

## New social media offering from That's It

That's It Communications has introduced That's It Social, a social media management approach, focusing on high level strategy and social business solutions, so that clients can manage their communities in-house on a day-to-day basis.



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"We believe that social media community management should be housed inside corporations. This will help with immediate responses and true brand reflection. We don't see this as a way of giving business away, on the contrary we believe that it will increase business whereby the social media ratings and usage will increase and the agency can plan more effective social media campaigns working closely with the in-house community manager," says MD, Maryke Hough.

"The social business landscape is changing, as clients outsource social media resources to run their channels internally. This shift is ideal, as it supports the essence of real-time communication and enables customer service on the pulse for consumers.

### Support with strategy and training

"It supports clients with strategy and training as well as ensuring the right social media talent is placed within businesses. It also oversees the social execution of strategies and campaigns for clients and delivers measurable results," she added.

In addition to socialising businesses, it also introduces #socialrecruit, a bespoke recruitment service for companies searching for social media talent to manage their community platforms. The site provides the corporate industry with a new platform to discuss and explore their social needs and the agency will then match these needs directly with the right community manager resource. Based on expertise, the agency will oversee and assist with ensuring the perfect placement supported with customised training.

The company, based in Johannesburg, is now extending its services to Cape Town.

View Hough on the subject of social media on [www.theredzone.co.za/vodcasts](http://www.theredzone.co.za/vodcasts) or go to [www.thatshitcom.co.za](http://www.thatshitcom.co.za) or [#socialrecruit - www.socialrecruit.co.za](http://www.socialrecruit.co.za).

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