contact your CTCP Program Consultant (PC) for approval, if needed.
- + TECC will work on only one social media TA request at a time, per project.
 - Projects can have one active social media TA request and one active educational material request running concurrently.
- + TECC will acknowledge initial MatTrack request within 2 business days.
- + TECC can decline TA requests that are not related to earned social media, not within TECC's scope of work, or not within TECC's capacity.
- + TECC will spend up to 10 hours per TA request. TA requests requiring more than 10 hours may require additional approval by TECC & CTCP.
- + Content creation and review requests will adhere to Media Material Standards outlined in Section 310: Use of Paid, Earned, and Social Media of the CTCP Policy Manual.



For more information and resources related to TA and Social Media, visit www.tecc.org or contact us at help@tecc.org.