



SOCIAL MEDIA MONITORING & RESPONSE

STRENGTHENING MEMBER CONNECTION IN A DIGITAL WORLD

As member interactions increasingly shift online, your cooperative's digital presence plays a critical role in member satisfaction. CRC's 24/7 Social Media Monitoring and Response service brings the same dependable, people-first approach you trust on the phone straight to your cooperative's social platforms. We monitor comments, messages, and page activity, respond in real time, remove inappropriate content, and follow your communication protocols to keep your online presence positive, active, and consistent—day and night.

ALWAYS-ON RESPONSE, WHEREVER MEMBERS REACH OUT

Round-the-Clock Monitoring Constant oversight of your social channels, ensuring rapid awareness and timely engagement on all activity including comments, messages, and page activity.

Real-Time Responses Friendly, human replies that follow your established communication protocols and service standards.

Content Moderation & Reputation Protection Our agents filter content and guide interactions keeping your pages clean, constructive, and welcoming – strengthening trust and maintaining a positive online impression.

Outage & Event Support Proactive engagement during outages, severe weather, and busy periods to ensure members receive timely, helpful responses.

SUPPORT YOU CAN RELY ON



Same trusted service now online
Consistent member experience
Reduced staff workload
Engagement at all hours of the day

24 / 7 / 365



Focusing on the *Human* side of technology.®

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